
**ANALISA DAMPAK SOSIAL MEDIA DAN MANFAATNYA TERHADAP
PENGEMBANGAN USAHA KECIL MENENGAH DI MANADO***ANALYSIS OF SOCIAL MEDIA IMPACT AND ITS BENEFIT ON THE DEVELOPMENT OF SMALL
MEDIUM ENTERPRISES IN MANADO*

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Abstrak: Saat ini, media sosial berkembang begitu pesat dan hampir semua orang di dunia memiliki akun media sosial. Mulai dari anak-anak hingga orang dewasa menggunakan media sosial untuk berkomunikasi dengan orang lain dalam kehidupan sehari-hari. Kesadaran UKM di Manado untuk memanfaatkan media sosial sudah ada dan terus meningkat dari hari ke hari. Penelitian ini diadakan di Manado sebagai kota berkembang di Indonesia terhadap UKM yang memiliki media sosial sebagai sampel. Penelitian kualitatif dikerahkan untuk mendefinisikan sifat UKM di Manado. Hasil penelitian ini menunjukkan media sosial dapat meningkatkan penjualan, pendapatan, brand awareness dan jumlah pelanggan UKM di Manado. Masalah yang dihadapi UKM dalam menggunakan media sosial di Manado adalah UKM tidak dapat merespon semua pelanggan yang ingin bertanya-tanya tentang produk mereka di media sosial. Bagi pemerintah, perlu untuk menyediakan koneksi internet yang baik, terutama tidak hanya menyediakan internet di daerah perkotaan melainkan di daerah pedesaan juga, karena masih banyak di daerah pedesaan yang belum terhubung dengan internet, dengan adanya internet orang-orang bisa mengakses media sosial yang bisa membantu UKM khususnya di daerah pedesaan untuk mengembangkan bisnis mereka.

Kata Kunci: usaha kecil menengah, dampak media sosial dan manfaatnya, masalah dalam menggunakan media sosial

Abstract: Nowadays, social media is growing so rapidly and almost everyone in the world has account social media. Ranging from children to adults use social media to communicate with other people in daily life. The awareness for SMEs in Manado to take advantage in using social media already existed and continues to increase day by day. This research was held in Manado as a developing city in Indonesia with SMEs that has Social media as the samples. Qualitative research is deployed to define the nature SMEs in Manado. The results of this research show the social media can increase the sales, revenue, brand awareness and the number of customer of SMEs in Manado. The problem that SMEs faced in using social media in Manado is the SMEs cannot respond to all customers who want to wonder about their products on social media. For the government, it is necessary to provide good connection internet especially not only in urban but rather in rural areas, because there are still many in rural areas who haven't connected with the internet, with the internet people can access social media which can help the SMES in rural areas to develop their business.

Keywords: small medium enterprise, social media impact and its benefit, problem in using social media

INTRODUCTION

Research Background

Nowadays, social media is growing so rapidly and almost everyone in the world has account social media. Ranging from children to adults use social media to communicate with other people in daily life. According to (Kaplan and Haenlein 2010:53) stated, Social media are [computer-mediated](#) technologies that allow the creating and sharing of [information](#), ideas, career interests and other forms of expression via [virtual communities](#) and [networks](#). Examples of social media are growing today are, facebook, instagram, twitter, google+ and youtube. Farooq (2012) stated, that people nowadays prefer spending more time in gossiping, playing games, browsing friend's profiles and chatting with their friends on social networking sites rather than physically meeting. Surveys conducted during 2016 found that 132.7 million people Indonesia has been connected to the internet. The total population of Indonesia itself as much as 256.2 million people. This indicates a rise of 51.8 percent compared to the number of Internet users in 2014 ago. APJII survey conducted in 2014, there were only 88, 1 million Internet users. Most people will do when connected to the internet is to use social networks. Not less than 87% of Internet users in Indonesia admitted using social media when connected to the internet (APJII 2016). Based on data above, we can say Indonesia is very potential market because social media networks have created a phenomenon on the internet that has gained popularity over the last decade, and also the number of social media users is growing each day it opens opportunities for SMEs to expand their markets.

Small Medium Enterprises (SMEs) plays a major role in most economies particularly in developing countries include Indonesia. SMEs can lower the unemployment rate in Indonesia by absorbing many workers regardless of their education status. The SMEs sector has also proven to be a formidable pillar of the economy. Proved when the economic crisis in 1998, only the SME sector that survived the collapse of its economy.

