

# Embracing Social Media Platforms for Advertising of Self-Financed Income Generators

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**Abstract**— This study utilized a descriptive research design to determine the adoption of social media platforms for advertising among 170 individuals identified as self-financed income generators. Furthermore, the research explored the dynamic landscape of social media platform adoption within this community for advertising, focusing on factors influencing platform use, including relevance, technical skills, marketing strategy, perceived usefulness, perceived ease of use, and intention to use, and adoption of social media platforms for advertising. The participants utilized Facebook to showcase their online skills and marketing strategies. Meanwhile, these groups exhibited proficiency in digital advertising, with scores ranging between 4.02 and 4.52, underlining the significance of social media platforms in the adoption process. Literature from scholars such as Ago et al. (2023) and Geng et al. (2021) supports these findings, emphasizing the importance of social media in advertising for self-financed income generators, especially Micro, Small, Medium Enterprises (MSME). It found that consumer engagement increases when ads were personally and socially relevant, particularly on platforms with high user trust. This underscores how relevance and trust can drive successful digital marketing efforts. At the same time, MSMEs benefited from online marketing by expanding their customer-based income and boosting loyalty, but success depends on choosing the right platform and approach. Combining relevance, trust, and strategic platform use is key to effective advertising and sustainable growth in the digital space. It is recommended that self-financed income generators strategically utilized trusted social media platforms with personally and socially relevant content to maximize consumer engagement and achieve sustainable growth.

**Keywords**— Advertising, Embracing, Income Generators, Self-financed, Social Media Platforms.

## I. INTRODUCTION

In today's digital landscape, social media platforms are reshaping the way businesses interact with their audiences by enabling targeted advertising and personalized customer experiences. This transformation significantly enhances brand visibility and drives sales. Leveraging social media, search engines, and e-commerce tools has become essential for businesses aiming to optimize their marketing strategies and remain competitive in a technology-driven marketplace. This trend is particularly evident on social media platforms, where users especially self-financed income generators actively share advertising tips, success stories, and personal experiences to promote their products or services (Ong et al., 2017).

According to Chen and Chen (2018), the adoption of online platforms particularly social media greatly enhances a business's ability to reach a broader audience, breaking through geographical barriers and enabling global visibility. This is especially valuable for self-financed income generators, who often operate with limited resources and rely on accessible tools to expand their market reach. Social media platforms, in particular, provide these entrepreneurs with an opportunity to promote their products or services without the high costs

associated with traditional marketing channels such as television or print. As Chaffey and Smith (2017) note, digital platforms offer a more cost-effective alternative, allowing users to target specific demographics, measure campaign performance, and continually refine their marketing strategies. Similarly, Loane (2005) emphasizes that online platforms have helped democratize the marketing landscape, enabling small and medium-sized enterprises (SMEs) and independent entrepreneurs to compete with larger firms by leveraging affordable and efficient digital tools. This shift is central to understanding the growing adoption of social media platforms for advertising among self-financed income generators.

As observed by the researcher, self-financed income generators face significant challenges in effectively leveraging online platforms for marketing purposes. Due to a lack of adequate knowledge and skills in digital marketing, many struggles to create engaging content, accurately target their audience, and optimize their online presence. This often results in limited visibility and low levels of customer engagement. Furthermore, their limited proficiency in utilizing these platforms hinders their ability to tap into new market opportunities and command fair prices for their products. These

challenges ultimately restrict their income potential and reduce their capacity to reinvest in and grow their businesses. Hence, this study aims to explore the key drivers and barriers influencing the adoption of digital marketing channels, particularly through social media platforms.

This study aimed to determine the relevance, technical skills, marketing strategies, perceived usefulness, perceived ease of use, intention to use, and adoption of social media platforms for advertising of self-financed income generators. Specifically, this study sought to answer the following questions:

1. What is the level of relevance of social media platforms in advertising for self-financed income generators?
2. What is the level of technical skill required to use social media platforms for advertising by self-financed income generators?
3. What is the level of marketing strategy effectiveness when using social media platforms for advertising by self-financed income generators?
4. What is the perceived usefulness of social media platforms for advertising by self-financed income generators?
5. What is the perceived ease of use of social media platforms for advertising by self-financed income generators?
6. What is the level of behavioral intention to use social media platforms for advertising among self-financed income generators?
7. What is the level of adoption of social media platforms for advertising by self-financed income generators?

