

The Trend of Using Social Media Technology for Business Actors for the Branding Process

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Abstract. The development of social media has changed the business landscape, where businesses increasingly rely on this platform to develop brand identity and interact with consumers. The purpose of this study was to investigate trends in the use of social media technology in the branding process. This research stems from the importance of understanding how businesses are leveraging social media technology to achieve branding goals in an ever-changing environment. This study used online survey techniques to collect data from various industries and analyze it using descriptive statistical techniques. It was found that the most effective type of content for achieving branding goals was video, followed by images and graphics. Metrics like follower count, engagement rate, sales conversions, and website traffic are often used to measure the success of social media branding campaigns. In conclusion, social media technology plays a central role in branding success. Continuous adaptation and innovation are key to maximizing the potential of social media in achieving branding goals in an ever-evolving and changing business world.

Keywords. Social Media Technology, Branding, Business People

INTRODUCTION

Technology has changed the business world significantly [1]. In the midst of the rapid development of information technology, there have been tremendous changes in the business world [2]. The digital revolution has changed the business paradigm and consumer behavior, providing unprecedented opportunities and challenges to businesses [3]. Among these changes, social media technology has played a very important role in determining the way businesses build branding and interact with consumers [4]. Therefore, the study of trends in the use of social media technology is very important and important for business actors in the branding process. In the past, branding was mostly associated with elements such as logos, slogans, and advertisements in print or television [5]. However, in recent years, the concept of branding has undergone major changes [6]. Now branding is not only visible, but also what is uploaded and shared on social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and Tiktok [7][8][9]. Therefore, business actors need to be actively involved in managing and maintaining their image in this digital world [10]. Branding through social media has become a very effective strategy to differentiate a business's products or services from competitors, building relationships with consumers [11], and expand the reach of branding [12]. However, social media is also an ever-changing landscape where platform trends and algorithms can change at any time [13]. Therefore, business actors must always adapt to these changes and design branding strategies according to the latest trends [14]. In addition to the fact that social media also offers better access to consumer data and the ability to measure the effectiveness of branding campaigns [15]. Business actors can use this data to understand consumer behavior [16], gain insight into preferences [17], and measure the success of those branding campaigns

[18]. However, the use of this information also requires in-depth understanding and measurement of relevant metrics [19]. Studies related to trends in the use of social media for business actors in the branding process provide valuable insights. This research helps to understand how social media technology affects the branding process, identify current trends in the use of social media in branding, and understand methods for measuring the success of social media branding.

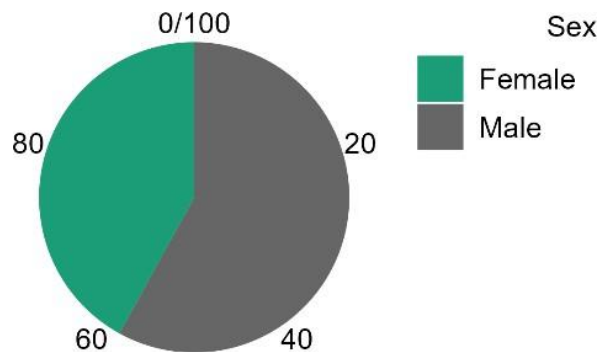


Figure 1 Sex Responden

In addition, this research is also important in conditions of a tight global economy. Businesses must innovate and adapt to stay competitive, and social media is one of the most powerful tools in business tools. This research is to explore how businesses in various industries use social media to win the hearts and minds of consumers.

METHOD

This study used an exploratory and descriptive research design [20]. This exploratory design allows researchers to explore and understand the latest trends in the use of social media in branding by businesses. While explanatory design is used to explain in more detail the branding practices of economic actors. The target group of this study is economic actors from various sectors and sizes of business actors who actively use social media to build branding. The study sample consisted of 100 economic actors specially selected from the population [21]. The sample reflects diversity within business sectors and company sizes. Data collection with a quantitative approach will be carried out through online surveys. The survey was developed to collect information on the branding practices of economic actors on social media. The survey questions cover various aspects such as: What social media platforms to use, what types of content are considered effective, and how to measure branding success.

