

## THE ROLE OF SOCIAL MEDIA IN BUILDING BRAND AND ENHANCING CUSTOMER ENGAGEMENT FOR YOUNG ENTREPRENEURS: A LITERATURE REVIEW

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### *Abstract*

Social media plays a crucial role in strengthening the position of young entrepreneurs in an increasingly competitive market. No longer just an additional tool, social media has become a strategic necessity in building a strong brand and fostering meaningful customer engagement. Through these platforms, young entrepreneurs can achieve several strategic objectives, including increasing political awareness, expanding customer knowledge about products, and enhancing meaningful interactions with customers. Effective marketing strategies are required to fully leverage the potential of social media in achieving desired business goals, making it a strong foundation for building sustainable brands in this increasingly digital business environment. The methodology used in this study is descriptive qualitative, where researchers rely on various literature to obtain research data and use a qualitative approach because the data produced are in the form of words or descriptions.

**Keywords:** Entrepreneurship; Social Media; Young Entrepreneurs

### INTRODUCTION

In the rapidly evolving digital era, young entrepreneurs are faced with increasingly complex challenges in building and sustaining their businesses. In a marketplace that is becoming more competitive and dynamic, establishing a strong brand and fostering close relationships with customers are key to success. Amidst rapid changes and deepening penetration of information technology, social media has emerged as one of the most vital platforms for young entrepreneurs.

The role of social media is no longer just an additional tool; it has become a strategic necessity in marketing and brand development strategies. Social media also helps young entrepreneurs increase knowledge about their products. By using social media, young entrepreneurs can share information about their products, raise awareness among young people about their products, and increase product sales (Abd Rahem et al., 2022).

In this context, this research aims to investigate in-depth the integral role of social media in strengthening the position of young entrepreneurs in an increasingly competitive market. Social media also helps young entrepreneurs increase awareness of the importance of branding. By using social media, young entrepreneurs can share information about their brand, raise awareness among young people about the brand, and increase awareness among young people about the importance of branding (Mhd. Latip Kahpi, 2023).

The main focus of this research is on how social media helps young entrepreneurs build a strong brand and enhance customer engagement. Marbach et al. (2016) investigated the role of customer personality traits and perceived values in online customer engagement, emphasizing the influence of social media brand communities on customer engagement. This study contributes to understanding the impact of social media on customer engagement and brand building. By analyzing relevant theoretical concepts and exploring case studies from real-world practices, this research is expected to provide valuable insights into how young entrepreneurs can effectively leverage social media to achieve their business goals. With a better understanding of the role of social media, young entrepreneurs are expected to develop smarter and more sustainable marketing strategies to address the challenges they face in an ever-changing market.

## LITERATURE REVIEW

The Role of Social Media in Marketing has been a significant focus of research in recent years. Kaplan and Haenlein (2010) assert that social media is not just an additional tool but an integral part of marketing strategy, enabling young entrepreneurs to build brands, interact with customers, and influence purchasing decisions at relatively low costs. Evans (2012) emphasizes the importance of social media in building strong brands, where relevant and engaging content can increase brand awareness and create a positive brand image among potential customers. Goh et al. (2013) highlight that social media allows for active interaction between young entrepreneurs and customers, which can enhance customer loyalty and overall satisfaction. However, Ryan et al. (2015) note that the use of social media also brings challenges, such as managing brand image consistently and avoiding the risk of inappropriate content. With a good understanding of their audience and the right strategies, young entrepreneurs can overcome these challenges and leverage the full potential of social media in building brands and increasing customer engagement.

## RESEARCH METHODOLOGY

The research method used in this study is Systematic Literature Review (SLR). SLR is a systematic and structured research approach to collecting, evaluating, and synthesizing evidence from relevant literature in a specific research field

(Kitchenham, 2004). This approach allows researchers to identify and synthesize findings from various related studies to develop a deeper understanding of the research topic.

Data analysis is conducted by comparing and integrating findings from various literature sources to develop a comprehensive understanding of the research topic. By using the SLR approach, this research aims to present a comprehensive review of the role of social media in strengthening the position of young entrepreneurs in an increasingly competitive market. Through systematic analysis of relevant literature, this research is expected to provide insights into how social media can be effectively used by young entrepreneurs to build strong brands and increase customer engagement.