## II. METHODOLOGY

This study utilized a quantitative research design, specifically applying a descriptive method to systematically collect and analyze numerical data related to the adoption of social media platforms for advertising by self-financed income generators. This approach enabled the identification and description of patterns and trends among key variables such as relevance, technical skills, marketing strategies, perceived usefulness, perceived ease of use, intention to use, and actual adoption of social media platforms.

The respondents consisted of 170 self-financed income generators residing in various municipalities of Aklan Province, Philippines. These individuals were actively

involved in income-generating activities and had been using social media platforms to advertise their products or services for a minimum of two years. Respondents were randomly selected to ensure a fair representation of the target population. The sample size was determined using G\*Power software, with an effect size of 0.15, a significance level of 0.05, and a power of 0.80 to ensure statistical validity.

A structured questionnaire served as the primary data gathering instrument. It was designed to assess seven key areas related to social media adoption: relevance, technical skills, marketing strategies, perceived usefulness, perceived ease of use, intention to use, and actual adoption. Each construct was measured through a 10-item checklist to capture respondents' experiences, perceptions, and behaviors.

To verify the reliability of the instrument, Cronbach's Alpha was calculated. The results showed acceptable to high reliability: Relevance (0.72), Technical Skills (0.85), Marketing Strategy (0.79), Perceived Usefulness (0.83), Perceived Ease of Use (0.88), Intention to Use (0.72), and Adoption (0.77), indicating that the questionnaire consistently measured each variable.

All completed questionnaires were retrieved, coded, and processed using the Statistical Package for the Social Sciences (SPSS).

Descriptive statistics, specifically mean and standard deviation, were used to analyze the data. The mean provided insights into the overall levels of each variable, while the standard deviation assessed the uniformity of responses.

A descriptive scale was used to interpret mean scores, with values ranging from 4.50 to 5.00 classified as "Very High", reflecting a strong degree of social media adoption among the respondents.

Ethical standards were strictly upheld throughout the research process. Respondents were provided with informed consent forms outlining the purpose and scope of the study, ensuring voluntary participation. Confidentiality and the right to withdraw at any stage were fully respected.

The researcher ensured that all participants were treated with dignity and that their personal data remained confidential. Moreover, all references were cited accordingly.

### **III. RESULTS AND DISCUSSION**

#### ***The Level of Relevance of Social Media Platforms in Advertising for Self-Financed Income Generators***

Based on the results, the level of relevance of online platforms in marketing for self-financed income generators is rated as "Very High," with a mean score of 4.52 and a standard deviation of 0.39. The results indicate a resounding consensus within the self-financed income generator communities regarding the high relevance of online platforms in their marketing endeavors, marked as "Very High." With a mean score of 4.52 and a standard deviation of 0.39, this reflects a strong collective acknowledgment of the paramount importance and effectiveness of digital platforms in their marketing strategies. The high mean score suggests a widespread agreement among participants, emphasizing their shared belief in the indispensable role played by online platforms. The relatively low standard deviation implies a high level of consistency in opinions, highlighting a unanimous recognition of the substantial relevance and impact these digital tools hold in promoting their interests within the vibrant and entrepreneurial world of self-financed income generators.

The relevance of online platforms in modern marketing strategies is paramount, revolutionizing the way businesses connect with their audience. These platforms serve as dynamic gateways, offering unparalleled reach and engagement across diverse demographics. Leveraging social media, e-commerce websites, and targeted advertising, self-financed income generators can precisely tailor their messaging to resonate with specific consumer segments. Moreover, the interactive nature of these platforms fosters real-time interaction, allowing them to gather invaluable insights, refine their strategies, and promptly respond to market trends. In a landscape where digital presence is synonymous with brand visibility, harnessing the potential of online platforms is not just advantageous but imperative for sustained market relevance and growth, especially for those operating independently without large-scale financial backing.

The result of the study is congruent to the findings of Geng et al. (2021), which stated that consumer perceptions of ads on social media platforms hinge on personal and social relevance. Furthermore, it was shown that ads perceived as personally and socially relevant increase engagement, particularly on platforms with high user trust. This underscores the importance of platform trust in shaping consumer responses and

provides insights for self-financed income generators aiming to develop effective advertising strategies on social media. These insights offer a strategic advantage in crafting campaigns that not only capture attention but also drive meaningful interactions.