Result

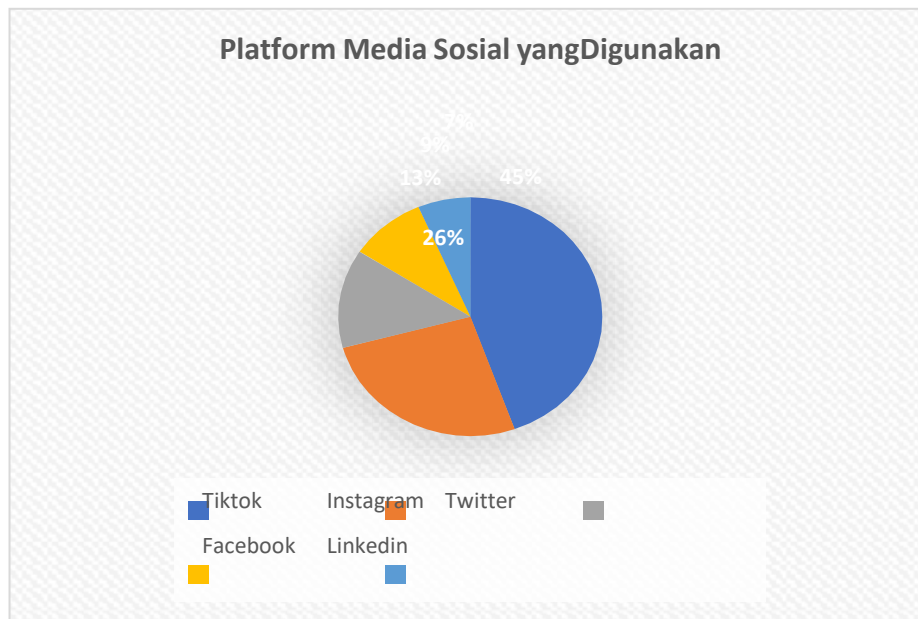


Figure 2 Social Media Platforms Used

Research findings show different patterns of using social media platforms in the field of branding development by business actors. TikTok is emerging as the dominant platform with a usage rate of 45%. This reflects a strong trend among businesses that are increasingly using TikTok as a tool to reach younger consumers. The visual presence and shareable content make TikTok a great choice for branding efforts. The success of this platform in attracting young consumers can be seen as an indication that this generation is the main target group for business actors.

Tabel 1 Descriptive Statistics

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	Sex	Tiktok	Instagram	Twitter	Facebook	Linkedin
Valid	100	100	100	100	100	100
Missing	0	0	0	0	0	0
Mean		4.000	3.930	3.810	3.360	2.930
Std. Deviation		0.000	0.256	0.394	0.482	0.432
Minimum		4.000	3.000	3.000	3.000	2.000
Maximum		4.000	4.000	4.000	4.000	4.000

Note. Not all values are available for *Nominal Text* variables

Tabel 2 Bayesian Independent Samples T-Test

	BF ₁₀	error %
Tiktok	NaN ^a	NaN
Instagram	0.213	0.024
Twitter	0.241	0.023
Facebook	0.819	0.014
Linkedin	0.232	0.024

^a The variance in Tiktok is equal to 0 after grouping on Sex

Instagram remains an important platform, with 26% usage. From a branding perspective, Instagram hosts different types of visual content, including photos and videos. It is a very effective platform for sharing imagery, branding and lifestyle content and interacting with consumers. This research shows

that businesses still see huge benefits in using Instagram in branding strategies. Twitter usage is lower at 13%. While Twitter provides a space to share news information and short messages, its use for branding may not be as robust as visual platforms like TikTok or Instagram. The use of Twitter in branding can be attributed to promotions, branding messages, and quick interaction with existing consumers. The old platform, Facebook, had a usage rate of about 9%. This reflects a shift in social media use where other platforms such as TikTok and Instagram have taken over dominance in the branding field. But Facebook still plays an important role in communicating with older consumers and sharing more traditional content. LinkedIn is used by about 7% of business people related to branding. The platform focuses on professional and business networks. The use of LinkedIn in branding can be associated with building business networks, sharing knowledge, and building authority in a particular industry.

Tabel 3 Media Social Trends

		Descriptives					95% Credible Interval	
	Group	N	Mean	SD	SE	Coefficient of variation	Lower	Upper
Tiktok	Female	42	4.000	0.000	0.000	0.000	4.000	4.000
	Male	58	4.000	0.000	0.000	0.000	4.000	4.000
Instagram	Female	42	3.929	0.261	0.040	0.066	3.847	4.010
	Male	58	3.931	0.256	0.034	0.065	3.864	3.998
Twiter	Female	42	3.786	0.415	0.064	0.110	3.656	3.915
	Male	58	3.828	0.381	0.050	0.100	3.727	3.928
Facebook	Female	42	3.262	0.445	0.069	0.136	3.123	3.401
	Male	58	3.431	0.500	0.066	0.146	3.300	3.562
Linkedin	Female	42	2.952	0.439	0.068	0.149	2.816	3.089
	Male	58	2.914	0.431	0.057	0.148	2.801	3.027

