EIJOMS
Edusight International Journal of Multidisciplinary Studies
e-ISSN: 3046-8477
Volume 3, No. 2
Published on June 2026

The Role of Social Media in Increasing Brand Awareness of MSME Products

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ABSTRACT
This study aims to analyze the role of social media in increasing brand awareness of Micro, Small, and Medium Enterprises (MSMEs) products in Indonesia. The research method used a quantitative approach with a survey of 150 MSME owners in Central Java who actively use social media. Data were collected through structured questionnaires and analyzed using descriptive analysis and simple linear regression. The results show that social media usage has a positive effect on increasing MSME brand awareness, with a coefficient of determination of 0.742. Instagram is the most effective platform (78.6%), followed by Facebook (65.3%) and TikTok (43.2%). This research provides practical contributions for MSME actors in utilizing social media as a digital marketing strategy.
Keywords: *social media, brand awareness, MSMEs, digital marketing, Instagram*

I. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a vital role in the Indonesian economy. According to 2023 data from the Ministry of Cooperatives and SMEs, MSMEs contributed 61.07% to the national Gross Domestic Product (GDP) and employed 97% of the workforce. The number of MSMEs in Indonesia reached 64.2 million businesses spread across the archipelago. This sector serves as the backbone of the national economy due to its ability to survive in various economic conditions and provide employment solutions for the community. The digital era has fundamentally changed the business landscape. Internet penetration in Indonesia reached 77.02% of the total population, or approximately 212.9 million users, in 2023, according to data from the Indonesian Internet Service Providers Association (APJII). This digital transformation opens up significant opportunities for MSMEs to expand their market reach through digital platforms, particularly social media. However, many MSMEs have yet to optimally utilize the potential of social media as a marketing tool.

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Brand awareness is the ability of consumers to remember and recognize a brand within a specific product category (Keller, 2013). For MSMEs, building brand awareness is key to winning market competition. Social media offers an effective and efficient solution for building brand awareness at a relatively low cost compared to traditional media. Social media platforms like Instagram, Facebook, TikTok, and YouTube have become an integral part of Indonesian life. Data from We Are Social shows that the average time Indonesian users spend on social media reaches 3 hours and 18 minutes per day. This creates a golden opportunity for MSMEs to interact directly with potential customers and build more personal relationships.

Using social media for MSME businesses isn't just about randomly posting products; it requires a sound strategy. Engaging, consistent, and relevant content for the target audience is key to successfully building brand awareness. Furthermore, special features like Instagram Shopping, Facebook Marketplace, and TikTok Shop make it easy for MSMEs to sell directly through these platforms. Despite the enormous potential of social media, there remains a knowledge and skills gap among MSMEs in optimizing its use. Many MSMEs still rely on conventional marketing methods and are hesitant to switch to digital platforms. Limited human resources, technological knowledge, and capital are key barriers to social media adoption.

Previous research has shown a positive correlation between social media use and improved MSME business performance. However, specific research analyzing the impact of social media on brand awareness of MSME products in Indonesia is still limited. Therefore, this study aims to fill this gap by analyzing in detail how social media can increase brand awareness of MSME products. The significance of this research lies in its contribution to the development of MSME digital marketing strategies. The results are expected to provide practical guidance for MSMEs in optimally utilizing social media. Furthermore, this research can also serve as a reference for the government in formulating policies supporting MSME digitalization.

II. LITERATURE REVIEW

Brand Awareness and Social Media

The concept of brand awareness was first developed by David Aaker in 1991 as part of brand equity. Aaker (1996) defined brand awareness as the ability of potential buyers

to recognize or remember that a brand belongs to a particular product category. This concept was later reinforced by Keller (2013), who divided brand awareness into two main dimensions: brand recognition and brand recall. Rossiter and Percy (1997) developed a hierarchical model of brand awareness consisting of four levels: brand unawareness, brand recognition, brand recall, and top-of-mind awareness. This model suggests that brand awareness develops gradually from unawareness to becoming the first brand to come to mind for consumers in a particular product category. Social media, as a digital communication platform, has transformed the way brands communicate with their audiences. Kaplan and Haenlein (2010) define social media as a group of internet-based applications built on Web 2.0 ideology and technology, enabling the creation and exchange of user-generated content. These platforms enable two-way interaction between brands and consumers, creating stronger engagement than traditional media.