In relation to the statement of Geng et al. (2021), Graef (2015) found that the relevance of data plays a critical role in shaping the competitive landscape of online platforms in marketing. It highlighted how access to data can offer significant advantages for established players while posing obstacles for new entrants in digital markets. By investigating the definition of a data market and the establishment of market power within it, the research suggests that competition authorities must broaden their examination beyond traditional market definitions. Recognizing data as a fundamental asset that shapes platform services fosters a deeper understanding of competition dynamics in digital markets. This approach enables a more comprehensive regulatory framework that considers the unique challenges and opportunities faced by self-financed income generators, who often rely on strategic use of data and platform tools to carve out their space in highly competitive digital ecosystems.

#### ***The Level of Technical Skills of Social Media Platforms in Advertising for Self-Financed Income Generators***

Based on the results, the level of technical skills of self-financed income generators using online platforms in marketing is rated as "High," with a mean score of 4.02 and a standard deviation of 0.48. The data indicates a "High" regarding the technical proficiency of self-financed income generators when utilizing online platforms for marketing. The average score of 4.02 signifies a substantial consensus among them. Furthermore, the minimal standard deviation of 0.48 implies a high level of uniformity in opinions within this group, suggesting a shared perception of their skills in this domain. Overall, it suggests that these self-financed income generators are adept and at ease when employing online platforms for marketing their respective products, services, or interests, affirming a strong level of digital literacy and competence across their community.

The technical skills of self-financed income generators in utilizing online platforms for marketing reveal a commendable level of proficiency. With a focused approach to navigating digital landscapes, these individuals exhibit adeptness in harnessing diverse online tools and channels to promote their



entrepreneurial endeavors. Their expertise showcases a nuanced understanding of digital marketing strategies, facilitating effective audience engagement across social media, e-commerce platforms, and targeted marketing initiatives. The data underscores a collective agreement regarding their capabilities, emphasizing a shared competence in utilizing online platforms for marketing within the dynamic and resourceful community of self-financed income generators. Their adaptability and confidence in applying technical know-how to real-world marketing situations position them to thrive in an increasingly competitive and technology-driven environment.

The result of the study is similar to the findings of Glavas et al. (2019), which found that the level of technical skills using online platforms in marketing among participants demonstrated a strong proficiency, as evidenced by their engagement in distinct categories of internet-enabled experiences: “technical internet-enabled experiences,” “operational internet-enabled experiences,” “functional internet-enabled experiences,” and “immersive internet-enabled experiences.” The research suggested that these diverse experiences contribute significantly to the acquisition of both explicit and tacit knowledge throughout various stages of internationalization, from pre to early and later phases. These findings underscore the pivotal role of technical capabilities in navigating and capitalizing on digital marketing opportunities within the global marketplace, emphasizing the importance of leveraging such skills for effective marketing strategies.

### ***The Level of Marketing Strategy of Social Media Platforms in Advertising for Self-Financed Income Generators***

Based on the results, the level of marketing strategy for self-financed income generators using online platforms in marketing is rated as “High” with a mean score of 4.39 and a standard deviation of 0.36. The results indicate that the marketing strategy proficiency of self-financed income generators using online platforms is exceptionally high, rated as “High” with a mean score of 4.39 and a standard deviation of 0.36. This high mean score suggests a substantial consensus among respondents, showcasing a strong agreement regarding their adeptness in crafting and executing marketing strategies within the digital landscape. The low standard deviation indicates a high level of consistency in perceptions, highlighting a shared perception of competence in leveraging online platforms for

marketing purposes within the self-financed income generator communities.

The assessment of marketing strategy among self-financed income generators utilizing online platforms for marketing showcases an impressive proficiency level. These individuals demonstrate a clear understanding of digital marketing tactics, reflected in their ability to craft and execute strategies adeptly within online realms. Their strategies encompass a diverse spectrum, effectively harnessing social media, e-commerce platforms, and targeted marketing tools to engage their audience authentically. The data underscores a widespread consensus, indicating a strong agreement regarding their exceptional competency in leveraging online platforms for marketing within the dynamic and entrepreneurial community of self-financed income generators. Their adaptability and insight into current digital trends affirm their capacity to thrive in competitive online markets, maximizing exposure and audience engagement without the backing of large-scale corporate resources.