Manado is now generally encouraging into one of the world's tourist destinations. In addition, the opening of a direct flight route from China to Manado by several commercial airlines in Indonesia, it will certainly make the tourist arrivals from China will increase in Manado this is certainly a very good opportunity for SMEs at the Manado to introduce or sell their products to tourists from china. That is why the role of social media is needed in the development their business. Furthermore, the awareness for SMEs in Manado to take advantage of in using social media already existed and continues to increase day by day. The phenomenon of many SMEs businesses in Manado that use social media like Instagram and Facebook, in marketing their products is a good sign. Where this means many of SMEs particularly in Manado were already willing to apply Internet technology to market their products. SMEs in Manado realized the usefulness of social media and recognize that it is the key for marketing and that a business cannot be sustained only by using traditional marketing tools, if they want to survive and compete, because right now the competition between SMEs are increasingly tight. They not only compete with SMEs located in Manado, but in the enactment of the MEA, they also have to compete with the products of SMEs in other countries. However until now, there's no publication about the impact of the usage of social media on the development of SMEs in Manado were not known by the public.

Research Objectives

The purposes of this research are:

1. To reveal the impact of social media and its benefit on the development of Small Medium Enterprises in Manado.
2. The reveal the problems that Small medium Enterprises faced in using the Social media in Manado.

THEORETICAL FRAMEWORK

Marketing

According to Kotler and Armstrong (2010: 29) Marketing is the social process by which individuals and organizations obtain what they need and want through creating and exchanging value with others Kotler and Armstrong (2010: 29). Boone and Kurtz (2011:353) explained that marketing is an organizational function and a set of processes for creating communicating, and delivering value up customers and for managing customer relationships in ways that benefit the business and its stakeholders.

Social Media

Social Media is a strategy for broadcasting, and Social Networking as usage for connecting with people (Stelzner, 2009). Social media is one of the applications of internet which facilitates generation and exchange of user-generated material Kaplan and Haenlein, (2010:61).

Small Medium Enterprises

Small medium Enterprises play crucial role in revitalization process of the economy. It universally accepted and acknowledged that SMEs serve as effective instrument of employment creation as well as economy growth, which eventually lead to alleviation of poverty not only for entrepreneurs themselves but for the employees as well, their contribution to the mainstream economic activities will help address the economy ills in the country and many all experience a better way of living (Goriwondo, 2011).

The social media impact and its benefit on the development of SMEs

Ambrose (2013) examine Social media allows businesses to communicate speedily and cheaply with customers as well as allow them to construct a databased that can be used to generate business leads that may translate to increased sales and thus grow the SMEs. Halligan, Shah, and Scott (2009) stated Social media enables companies to network with customers in order to build relationships and achieve a better understanding of customer needs. Businesses want their message to reach as many people as possible.

The problems that Small medium Enterprises faced in using the Social media in Manado

Fischer and Reuber (2011) state that problem for adopting Social media efficiently is that businesses are not able to control the customer's comments and afraid of negative responses that may harm their business. Besides this, some companies find it difficult to staff in rapid change of technology, especially by "old companies" that are not familiar with recent technologies, or companies that are resistant to change. Venkatesh and Davis (2000) state many organizations have been slow to adopt new technologies due to perceived barriers such as lack of money, time and training, negative views about usefulness, as well as unfamiliarity with the particular technology.

Previous Research

Barashi (2016) found the result that there is unique relationship between the social media and the Arab world, in social, political, religious or cultural and economic spheres. This relationship has enabled the social media to uniquely impact on the Arabian market in such areas as offering (a) a marketing platform for the Information Age, (b) an avenue and forum for increased sales, (c) an innovative edge for SMEs to reduce expenditure/cost and increase profitability, and (d) a benchmark of direct client communication of modern PR. Further, in marketing and public relations, social media has enabled and maintained direct and personalized business-to-client communication in ways previously impossible and absent. Shabbir (2016) found the result that social media applications has positive impact on small business entrepreneurs and entrepreneurs are highly motivated to use this platform because it requires minimum budget or even free in most social media websites to advertise their products and social media creates an interaction and customer perception is inclusive and participatory and social media provides real time feedback handling opportunities. Logofatu (2012) found the result that Through the use of social media every company can reach a global audience with less effort, time and money. Jagongo (2013) found the result that Social media allows businesses to communicate speedily and cheaply with customers as well as allow them to construct a databased that can be used to generate business leads that may translate to increased sales and thus grow the SMEs. Saad (2016) found the result that the research found that social media exposure and customer engagement that has strong ties to the brand awareness, while, influence does not reach enough. In addition, the result shows that there is no significant relationship between firm's demographics factor and brand awareness.