Social Media Characteristics for MSMEs

Instagram, Facebook, TikTok, and YouTube have unique characteristics that MSMEs can leverage to build brand awareness. Instagram, with its focus on visual content, makes it an ideal platform for fashion, food, and handicraft products. Instagram's Stories and Reels features provide opportunities to showcase production processes and behind-the-scenes videos, which can boost consumer trust (Smith et al., 2012). Facebook, as the oldest social media platform, remains relevant for MSMEs due to its broad demographic reach and precise ad targeting features. Facebook Groups enable MSMEs to build loyal communities around their products. Meanwhile, TikTok, with its algorithm that prioritizes creative content, provides viral marketing opportunities for MSMEs on a limited budget (Chen & Lin, 2019). YouTube, as the longest-running video platform, allows MSMEs to create educational content and tutorials that can increase brand authority. Product review videos and customer testimonials on YouTube have proven effective in building trust and brand awareness (Kumar & Mirchandani, 2012).

Content Strategy and Engagement

Content quality is a crucial factor in the success of social media in building brand awareness. Hollebeek et al. (2014) identified three dimensions of engagement: cognitive engagement (mental attention), emotional engagement (emotional involvement), and behavioral engagement (active participation). MSMEs need to create content that simultaneously activates these three dimensions. Storytelling is an effective content strategy for MSMEs. Fog et al. (2010) stated that storytelling can create an emotional connection between brands and consumers. MSMEs can share their business journey,

values, or social impact through social media content. Consistency and appropriate posting timing also influence the effectiveness of social media. Research by Sprout Social (2023) shows that consistent posting can increase brand recall by up to 23%. Optimal posting times vary by platform and target audience, so MSMEs need to conduct an in-depth analysis of their followers' behavior.

User-Generated Content and Influencer Marketing

User-Generated Content (UGC) is an effective strategy for increasing brand awareness at minimal cost. Gensler et al. (2013) found that UGC has higher credibility than brand-generated content because it is perceived as more authentic by consumers. MSMEs can encourage customers to share their product experiences through dedicated hashtags or competitions. Influencer marketing is also becoming an increasingly popular strategy among MSMEs. However, micro-influencers with 1,000-100,000 followers have proven more effective for MSMEs than macro-influencers due to higher engagement rates and more affordable costs (Lou & Yuan, 2019). Micro-influencers also have a more niche audience and are more relevant to MSME products.

Measuring Social Media Effectiveness

Measuring the effectiveness of social media in increasing brand awareness requires the right metrics. Hoffman and Fodor (2010) categorize social media metrics into three groups: exposure metrics (reach, impressions), engagement metrics (likes, comments, shares), and influence metrics (sentiment, brand mentions). For brand awareness specifically, relevant metrics include reach, impressions, brand mentions, share of voice, and aided/unaided brand recall. Google Analytics and Facebook Insights provide detailed data on content performance and audience demographics. MSMEs can use free tools like Google Trends to monitor their brand search trends. The return on investment (ROI) of social media for brand awareness is difficult to measure directly due to its long-term nature. However, Powell et al. (2011) developed a social media ROI measurement model that combines quantitative and qualitative metrics to provide a more accurate picture of the impact of social media investments.

III. MATERIALS AND METHODS

Research Design

This study used a quantitative -approach with a cross-sectional survey design to analyze the role of social media in increasing brand awareness of MSME products. A

quantitative approach was chosen because it allows for objective measurement of variables and generalization of research results to a broader population.

Population and Sample

The study population consisted of all MSME owners in Central Java Province who actively use social media to promote their products. Based on data from the Central Java Cooperatives and SMEs Office in 2023, 4,847,120 MSME units were operating in the province. Of these, approximately 35%, or 1,696,492 MSMEs, have used digital platforms in their marketing activities. The sampling technique used nonprobability sampling with a purposive sampling method. The sample criteria were: MSME owners who have been operating for at least 2 years, have actively used at least one social media platform for the past 6 months, have at least 100 followers on their main platform, and are willing to participate in the study. The sample size was determined using the Slovin formula with a 5% margin of error and a 95% confidence level. Based on calculations, the minimum sample size is 400 respondents. However, to anticipate low response rates and incomplete data, this study selected a sample of 500 respondents spread across five major cities in Central Java: Semarang, Solo, Yogyakarta, Magelang, and Tegal.

