

Analysis of the maturity level of social media in msmes using the social strategy cone approach

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Article Info	ABSTRACT
Keywords: Social media maturity level, Social Strategy Cone, MSME digital marketing strategy	Using the social strategy cone approach, this study examines how well MSMEs operating online cake shops perform in terms of understanding social media maturity. According to the analysis, the majority of businesses have been effective in identifying the preferences and inclinations of their target market, but they still struggle with social media monitoring and assessment. To detect shifting trends and client needs more quickly, enhanced assessment and monitoring tools are required. 15 MSMEs respondent had exceptional social media strategy maturity, compared to six good, two fair, and one poor, according to the data. There were notable distinctions in the evaluation results: the target audience's preferences and interests were best understood, while monitoring and evaluation received the lowest scores. The stages for improvement include active customer interaction, quick response to changes in the social media landscape, and review through medical analysis of social insights and reports.
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INTRODUCTION

Technological developments have changed the communication and marketing paradigm, especially for Micro, Small and Medium Enterprises (MSMEs). The use of social media by MSMEs is not only a necessity, but also a necessity to compete effectively in an increasingly competitive market. However, even though many MSMEs have utilized social media, it is not necessarily the case that MSMEs have adopted mature and effective strategies in their use.[1]–[4].

Analysis of the Maturity Level of Social Media Strategy in Micro, Small and Medium Enterprises (MSMEs) is a topic that has received important attention in this digital era. In a business context, social media has become an irreplaceable basis for managing brands, communicating with customers, and expanding market reach[5], [6]. However, even though MSMEs are increasingly actively using social media platforms, not all MSMEs have

succeeded in adopting mature and effective strategies to maximize the benefits of MSME online marketing.[7]–[9].

The importance of analyzing the maturity level of social media strategies in MSMEs involves a deep understanding of how MSMEs use and utilize social media platforms. Factors such as purpose, type of content posted, interaction with customers, and consistency in online presence are decisive elements in assessing the maturity of a social media strategy[10]–[13]. MSMEs, as major players in the global economy, must be able to recognize changes that occur in consumer behavior. More and more customers are turning to social media to get product information, seek recommendations, or even to interact directly with brands. Therefore, the ability of MSMEs to present themselves effectively on social media platforms is crucial in maintaining the competitiveness of MSMEs.

The large number of MSMEs that use social media without having a mature strategy causes the low effectiveness of online marketing campaigns. Many of them do not fully understand how to utilize the features available on the platform to achieve their business goals[14]–[17]. As a result, their efforts tend to be unfocused and less than optimal in attracting the attention of potential consumers. Without a deep understanding of their audience and the most effective types of content, MSMEs risk sending inappropriate or less relevant messages, which in turn can harm brand reputation. With social media advertising that uses applications, social media becomes an extension to fulfill traditional advertising[18]–[20]. advertising and marketing through social media allows increasing brand popularity and attracting new customers.

"The Social Strategy Cone" approach is a relevant tool in analyzing the maturity level of social media strategies in MSMEs. The pyramid concept in this model includes five levels that highlight various strategic aspects: presence, sharing, conversation, relationships, and advocacy[21]. Presence, as the foundation of the pyramid, highlights the basic online presence of MSMEs on various social media platforms. Then, the next level, such as sharing and conversation, emphasizes the importance of quality content and active engagement with customers[22], [23]. Furthermore, relationships and advocacy is a higher level that highlights the relationships that exist with customers and the brand's ability to encourage customer loyalty to the point of recommendation or support for the brand. Analysis of the maturity level of social media strategies in MSMEs using this approach allows a holistic understanding of the extent to which MSMEs have developed in social media strategies.

With a deeper understanding of the maturity of their social media strategy, MSMEs can identify strengths and weaknesses in their promotional approach to social media. This gives business owners the opportunity to make necessary improvements, adjust promotional and digital marketing strategies according to market and consumer needs, and optimize their online presence.[24], [25]. This analysis is useful for MSMEs to understand the dynamics of social media strategy at the MSME level.

Therefore, analyzing the maturity level of social media strategies in MSMEs is crucial to understand the extent to which implementing the right strategy can influence the success of MSME businesses. In this context, The Social Strategy Cone approach is a

relevant method and can provide a comprehensive picture regarding the level of maturity of the social media strategy implemented by MSMEs.

METHODS

In analyzing the level of social media maturity in MSMEs using a case study on online cake shop MSMEs, case studies can provide in-depth insight into successful social media strategies and the specific obstacles faced by MSMEs, as well as how MSMEs measure the success of these strategies. Data collection techniques through online questionnaires. There is a data collection process from a number of MSMEs that use social media. Questionnaires can be designed to assess the extent to which MSMEs understand social media strategies, how they implement them, and the obstacles they face. Questions can range from the type of platform used to their goals for utilizing social media. A questionnaire was given to online cake shop MSMEs consisting of questions related to the use of social media to support digital promotions and sales. Questionnaires have been distributed to find out the condition of MSMEs that can be used as study gadgets. In questionnaires, different styles of questions are structured, but a variety of different questions arise when gaining knowledge. Through this questionnaire, researchers find data, facts and factual frameworks from research subjects[26]–[29]. Questionnaires were distributed to MSME management to find out the company's social media strategy. The questionnaire data collection method really supports the application of Cone's social strategy technique.

Social Strategy Cone Approach

The Social Strategy Cone has five levels or layers that represent the progressive level of social media strategy maturity, starting from the basic level to the higher level which can be explained as follows[21].