Conceptual Framework

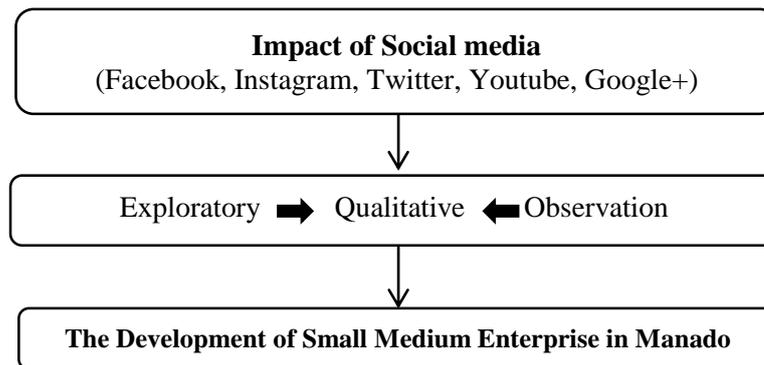


Figure 1. Conceptual Framework

Source: Data Processed, 2017

Research Method

Type of Research

This research used qualitative research methodology to explore the impact social media on the development of small medium enterprise in Manado..

Place and Time of Research

This research will be conducted in Manado city, while the interviews will be conducted in separate places according to the location of every informant. This research has been conducted in Manado for approximately 2 months, from March 2017 to May 2017.

Population and Sample

In qualitative research the population is not used, but by Spradley it called "Social Situation" which consist of three elements place, actor, and activity. Because, qualitative research refers to certain cases and the result will not be applied in population but to be transferred into another place that has similarities which social situation which the cases are studied. The social situation on this research is all of the Small medium Enterprise in Manado that used social media. In this research the Owner of Small medium Enterprise in Manado as the informant. The total informants are 10 people that separated in several district in Manado.

Data Collection Method

The data used in this research consist of two types of data which are primary data and secondary data. Used in-depth interview and observation to obtain the data. Interview consists of two types which are unstructured interviews and structured interviews in this research, the interviews were held face to face. Secondary data are data that have already gathered by researcher, data published statistical and other journals, and information available from any published or unpublished source available either within or outside of organization, all of which might be useful to researcher. Secondary data collected for some purpose other than the problem at hand taken from books, journals, articles, relevant literature from library, internet, data from Department of Cooperative and Small Medium Enterprise of Manado (*Dinas Koperasi dan UKM Kota Manado*) and all information which might useful to researcher.

Data Analysis Method

In this research, the process of data analyses were done before entering the social situation while analysis process was done collecting the data and after the social situation used secondary data to decide tentative limitation of the research. During interview and observation process, analyzing the answer that was given by informant was done. If the answer or description that were given by the informant are still unclear, then will continue to ask and find the answer and get credible data.

Data Validity and Reliability Method

To ensure reliability and validity of qualitative research, it is helpful to use triangulation. Triangulation is the effort to check the accuracy of data or information obtained by researchers from a variety of different perspectives by reducing as much as possible the differences that occur when we collect data analysis (Moleong, 2008: 20).

RESULT AND DISCUSSION**Result**

This result uses qualitative research and interview as the tool to gain information. The populations of this research are the owners of small medium enterprises in Manado. The sample took 10 people that are owners of small medium enterprises in Manado. In the first step, questions were arranged and prepared before the interview.

Informant 1

The first respondent is Informant 1. He is the owner of SMEs Bahaga, according to informant 1, that their business is engaged in the sale of manufacturing shirts and souvenirs typically in Manado. They started their business since 2012. They have 3 employees. Their incomes all depend on the situation but usually they can earn more than 30 million rupiah per month. Informant 1 said: We have a social media account. We use Facebook, the reason our business uses Facebook, because Facebook is easy to use than other social media and Facebook is already widely known by people. Informant 1 said: Since we are using social media, our sales and business revenue each year has increased. In addition, social media provides many benefits to our business because it is through social media, we can upload our products in social media so people can know that we are selling our products and we can also interact with prospective buyers of our products. As long as we used social media, we are also sometimes face problems in the use of social media, such as sometimes we cannot respond to all customers who want to wonder about our products on Facebook, because of the limitations of time.