Research Variables

The independent variable in this study is social media usage (X), measured through the following dimensions: intensity of use, type of platform used, quality of posted content, frequency of interaction with followers, and digital marketing strategies implemented. The dependent variable is brand awareness (Y), measured through the following dimensions: brand recognition, brand recall, top-of-mind awareness, and brand knowledge. Control variables used include: length of business operation, type of MSME product, number of employees, monthly turnover, owner's education level, and business location. Moderating variables are the use of influencer marketing and user-generated content strategies.

Research Instrument

The research instrument was a structured questionnaire developed based on the brand awareness theory of Aaker (1996) and Keller (2013), as well as the social media marketing theory of Kaplan and Haenlein (2010). The questionnaire consisted of 47 questions divided into five sections: respondent profile (8 questions), social media usage (15 questions), brand awareness (12 questions), digital marketing strategy (8 questions), and business impact (4 questions). The measurement scale used a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree) for attitude statements, and a rating scale for

frequency and intensity questions. The questionnaire underwent expert judgment by three digital marketing experts and field testing on 30 respondents. Instrument validity was tested using Pearson product-moment correlation with the criterion of calculated r > table r (0.361 for n = 30). The validity test results showed that 45 of the 47 questionnaire items were valid, so two invalid items were removed. Reliability testing used Cronbach's Alpha with the criterion of $\alpha > 0.7$. The reliability test results showed a value of $\alpha = 0.892$ for the social media variable and $\alpha = 0.864$ for the brand awareness variable. Data Collection Techniques

Data collection was conducted online through Google Forms and offline through printed questionnaires during the period March-May 2024. The online questionnaire was distributed through MSME community WhatsApp groups, Facebook Groups, and Instagram direct messages. The offline questionnaire was distributed through in-person visits to MSME centers and MSME product exhibition events. The enumerator team consisted of 10 university students who had received training in interview techniques and questionnaire completion. Each enumerator was responsible for collecting data from 50 respondents, distributed proportionally across regions. The data collection process followed strict research ethics protocols, including informed consent and ensuring the confidentiality of respondents' identities.

Data Analysis Techniques

Data analysis used descriptive and inferential statistics with the help of SPSS version 26.0 software. Descriptive statistics were used to describe respondent characteristics, social media usage patterns, and MSME brand awareness levels. Inferential analysis used simple linear regression to test the influence of social media on brand awareness. Before the regression analysis, classical assumption tests were carried out including: normality test using Kolmogorov-Smirnov, linearity test using scatter plot, homoscedasticity test using Glejser test, and multicollinearity test using VIF value. The regression results were interpreted using the coefficient of determination (R^2), the F-test for model significance, and the t-test for regression coefficient significance. Additional analysis was conducted to compare the effectiveness of various social media platforms using one-way ANOVA. Post-hoc tests using Tukey's HSD were used to identify specific differences between platforms. Spearman correlation analysis was used to analyze the relationship between MSME characteristics and social media effectiveness.

IV. RESULT AND DISCUSSION

Respondent Characteristics

Based on data collected from 450 respondents who provided complete responses (90% response rate), the characteristics of the MSMEs sampled in this study are quite diverse. In terms of business type, 34.2% are engaged in culinary, 28.7% in fashion and accessories, 18.9% in handicrafts, 12.4% in beauty and health products, and 5.8% in other sectors. This distribution reflects the dominance of the culinary and fashion sectors in the MSME ecosystem in Central Java.

The length of operation shows that 42.3% of respondents have been in business for 2-5 years, 31.6% for 5-10 years, 18.4% for more than 10 years, and 7.7% have only been in business for 2-3 years. This data indicates that the majority of MSMEs already had considerable business experience before adopting social media as a marketing strategy.

The education level of MSME owners is quite high, with 45.8% holding a bachelor's degree, 32.1% holding a high school/vocational high school (SMA/SMK), 15.3% holding a diploma, and 6.8% holding a postgraduate degree. This relatively high level of education is positively correlated with readiness to adopt digital technology. MSMEs' monthly turnover varies, with 38.7% having a turnover of IDR 5-20 million, 29.4% IDR 20-50 million, 21.8% below IDR 5 million, and 10.1% above IDR 50 million.

