

Utilizing Facebook in Developing UMKM Business Networks Based on Big Data

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ABSTRACT

In this digital era, leveraging social media platforms such as Facebook holds significant potential for developing the business networks of Micro, Small, and Medium Enterprises (UMKM). Facebook provides a vast platform for UMKM to expand their market reach. One innovative approach is the use of Big Data in marketing strategies and business network development. By analyzing data obtained from user interactions on Facebook, UMKM can identify consumer patterns and preferences, enabling them to formulate more effective and personalized marketing strategies. This research also discusses various tools and techniques that can be used to process and analyze big data, as well as case studies on the application of big data in the development of UMKM business networks on the Facebook platform.

Keyword : Facebook, UMKM, Business Networks, Big Data.

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Article history:

Received Jun 25, 2024
Revised Jun 27, 2024
Accepted Jun 30, 2024

1. INTRODUCTION

The rapid development of information and communication technology has brought significant changes in various aspects of life, including the business world. One of the innovations that have emerged is the use of social media as a tool to support business activities. Facebook, as one of the largest social media platforms in the world, offers various features that can be utilized by Micro, Small, and Medium Enterprises (UMKM) to develop their business networks.

In the context of UMKM, business network development is a key factor for achieving sustainability and business growth. Through the use of Facebook, UMKM can expand their marketing reach, build relationships with customers, and increase the visibility of their products or services. Additionally, Facebook provides data and analytics that can be used to understand market trends, consumer preferences, and the effectiveness of marketing strategies.

This research aims to explore how the use of Facebook, supported by big data analysis, can help UMKM in developing their business networks. By adopting a big data approach, UMKM can gather large amounts of data to make more informative and strategic business decisions. This approach is expected to provide deeper insights into consumer behavior and assist UMKM in designing more effective marketing strategies.

Through this research, it is hoped to provide a clear overview of the benefits and challenges faced by UMKM in utilizing Facebook and big data to develop their business networks. Consequently, the results of this study are expected to serve as a reference for UMKM in optimizing the use of social media and big data technology to enhance their competitiveness and business sustainability.

2. RESEARCH METHODOD

This research method employs both qualitative and quantitative approaches to analyze how UMKM can utilize data from Facebook. Data is collected through the identification, data gathering, and content analysis of UMKM Facebook pages. Content analysis involves collecting and analyzing data from posts, comments, and user interactions on UMKM Facebook pages. Big data analysis is conducted using analytical tools such as Facebook Insights, Google Analytics, and other data analysis software.

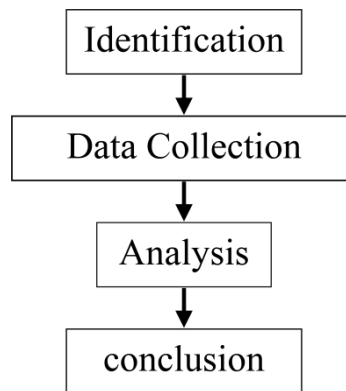


Fig 1. Research Methode

3. RESULTS AND DISCUSSION

The research results indicate that UMKM that actively utilize data from Facebook are able to develop more effective marketing strategies, enhance customer engagement, and expand their market reach. Key findings from this research include:

1. Increased Customer Engagement

UMKM that use data analysis to understand customer preferences and needs can boost engagement through relevant and personalized content. For instance, posts featuring customer stories or product reviews can enhance interaction and customer loyalty.

2. Effectiveness of Paid Advertising

Data from Facebook allows UMKM to target ads to more specific audiences, thereby increasing the effectiveness of marketing campaigns. The use of advanced ad targeting features, such as demographics, interests, and behaviors, helps UMKM reach more relevant and high-potential audiences.

3. Product Development

By analyzing feedback and user interactions on Facebook, UMKM can identify opportunities for new product development that align with market needs. Customer comments and messages can provide valuable insights into desired features, encountered issues, and expected innovations.

4. Data-Driven Marketing Strategies

UMKM can develop more focused and data-driven marketing strategies, leading to increased sales and customer loyalty. By leveraging analytical data, UMKM can plan more effective marketing campaigns, measure ad performance, and make necessary adjustments to achieve optimal results.

4. CONCLUSION

The utilization of Facebook based on big data provides various benefits for UMKM in developing their business networks. By understanding and leveraging data from user interactions on Facebook, UMKM

can optimize their marketing strategies, enhance customer engagement, and expand their market reach. This study highlights the importance of big data in the digital era and encourages UMKM to actively use data analysis in their business decision-making.

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