The result of this study is comparable to the statement of Ago et al. (2023), which acknowledged the significance of online marketing in boosting sales for micro, small, and medium-sized enterprises (MSMEs), emphasizing their proficiency in technical skills. While online platforms offer opportunities to broaden customer bases, improve consumer engagement, and foster client loyalty, the challenge lies in selecting the most suitable marketing approach to achieve desired sales outcomes. The study identifies suitable online platforms for MSMEs and provides insights into decision-making processes to effectively attract consumer attention, highlighting the importance of determining the most efficient online platform for MSMEs to leverage in their marketing efforts.

### ***The Level of Perceived Usefulness of Social Media Platforms in Advertising for Self-Financed Income Generators***

Based on the results, the level of perceived usefulness of self-financed income generators using online platforms in marketing is rated as “High,” with a mean score of 4.42 and a standard deviation of 0.41. The findings reveal that the perceived usefulness of online platforms in marketing among self-financed income generators is exceptionally high, marked as “High” with a mean score of 4.42 and a standard deviation of 0.41. This substantial mean score indicates a robust consensus among respondents, illustrating a widespread belief in the

significant value and effectiveness of online platforms for marketing within these communities. The relatively low standard deviation further emphasizes the consistency of opinions, highlighting a shared perspective on the profound usefulness of leveraging online platforms to achieve marketing objectives within the proactive and entrepreneurial environment of self-financed income generators.

The evaluation of perceived usefulness among self-financed income generators utilizing online platforms for marketing unveils an exceptional level of endorsement. Their sentiment toward the efficacy of online platforms is marked by a resounding “High,” emphasizing a unanimous belief in the substantial value and effectiveness of employing online platforms for marketing within these communities. It reflects a consensus on the pivotal role these platforms play in facilitating successful marketing endeavors, highlighting the shared perception of their usefulness within the dynamic and driven world of self-financed income generator engagement. These individuals rely heavily on the benefits that online platforms offer such as broader market reach, cost-efficiency, and enhanced consumer interaction to effectively advertise and grow their small-scale, self-supported ventures.

The study’s results align with the findings of Harrigan et al. (2021), which indicate that the perceived usefulness of online reviews positively impacts both trust and online purchase intention, while trust, inversely related to perceived risk, positively influences online purchase intention. These findings underscore the importance of encouraging positive online opinions to enhance trust and facilitate online purchases, offering valuable insights for marketers aiming to leverage online platforms effectively in their strategies for emerging markets. Such insights are particularly relevant to self-financed income generators, whose marketing success is strongly tied to their ability to build credibility, foster trust, and influence consumer behavior through the strategic use of digital platforms.

### ***The Level of Perceived Ease of Use of Social Media Platforms in Advertising for Self-Financed Income Generators***

The level of perceived ease of use of self-financed income generators using online platforms in marketing is rated as “High,” with a mean score of 4.32 and a standard deviation of 0.42. The assessment of perceived ease of use for self-financed income generators utilizing online platforms in marketing reveals a positive rating,

marked as “High.” This rating is substantiated by a mean score of 4.32 and a relatively moderate standard deviation of 0.42. These figures suggest a general consensus among respondents within this entrepreneurial community regarding the convenience and accessibility of using online platforms for marketing purposes. The high mean score indicates a notable alignment in perceptions, reflecting a shared belief in the manageable and user-friendly nature of these digital tools for marketing endeavors within the innovative and resourceful spheres of self-financed income generators.

The evaluation of perceived ease of use among self-financed income generators employing online platforms in marketing showcases a positive assessment. Marked as “High” with a mean score and a standard deviation, this rating reflects a collective sentiment within this group. It suggests a shared agreement regarding the accessibility and user-friendliness of online platforms for marketing purposes.

The high mean score underscores a widespread consensus, emphasizing the perceived ease with which individuals in these self-financed ventures navigate and utilize digital platforms to promote their products, services, or ideas within the fast-evolving digital economy.

This highlights the adaptability and openness of self-financed income generators in embracing new technologies and digital interfaces to sustain and enhance their independent income-generating activities.

The result of the study is congruent to the findings of Ventre and Kolbe (2020), which found that there are significant effects of social commerce on purchase intention, with perceived ease of use and usefulness also exerting considerable influence, consistent with prior research.