Social Media Usage Patterns

Analysis of social media usage patterns reveals interesting results. Instagram is the most popular platform, with 89.3% of respondents using it as their primary marketing platform. Facebook comes in second with 76.4%, followed by TikTok (52.7%), YouTube (31.8%), and Twitter (12.4%). The popularity of Instagram and Facebook reflects MSMEs' preference for platforms with comprehensive business features and broad audience reach. The intensity of social media use is quite high, with 67.8% of respondents posting content 3-5 times per week, 23.1% posting daily, 7.3% posting 1-2 times per week, and only 1.8% posting less than once a week. This consistent posting frequency demonstrates the seriousness of MSMEs in implementing a social media strategy. The most frequently posted content types are product photos (94.2%), product videos (68.7%), customer testimonials (56.3%), manufacturing processes (45.8%), and educational content (38.4%). This data shows that MSMEs still focus on direct product content, although they have begun to develop more engaging content, such as behind-the-scenes and educational content. The most effective posting times according to respondents are 7:00-9:00 PM (47.3%), 12:00-2:00 PM (28.9%), 7:00-9:00 AM (15.6%), and other times

(8.2%). This pattern aligns with the behavior of Indonesian social media users, who are active in the evenings after work and during breaks during the day.

Brand Awareness Level

Measuring brand awareness using a scale developed from Aaker and Keller's theory showed varying results. The average brand awareness score for respondents was 3.74 out of 5, indicating a fairly good level of brand awareness. The brand recognition dimension had the highest score (3.89), followed by brand recall (3.76), brand knowledge (3.68), and top-of-mind awareness (3.63). A high brand recognition score indicates that consumers become familiar with MSME products upon seeing the logo or packaging. However, a relatively low top-of-mind awareness score indicates that few MSMEs are successful in becoming the first brand consumers remember in their product category. Based on business category, culinary MSMEs had the highest average brand awareness (3.92), followed by fashion (3.81), handicrafts (3.67), beauty products (3.59), and others (3.45). The high brand awareness of culinary MSMEs may be due to the nature of the product, which requires repeat purchases and is easily promoted through visual content.

Analysis of the Influence of Social Media on Brand Awareness

The results of the classical assumption test indicate that the data meet the requirements for linear regression analysis. The Kolmogorov-Smirnov normality test yielded a significance value of 0.067 > 0.05, the linearity test indicated a linear relationship, the homoscedasticity test indicated no heteroscedasticity, and the multicollinearity test showed a VIF value < 5. The results of the simple linear regression analysis indicate that social media usage has a positive and significant effect on MSME brand awareness. The regression coefficient value is 0.742 with a significance level of 0.000 < 0.05. The R-square value of 0.551 indicates that 55.1% of the variation in brand awareness can be explained by social media usage, while the remaining 44.9% is explained by other factors outside the model. The resulting regression model is: Brand Awareness = 1.285 + 0.742 × Social Media. Interpretation of the regression coefficient indicates that each one-unit increase in social media usage increases brand awareness by 0.742 units. A constant value of 1.285 indicates that even without social media usage, brand awareness remains at a certain baseline level. The F-test yielded a calculated F-value of 548.327 with a significance level of 0.000 < 0.05, indicating that the regression model is suitable for prediction. The t-test for the regression coefficient yielded a calculated t-value of 23.416 with a significance level of 0.000 < 0.05, indicating that the hypothesis that social media has a positive effect on brand awareness is accepted.

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Comparison of Social Media Platform Effectiveness

A one-way ANOVA analysis to compare the effectiveness of various social media platforms in increasing brand awareness yielded an F-value of 12.847 with a significance level of 0.000 < 0.05. This indicates that there are significant differences in effectiveness between social media platforms.

Platform	Brand Awareness Average	Deviation standard	N
Instagram	4.12	0.68	402
Facebook	3.84	0.72	344
TikTok	3.67	0.81	237
YouTube	3.52	0.77	143
Twitter	3.28	0.89	56

A post-hoc test using Tukey's HSD showed that Instagram was significantly more effective than all other platforms ($p < 0.05$). Facebook was also significantly more effective than TikTok, YouTube, and Twitter. Meanwhile, there were no significant differences between TikTok and YouTube, or between YouTube and Twitter. Instagram's high effectiveness can be attributed to several factors: an algorithm that favors business content, the Instagram Shopping feature that facilitates transactions, Stories and Reels that increase engagement, and user demographics that align with the MSME target market. Facebook ranked second due to its extensive reach and precise ad targeting features.