Research shows that different types of content used in the branding process through social media have varying levels of effectiveness. The most effective type of content is video. 93% of respondents said video is very effective in corporate branding efforts. Videos are visually appealing and can convey the message of business actors in a more interesting and persuasive way. Images and graphics are also very effective, and 70% of respondents surveyed found them effective. This visual content also has the potential to attract the attention of consumers and convey the message of business actors concisely and clearly. The effectiveness of news content and articles is low, only 43% of respondents consider it effective. This may be due to the challenges of creating relevant and engaging news content for consumers in the age of social media information overload. Interactive content such as quizzes has an effectiveness rate of around 38%. Interactive content can increase consumer engagement, but research shows that it isn't as effective as videos and images. Podcasts are the least effective type of content, with only 23% of respondents finding them effective. This may be due to the fact that podcasts require a lot of time commitment from consumers, and not all businesses have the resources to develop high-quality podcast content. In summary, the findings of this study show that the use of video in social media branding strategies is the most effective, followed by images and graphics. News content, interactive content, and podcasts are less effective. However, it is important to remember that the effectiveness of this type of content can vary depending on the target consumers and branding goals of each business. Therefore, the selection of content types should be based on a deep understanding of the target consumers and the right branding strategy. The findings show that businesses that use social media for the branding process tend to monitor various metrics to measure the success of branding campaigns. Follower count is one of the most widely used methods, used by 59% of respondents. The

number of followers reflects the size of the consumer base created by your social media branding efforts. An increase in the number of followers may indicate increased branding awareness and the potential for further interaction with consumers. Engagement includes a variety of factors, including the number of likes, comments, and shares. With 47% of respondents using it, engagement is a key indicator of how actively consumers engage with content and branding. A high level of engagement can indicate that the content of the business is interesting and relevant to consumers. Sales conversion is the ultimate goal of many branding campaigns, yet only 34% of respondents actively measure it. This metric measures how well a business's social media branding efforts result in increased sales of a product or service. Increasing sales conversion is a very important success indicator for business actors. 27% of respondents use website traffic metrics as an indicator of the success of a branding campaign on social media. This refers to the extent to which social media posts lead users to a company's website. Increased website traffic can help businesses evaluate effectiveness in directing potential customers to more detailed resources. The findings of this study suggest that monitoring metrics play an important role when measuring the effectiveness of branding through social media. However, it's important to remember that the choice of metrics should always be related to your business goals and branding strategy. In addition, metrics are not the only factor that influences the success of a brand. Content quality, branding consistency, and consumer understanding also play a big role in the success of a business's social media branding campaign.

Discussion

Social media has become the most important tool for businesses to build and strengthen branding identity. Business actors have access to a wide audience through various social media platforms such as Facebook, Instagram, Twitter, Tiktok, and LinkedIn. Business actors can share content that supports the branding value and create relationships with potential customers. This discussion needs to emphasize that social media has become an important tool in the branding process and the use of social media technology is becoming increasingly popular as a strategy to achieve branding goals. The trend of using technology for branding involves the application of various tools and techniques that help businesses create branding awareness and interaction with their consumers. One of the main trends is the use of video in branding strategies. Videos help businesses communicate their branding message in a visually appealing and engaging way. Other visual content, such as images and graphics, also plays an important role in grabbing consumers' attention. In addition, the use of metrics to monitor the success of branding campaigns is becoming increasingly important. This includes measuring follower count, engagement rate, sales conversions, and website traffic. One of the important aspects discussed when formulating a problem is the effectiveness of different types of content. Research shows that high-percentage videos are the most effective type of content for achieving business branding goals. Visual content such as images and graphics can also be very effective. But news content (articles), interactive content (quizzes), and podcasts are less effective. In this discussion, we'll look at the factors that influence the effectiveness of this type of content and why video should be the top choice for a brand's branding strategy. Metrics are an important tool for evaluating how well a social media branding campaign is doing to achieve its goals. Research shows that metrics such as follower count, engagement rate, sales conversion, and website traffic are commonly used parameters. This discussion details how these metrics can help businesses evaluate the effectiveness of branding campaigns and make related strategic changes.

Conclusion

The use of social media technology in branding plays an important role in increasing branding awareness, consumer engagement, sales, and website traffic conversions. These findings provide deep insight into the trends and role of social media technology in the business world. For businesses, a deep understanding of the use of social media technology in branding strategies is key to success in an ever-changing competitive environment.

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