However, contrary to expectations, the mediation analysis revealed only partial mediation by perceived ease of use and usefulness, which means that while technological factors in online platforms are crucial for enhancing purchase intention, there may be additional considerations beyond ease of use and usefulness.

This insight suggests that while self-financed income generators value the usability of digital platforms, their marketing success may also depend on other elements such as content quality, community engagement, authenticity, and platform-specific strategies.

### ***The Level of Behavioral Intention to Use Social Media Platforms in Advertising for Self-Financed Income Generators***

The level of intention behavior of self-financed income generators using online platforms in marketing is rated as “High,” with a mean score of 4.32 and a standard deviation of 0.41. The data indicates a positive alignment in the intention behavior of self-financed income generators when employing online platforms for marketing, rated as “High” with a mean score of 4.32 and a standard deviation of 0.41. This denotes a strong consensus within this community regarding their proactive inclinations toward utilizing online platforms for marketing their interests or entrepreneurial ventures. The high mean score signifies their willingness and readiness to engage actively in marketing endeavors through digital channels. Furthermore, the relatively low standard deviation suggests a consistent level of intention behavior across respondents within the self-financed income generator groups, emphasizing an eagerness to utilize online platforms effectively for marketing strategies in their respective domains.

The assessment of intention behavior among self-financed income generators using online platforms for marketing indicates a strong inclination and readiness. With a rating of “High” and a mean score alongside a standard deviation, this showcases a unanimous positive disposition within this community towards actively engaging in marketing activities through digital platforms. The high mean score reflects a collective agreement among participants, highlighting their proactive attitude and eagerness to leverage online channels for promoting their self-financed initiatives. This data suggests a shared readiness among self-financed income generators to harness the potential of online platforms effectively for their marketing endeavors. Their proactive engagement demonstrates a clear intention to navigate the online landscape, utilize its features, and apply them strategically to increase visibility, attract customers, and grow their ventures.

The result of this study is similar to the statement of Wang (2021), who underscored the significance of digital marketing capabilities (DMC) in enhancing competitiveness and highlighted blockchain technology (BT) as a disruptive force. Further, it was revealed that there is a positive influence of DMC on digital platform consumer interaction (DPCI), with BT moderating this relationship, enriching our theoretical understanding of DMC and its implications for consumer behavior on digital platforms. In the context of self-financed income

generators, this highlights how digital marketing capabilities, along with a readiness to embrace new technologies, empower individuals to navigate online platforms more effectively, engage with their audience, and enhance the overall marketing impact of their efforts. While blockchain technology may not be a direct focus for these self-financed income generators, the research emphasizes the importance of evolving digital strategies to remain competitive, a concept which aligns with their goal to optimize digital platforms for the best marketing results.

### ***The Level of Adoption of Social Media Platforms in Advertising for Self-Financed Income Generators***

The level of adoption of self-financed income generators using online platforms in marketing is rated as “High,” with a mean score of 4.31 and a standard deviation of 0.44. The results reveal a consensus within the self-financed income generator community, indicating a shared inclination towards embracing online platforms for marketing endeavors. Rated as “High,” this signifies an acknowledgment and acceptance of digital tools for promoting their income-generating activities. The mean score of 4.31 implies a strong agreement among participants in adopting these platforms as integral to their marketing strategies. Although the standard deviation of 0.44 suggests some variance in individual opinions, the overarching trend demonstrates a prevalent adoption and utilization of online platforms within this community, underscoring their recognition of digital mediums as crucial components in advancing their self-financed ventures through marketing.

The adoption of online platforms within the self-financed income generator community for marketing purposes showcases a trend of embracing digital mediums. These entrepreneurs exhibit a collective embrace of various online tools, leveraging them to effectively promote their products, services, or ideas. Their adoption of online platforms signifies a conscious integration of digital strategies, reflecting a recognition of the efficacy and relevance of digital channels in engaging audiences and fostering customer involvement. This adoption underscores a proactive stance within these communities, demonstrating their readiness to harness the potential of online platforms to enhance their marketing efforts, connect with potential customers, and amplify their presence within the landscape of self-financed income generation. This further highlights the growing reliance on digital platforms to extend reach, build a brand, and sustain long-term entrepreneurial growth.