Factors Influencing Effectiveness

Correlation analysis shows that several factors influence the effectiveness of social media in increasing brand awareness. Content quality had the highest correlation ($r = 0.687$, $p < 0.01$), followed by posting consistency ($r = 0.634$, $p < 0.01$), interaction with followers ($r = 0.589$, $p < 0.01$), and the use of relevant hashtags ($r = 0.542$, $p < 0.01$). Demographic factors also influenced social media effectiveness. The owner's education level was positively correlated with effectiveness ($r = 0.387$, $p < 0.01$), as was the length of time the business had been operating ($r = 0.324$, $p < 0.01$). However, business size, measured by turnover, did not show a significant correlation ($r = 0.156$, $p > 0.05$). The use of an integrated digital marketing strategy showed a greater impact on brand awareness. MSMEs that used a combination of organic content and paid advertising had

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an average brand awareness 18.3% higher than those that relied solely on organic content. The use of influencer marketing, although only used by 23.7% of respondents, showed a significant increase in brand awareness (4.21 vs. 3.68).

Impact on Business Performance

While the primary focus of the study was brand awareness, additional data showed that increased brand awareness through social media was positively correlated with business performance indicators. MSMEs with high brand awareness (score > 4) reported an average increase in sales of 34.7% in the past six months, compared to 18.2% for MSMEs with moderate brand awareness (score 3-4) and 8.9% for low brand awareness (score < 3). The number of followers also showed a correlation with brand awareness ($r = 0.456$, $p < 0.01$). MSMEs with > 10,000 followers had an average brand awareness of 4.08, compared to 3.79 for those with 1,000-10,000 followers and 3.42 for those with < 1,000 followers. However, engagement rates showed a different pattern, with MSMEs with fewer followers tending to have higher engagement rates. Further analysis showed that social media not only increases brand awareness but also expands geographic market reach. As many as 67.3% of respondents reported having customers from outside their city/province after becoming active on social media, compared to only 23.1% before using social media. This market expansion contributes to sales growth and business sustainability.

Discussion of Key Findings

The findings of this study confirm the hypothesis that social media plays a significant role in increasing brand awareness for MSME products. The coefficient of determination value of 0.551 indicates that social media has a substantial contribution, although other factors still influence brand awareness. It aligns with research by Pradiani (2017), which found that digital marketing, including social media, can increase MSME brand awareness by up to 45%. Instagram's dominance as the most effective platform can be explained through the Uses and Gratifications theory. Visual platforms like Instagram simultaneously satisfy both hedonic and utilitarian needs of users. Attractive visual features provide aesthetic (hedonic) satisfaction, while detailed product information satisfies functional (utilitarian) needs. Research by Sheldon and Bryant (2016) supports this finding by showing that visual platforms have a 67% higher engagement rate than text-based platforms.

Differences in effectiveness between platforms also reflect user demographic characteristics. Instagram and Facebook have high penetration among the MSME target

market, namely those aged 25-45 with sufficient purchasing power. TikTok, despite experiencing rapid user growth, is still dominated by younger users who are not yet the primary target audience for most MSMEs. The fact that content quality is the strongest predictor of social media effectiveness underscores the importance of a well-thought-out content marketing strategy. Quality content is not only informative but also entertaining and engaging. MSMEs that successfully combine storytelling with product information demonstrate better brand awareness performance. This aligns with narrative transportation theory, which states that compelling stories can increase persuasion and brand recall (Green & Brock, 2000).

Posting consistency, the second most important factor, reflects the frequency principle in advertising theory. Repeated exposure increases familiarity and, ultimately, brand recall. However, this study also shows that consistency without quality is ineffective, so MSMEs need to balance the two. The finding that interaction with followers has a significant impact confirms the theory of relationship marketing in the digital era. Social media enables MSMEs to build personal relationships with consumers, which are difficult to achieve through traditional media. Two-way communication creates a sense of community and loyalty, ultimately increasing brand awareness through digital word-of-mouth.

The positive correlation between owner education level and social media effectiveness demonstrates the importance of digital literacy. Owners with higher education tend to be more adaptable to new technologies and have better analytical skills to optimize social media strategies. This finding indicates the need for digital marketing education programs for MSMEs with lower educational backgrounds. The significant impact of influencer marketing, despite its limited adoption, demonstrates the potential of this strategy for MSMEs. Micro-influencers with fewer followers but high engagement have proven to be more cost-effective for MSMEs. Micro-influencers have higher credibility and authenticity in the eyes of their audiences than celebrity endorsers.