Informant 2

The second respondent is informant 2, she is the owner of SMEs Manado souvenirs, according to informant 2, and she said that the business in which they live is engaged in the souvenir typically in Manado. But they also sell cakes typical of Manado. They started their business since 2012. They have 10 employees. He said their income is around over 20 million per month. They've been in business for 10 years. Informant 2 said: We have a social media account. We used Instagram, because Instagram is more suitable for business. Informant 2 said: Social media is very important for our business, because social media makes our visitor of store increase, social media makes our profit business increase. In addition to social media can be used as free promotional media, our store address can be known by people quickly. Informant 2 said: So far we have not had any problems or obstacles in using social media because we think social media gives more benefit to our business. They rarely use social media because they are relying more on effort only word of mouth to attract customers".

Informant 3

The second respondent is informant 3, he is the owner of SMEs Pizaa Stormball, according to informant 3, and their business is engaged in the sale of Pizza in Manado. They started their business since 2016. They have 8 employees. Their incomes all depend on the situation but usually they can earn more than 60 million rupiah per month. Informant 3 said they have a social media account. Informant 3 said: We use Facebook and Instagram. But we prefer to use Facebook, because Facebook is more known by the people than other social media and Facebook gives more feedback to them, as many people comment on or like products that they upload on social media. Informant 3 said: Since using social media, more customers are coming, social media gives the benefit of our business such as media promotion, people become more knowledgeable about our business. Informant 3 said: as long as we used social media, we are also sometimes face problems in the use of social media such as the customers sometimes give complaints and criticism through social media, which automatically makes the reputation of their business decline slightly.

Informant 4

The fourth respondent is informant 4, he is the owner of SMEs Chirstin Klapertaart according to informant 4, the business is the kalpertaart which is snack, pastries typical of manado and also Sambel Roa .They started this business since 2012 in Manado. They have 7 employees. Their business also has branches in Tikala and Samratulangi Airport.Their incomes it all depends on situation but usually they estimated the business can earn more 60 million rupiah per month. Informant 4 said they have social media account. Informant 4 said: we use youtube instagram, and facebook. But they prefer to use youtube, the reason they used youtube, because they can upload videos of their business on youtube. Informant 4 said: Social media really gave the benefits to our business. Our income and sales each year is increased. Because through social media, our products can widely know quickly not only in Manado, but also in the international world, because many of tourists such as from Canada and china visit and buy klapertaart in our stores”.informant 1 said: Sometimes have problems in the use of social media such as the customer sometimes give the complaint and criticism through social media and then the complaint they disclose to social media forum it makes their reputation and the consumer trust in their business declined slightly.

Informant 5

The fifth respondent is informant 5, he is the owner of SMEs Martabak Juara according to informant 5, and their main business is selling Martabak. They started the business in Manado since 2016. They have 7 employees. They estimated the business can earn 200 million rupiah per month. Informant 5 said they have social media account. Informant 5 said: We use Instagram and facebook. but we prefer to use Facebook, because Facebook is known by all people from young people to the old people, while instagram tend to be known by young people only. informant 5 said: Through social media everyone can see our products in social media so that our products we will be known by the people quickly, even the products we can know the whole world because we can upload pictures of our products in social media in addition to the social media to enhance brand image our business. Because if the services we provide and our product received by the consumer, the consumer will give good feedback as making status or upload a photo of our product in social media. Informant 5 said: Sometimes we faced problems in the use of social media as the customer sometimes gives complaints and criticism through social media it makes the reputation of consumer confidence in our business declined slightly”.