The result of this study is similar to the statement of Lim et al. (2023), who argued that electronic word-of-mouth (eWOM) about on-demand digital platforms shapes consumers' perceived risk and subjective norms, impacting their adoption intention. Further, it revealed significant effects of performance expectancy, effort expectancy, subjective norms, and perceived risk on adoption intention, with eWOM playing a pivotal role in reducing perceived risk and shaping subjective norms. The findings contribute to understanding consumer adoption of new-age digital products, offering insights for both theory and practice in this domain. In the context of self-financed income generators, this highlights how digital platforms especially those associated with social media and e-commerce can shape perceptions of risk and influence the norms surrounding platform usage. The role of eWOM in reducing perceived risks and promoting adoption may also explain why self-financed income generators are increasingly adopting these platforms for marketing purposes. Their willingness to engage in online marketing is not only driven by the ease of access to digital tools but also by the positive feedback and recommendations from their peers, which strengthens their confidence in the effectiveness of these platforms.

#### IV. CONCLUSION

The widespread use of Facebook among self-financed income generators in the Province of Aklan, Philippines highlights the platform's pivotal role as the primary medium for advertising, showcasing the adaptability and digital competence of local entrepreneurs who operate without external funding. This reflects how these individuals have embraced social media particularly Facebook for its accessibility, affordability, and potential to reach a broad audience, allowing them to effectively promote their products or services. Their consistent and strategic use of Facebook tools such as Marketplace, business pages, and community groups demonstrates a level of seasoned proficiency, underscoring their ability to navigate and leverage digital platforms to sustain and grow their ventures. This trend emphasizes the significance of social media as a crucial tool for grassroots economic empowerment in the local context of Aklan.

The study provides a detailed exploration into how self-financed income generators utilize social media platforms to enhance their advertising efforts. Findings reveal a strong consensus among participants on the significance of digital tools in promoting their ventures. High mean scores and low standard deviations suggest a

high level of proficiency and consistent experiences in using these platforms effectively. This highlights the critical role that social media plays in boosting engagement, expanding reach, and fostering growth for self-sustained income generators within an increasingly digital and competitive environment.

Furthermore, the study reveals that perceived ease of use, usefulness, technical skills, and relevance are significant predictors of behavioral intention among self-financed income generators in adopting online marketing platforms, explaining a notable proportion of the variance. This underscores the crucial role of user-friendly interfaces, perceived usefulness, technical proficiency, and relevance in shaping adoption behavior within these communities. The reciprocal relationship between adoption behavior, intention, and perceived ease of use highlights the dynamics guiding the utilization of online platforms for marketing and offers valuable insights into digital engagement strategies within such pursuits.

#### V. RECOMMENDATIONS

To further amplify outreach and improve the visibility of self-financed income generators in Aklan, Philippines, this study recommends that self-financed income generators actively embrace Facebook as a primary advertising platform. Given its widespread use and accessibility, Facebook offers a cost-effective way to reach potential customers. Using Facebook's marketing tools aligns directly with the study's objective of promoting social media as a powerful advertising medium for self-funded entrepreneurs.

Online communities and groups composed of self-financed income generators can serve as effective support networks and platforms for promotion. By facilitating active participation, hosting live Q&A sessions or virtual workshops, and encouraging collaborative projects, these groups can foster engagement while simultaneously enhancing social media presence, a key element of this study's focus on digital advertising strategies.

The business sector in Aklan is encouraged to develop targeted training programs aimed at enhancing the technical and digital marketing competencies of self-financed income generators. This supports the study's assertion that social media success requires not only access to platforms but also the know-how to utilize them effectively. Mentorship, hands-on workshops, and continued learning opportunities will empower these

individuals to advertise and sustain their businesses online.

A core finding of this research is the importance of strategic collaboration in maximizing digital marketing impact. Therefore, self-financed income generators are encouraged to partner with local businesses and digital experts to co-create compelling content and implement marketing campaigns. This aligns with the study's aim of promoting an ecosystem where knowledge-sharing and resource pooling enhance advertising outcomes through social media.

Finally, in line with the study's emphasis on content-driven advertising, self-financed income generators should be encouraged to produce creative, informative, and relatable content across platforms like YouTube, TikTok, and Instagram. Content such as tutorials, behind-the-scenes videos, and customer testimonials can humanize their brand, increase engagement, and build trust. By encouraging user-generated content and community interaction, they can turn satisfied customers into brand advocates - fulfilling the study's vision of social media as a dynamic tool for entrepreneurial growth.

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