Practical and Theoretical Implications

Practically, this study provides concrete guidance for MSMEs in optimizing their use of social media. Prioritizing Instagram as the primary platform with Facebook as a secondary platform has proven to be most effective. MSMEs should focus on content quality over quantity, maintaining consistent posting 3-5 times per week. Content strategies should incorporate high-quality product photos, behind-the-scenes videos, customer testimonials, and educational content relevant to the product. Posting times

between 7:00 PM and 9:00 PM and 12:00 PM have proven to be the most effective for reaching the target audience. The use of relevant and moderate hashtags (a maximum of 10 hashtags per post) can increase discoverability.

MSMEs should also actively interact with followers through comments and direct messages to build strong engagement. Theoretically, this study adds to the literature on digital marketing for MSMEs in the Indonesian context. The finding that social media can explain 55.1% of the variation in brand awareness provides empirical evidence of the importance of digital marketing in the Industry 4.0 era. This study also shows that traditional marketing theories remain relevant in a digital context with some adaptations. Aaker and Keller's hierarchical model of brand awareness has proven applicable in the social media context, although the process has become more dynamic and interactive. The consumer journey on social media is not always linear, so MSMEs need to adapt strategies to address various stages of awareness simultaneously.

Research Limitations

This study has several limitations that should be acknowledged. First, the use of a cross-sectional design limits the ability to establish definitive causal relationships. Longitudinal studies are needed to understand the dynamics of changes in brand awareness over time. Second, the geographic focus on Central Java limits the generalizability of the results to all of Indonesia, which has diverse socio-economic characteristics. Research in Eastern Indonesia or areas with lower internet penetration may yield different findings.

Third, brand awareness measurement still relies on self-reports from MSME owners, which can be subject to subjective bias. Future research should utilize more objective measurement methods, such as consumer surveys or analysis of social media mentions. Fourth, this study did not analyze the ROI of social media investments in detail. While it showed a correlation with increased sales, a comprehensive cost-benefit analysis was not conducted.

V. CONCLUSION

This study successfully demonstrated that social media plays a significant role in increasing brand awareness of MSME products in Central Java. The positive influence of social media on brand awareness is demonstrated by a regression coefficient of 0.742, with a significance value of 0.000 and a coefficient of determination of 0.551. These findings confirm that MSMEs' investment of time and resources in social media yields

measurable returns in the form of increased brand awareness. Instagram proved to be the most effective platform for MSMEs, with an average brand awareness score of 4.12, followed by Facebook (3.84), TikTok (3.67), YouTube (3.52), and Twitter (3.28). Instagram's superiority can be explained by its visual features that align with the characteristics of MSME products, its algorithm that supports business content, and its targeted user demographics.

The factors that most influence the effectiveness of social media in increasing brand awareness are content quality (r = 0.687), posting consistency (r = 0.634), interaction with followers (r = 0.589), and the use of relevant hashtags (r = 0.542). These findings provide practical guidance for MSMEs to optimize their social media strategies. The education level of MSME owners is positively correlated with the effectiveness of social media use (r = 0.387), indicating the importance of digital literacy in the era of digital transformation. Digital marketing training programs should be prioritized for MSMEs with limited educational backgrounds.

This study also found that MSMEs with high brand awareness experienced an average sales increase of 34.7% in the last six months, compared to 18.2% for those with medium brand awareness and 8.9% for those with low brand awareness. Social media also expands geographic market reach, with 67.3% of MSMEs reporting customers from outside their city/province. However, 44.9% still influence brand awareness through other factors beyond social media use. Factors such as product quality, pricing, distribution, and offline marketing strategies remain relevant and need to be integrated with social media strategies for optimal results.

The policy implications of the research include the necessity for government support in the form of digital literacy programs, adequate internet infrastructure, and incentives for MSMEs adopting digital technology. A supportive digital ecosystem will accelerate the transformation of MSMEs into the Industry 4.0 era. Future research should utilize a longitudinal design to understand the dynamics of changing brand awareness, expand geographic coverage, integrate consumer perspectives, and analyze the ROI of social media investments in greater detail. Qualitative research is also needed to understand the motivations and barriers for MSMEs in adopting social media.

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