## RESULT AND DISCUSSION

In the rapidly evolving digital era, social media has emerged as a transformative force, particularly for young entrepreneurs navigating the competitive business landscape. Its multifaceted role extends beyond mere communication to encompass brand building, customer engagement, market research, and even sales generation. By harnessing the diverse array of social media platforms available, including but not limited to Facebook, Instagram, Twitter, LinkedIn, and emerging platforms like TikTok, young entrepreneurs can strategically position their brands and connect with global audiences.

Wang's (2023) comprehensive examination of the symbiotic relationship between social media and consumer behavior unveils the intricate ways in which social media platforms influence consumer actions, shape brand perceptions, and drive purchasing decisions. Through targeted content creation, engagement strategies, and data analytics, young entrepreneurs can leverage social media to gain valuable insights into consumer preferences, trends, and sentiments, thereby refining their marketing approaches and enhancing brand relevance.

Despite the resource constraints often faced by young entrepreneurs, social media levels the playing field by providing a cost-effective avenue for brand promotion and customer acquisition. Unlike traditional advertising channels, which require significant financial investments, social media offers a democratized platform where creativity and authenticity often trump financial resources. By crafting compelling narratives, visual content, and interactive experiences, young entrepreneurs can captivate audiences, foster brand loyalty, and differentiate themselves in saturated markets.

Moreover, social media serves as a dynamic ecosystem where brands can cultivate communities, engage in dialogue with customers, and co-create value. Zhu & Chen's (2015) exploration of social media's role in addressing human needs

underscores its potential as a platform for meaningful connections and authentic interactions. Through real-time engagement, personalized responses, and user-generated content, young entrepreneurs can foster a sense of belonging and loyalty among their followers, transforming them into brand advocates and ambassadors.

Evans (2012) research underscores the viral nature of content on social media, where a single post or campaign has the potential to reach millions of users within seconds. This virality amplifies brand exposure, generates buzz, and catalyzes word-of-mouth marketing, all of which are invaluable for young entrepreneurs seeking to establish themselves in competitive markets. Additionally, the interactive nature of social media enables young entrepreneurs to solicit feedback, address customer concerns, and iterate on their products or services in real time, fostering a culture of continuous improvement and innovation.

In navigating the complexities of social media marketing, young entrepreneurs must adopt a strategic and data-driven approach. By leveraging analytics tools, conducting A/B testing, and monitoring key performance indicators (KPIs), they can refine their strategies, optimize their campaigns, and maximize their return on investment (ROI). Furthermore, they must remain vigilant to emerging trends, platform updates, and shifts in consumer behavior, adapting their strategies accordingly to stay ahead of the curve.

However, the use of social media also entails inherent risks and challenges, including brand reputation management, privacy concerns, and algorithmic changes. Ryan et al.'s (2015) study highlights the importance of establishing brand guidelines, monitoring online conversations, and proactively addressing negative feedback or misinformation. Moreover, young entrepreneurs must prioritize ethical practices, transparency, and authenticity in their social media endeavors, fostering trust and credibility among their audience.

Social media offers young entrepreneurs unparalleled opportunities for brand building, customer engagement, and market expansion. By embracing social media as a strategic asset and leveraging its capabilities effectively, young entrepreneurs can carve out a distinctive presence in competitive markets, cultivate meaningful relationships with customers, and drive sustainable growth and success for their ventures.

## CONCLUSION

Social media plays an integral role in strengthening the position of young entrepreneurs in an increasingly competitive market. It's not just an additional tool; social media has become a strategic necessity in building a strong brand and fostering meaningful engagement with customers. Through these platforms, young entrepreneurs can achieve various objectives, ranging from raising political

awareness among young people to expanding their customers' knowledge about their products. Through active interaction, they can provide better customer service and raise awareness about product safety and the importance of branding. The use of social media is not merely optional but imperative for the success of young entrepreneurs in this increasingly digital business environment. Effective marketing strategies are needed to harness the full potential of social media in achieving desired business goals. Thus, social media is not just a tool for interacting with customers but also a strong foundation for building a sustainable brand.

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