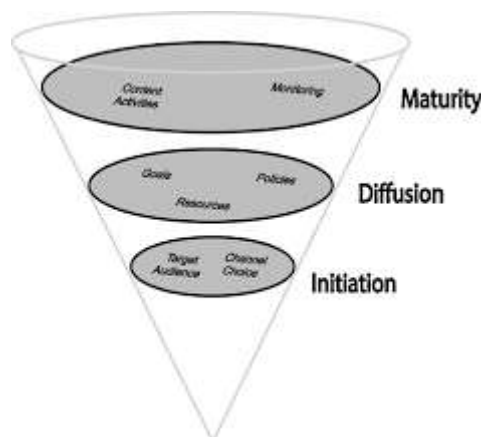


Figure 1. Social Strategy Cone

Based on Figure 1, it can be explained that there are levels of approaches that can be taken in analyzing the maturity level of social media, namely[30].

1. Initiation Stage

At the initiation stage, organizations are usually just thinking about which channels to choose and are still choosing the targets they want to target. At this stage, organizations are usually just learning and taking the initiative from someone in the organization to implement social media.

2. Diffusion Stage

At the deployment stage, organizations usually have the resources to manage social media and have defined policies. In addition, the goals of implementing social media are in line with organizational goals. Indicators that can be used for this stage are focusing on promotional campaigns, how to define the organization's social media usage policy, allocating special resources, and existing plans that are in line with organizational goals.[25].

3. Mature Stage

In the mature stage, the organization has defined policies very well. Organizations implement supervision over their social media and obtain information from the results of their monitoring. Then the organization has also planned what content should be distributed or promoted[31]. The indicators used are the more resources allocated specifically for social media strategy, planning every content distributed, and using certain software to carry out monitoring.

RESULTS AND DISCUSSION

In analyzing statements related to online cake shop MSMEs, there were 10 identifications that could provide an overview of their performance and business strategy on social media. This statement describes the range of average scores which range from the lowest score on evaluation and monitoring of social media to the highest score on the company's understanding of the tastes and interests of the social media target audience. There were 15 online cake shop MSMEs who were respondents in determining the maturity level of social media. Table 1 shows the results of descriptive statistical analysis from 15 online cake shop MSME respondents regarding 10 statement indicators related to the maturity of the company's use of social media.

Table 1. Descriptive Statistical Analysis

Indicator	N	Mini mum	Maxi mum	Mean	Std. Deviation
There is a special segmentation for social media	15	1.00	4.00	3.80	1.33907
The company knows the tastes and interests of the company's social media target audience.	15	1.00	4.00	3.86	.23675
Utilizationseveral social media platforms in the company.	15	1.00	4.00	3.41	1.35006
Selection of appropriate social media for the company	15	1.00	4.00	3.75	1.43066
Utilizationsocial media in accordance with the company's marketing plan	15	1.00	4.00	3.68	1.03748

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Indicator	N	Mini mum	Maxi mum	Mean	Std. Deviation
Utilizationsocial media supports business goals and company vision.	15	1.00	4.00	3.37	1.23675
There is a special strategy for managing company social media content.	15	1.00	4.00	3.82	1.22776
There is a special team for managing company social media.	15	1.00	4.00	3.41	1.35006
Continuous evaluation and monitoring of social media	15	1.00	4.00	3.37	1.43066
Selection of appropriate social media for the company	15	1.00	4.00	3.75	1.43066

Based on the results of descriptive statistics, it shows that the lowest average value of the 10 indicators is in the indicator of continuous evaluation and monitoring of social media by the company, while the highest value is in the indicator that the company knows the tastes and interest of the company's social media target audience, this shows If most MSME cakes already know the target audience of social media, both in terms of posts and content they like.



Figure 2. Results of Social Media Maturity Assessment Analysis

Based on the analysis of the assessment results in figure 1, it shows that as many as 6 online cake shop businesses have social media strategy maturity in the very good category, as many as 6 online cake shop businesses have a good social media strategy maturity category, as many as 2 online cake shop businesses have a social media strategy maturity assessment. in the quite good category and 1 online cake shop business that has a social media strategy maturity assessment in the not so good category.

The lowest average value is found in the indicator of continuous evaluation and monitoring of social media by the company, while the highest value is found in the indicator that the company knows the tastes and interest of the company's social media target audience. This shows that the majority of online cake shop MSMEs have know the target of the social media target audience both in terms of posts and content they like.

Indicator statement Continuous evaluation and monitoring of social media by the company, this shows that in the evaluation and monitoring of social media, the online cake shop MSME company may face obstacles or difficulties. This could be due to a lack of tools or strategies to effectively monitor their performance on social media platforms. Further efforts may be needed to improve the ability to measure and evaluate the impact of their presence on social media.

The indicator statement that the company knows the tastes and interests of the company's social media target audience shows that the majority of online cake shop MSMEs have succeeded in understanding the preferences and interests of their target audience on social media. This reflects good awareness and involvement on the part of the company towards consumer wants and needs. This can be the result of customer data analysis, feedback, and content adjustments based on the response received.

CONCLUSION

As determined by the analysis of the degree of social media maturity among micro, small, and medium-sized enterprises (MSMEs) operating online cake shops, the majority of businesses have identified the preferences and inclinations of their target demographic on social media. This demonstrates the company's commendable level of attentiveness towards consumer preferences and requirements. Nevertheless, an obstacle arises in the domain of social media monitoring and evaluation, where a subpar mean score signifies the necessity for organizations to enhance their capacity to assess and gauge the consequences of their social media presence. Enhancing the capacity for monitoring and evaluating social media is crucial for effectively adapting to evolving trends and meeting the demands of customers. For online cake shop MSMEs to enhance their visibility and optimize their business prospects, they should employ advanced analytical tools, actively interact with consumers, and promptly adjust to evolving social media landscape conditions.

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