Informant 6

The sixth respondent is informant 6, he is the owner of SMEs Chick and Roll in Manado according to informant 6, their business is engaged in the sale food beverage. But the main product is freed. They started their business since 2016. They have 21 employees. He said their income around 200 million per month. Informant 6 said: We used facebook, twitter, and Instagram , But they prefer to use facebook because their customers give more feedback through Facebook than other social media. informant 6 said: Social media can increase the number of customers from day to day and also our business revenue also increased, through social media customers can wonder about the products we offer, if we make discounts or promotions through social media our customer can know quickly without notifying our the customer through newspapers or radio and through social media we can also know the competitors and we can learn what we should do next . informant 6 said: As long as we use social media in our business, we have also a little bit of problem in using social media such as the most active social media are young people and for older people is not too many who use social media, so that most of their customers who coming from among the young people.

Informant 7

The seventh respondent is informant 7, he is the owner of SMEs MDC Coffee according to informant 7, and their business is selling coffee. They've been running this business for 2 years in Manado. They have 8 employees. He said their incomes are about more than 50 million per month. Informant 7 said they had social media account. Informant 7 said: We use Instagram, because instagram more suited to business than on other social media. Informant 7 said: social media can make the number of visitors is increasing, social media is very important to our business because if we want to introduce a new food menu so we just uploading our food

products in social media so people can find out quickly. Moreover with social media we can know the needs and desires of consumers exactly. Informant 7 said: We have problems such as our competitors can know their featured menu through social media so that our competitors will imitate our featured menu”.

Informant 8

The seventh respondent is informant 8, he is the owner of Quamama resto according to informant 8, their business is engaged in culinary sector. Especially in chinees food but they also sell local food of Manado. They've been running the business for 3 years. They have 4 employees. He said their income of about 60 million per month. Informant 6 said they had social media account. Informant 8 said: We use instagram, because today a lot of people used this social media .Informant 8 said: Social media make our business relationship with the customer better, we can also introduce new menus through social media, communication with customers much more smoothly and efficiently. Moreover many tourists china visit and eat at our place because seeing the food menu that we upload on via social media. Informant 8 said: we do not have problems in the use of social media because media is very advantageous for their business.

Informant 9

The ninth respondent is informant 9, he is the owner of Tampa Dudu according to informant 9, their business is engaged in the sale local food of Manado such bubur Manado, cakalang noodle and pisang goreng . They've been running the business for 2 years. They have 6 employees. He said their income about 75 million per month. Informant 9 said: We use facebook and instagram, but we prefer to use Facebook, because social media is more widely known by people. Informant 9 said: Social media can attract the customers because people can see pictures of our food menu navigation, can see the condition of their businesses through social media, social media moreover make address their business could be known by the people, and of course the visitor is getting increased. Informant 9 said: We do not have problems in using of social media, because the social media more give beneficial for our business.

Informant 10

The tenth respondent is informant 10. He is the owner of WarunkBendito. according to informant 10, and their business is engaged in the sale food beverage. But the main their product are noodle and dessert. They've been running the business for 1.5 years. They have more than 20 employees. He said their income around more than 100 million per month. Informant 10 said they had social media account. Informant 10 said: We use Instagram. The reason they use instagram, because it can be connected with facebook. Informant 10 said: Social media can increase our sales and revenue of the business and also the sale value of our businesses and people can find our food menu that we offer and the customer can find our addresses and moreover with the social media we can do promotion, and give information if there are events that will be held in our place to the customer. Informant 10 said: Sometime we also have problems in using the social media because if we gave less good impression to our customers then our customer will tell the impression that their got from us at social media so that it will make the image of our business decreased.

Discussion

The social media impact and its benefit on the development in Manado

Ambrose (2013) stated Social media allows businesses to communicate speedily and cheaply with customers as well as allow them to construct a databased that can be used to generate business leads that may translate to increased sales and thus grow the SMEs. Halligan, Shah, and Scott (2009) stated Social media enables companies to network with customers in order to build relationships and achieve a better understanding of customer needs. Based on the theory, that theory explains the social help business to communicate with the customer speedily, can increase sales, and also can build relation better with the customer, this theory is similar with the result of this research based on interview from informant 1,2,4,6,8,7,10 they said social help them to communicate with their customer, through social media their customers can wonder about the products we offer, if they make

discounts or promotions through social media our customer can know quickly, without notifying our the customer through newspapers or radio and social media can increase their sales and income of business .social media make their business relationship with the customer is established is better, and also they can improve their product as customer needs.

The problems that Small medium Enterprises faced in using the Social media in Manado

Fischer and Reuber (2011) state that problem for adopting Social media efficiently is that businesses are not able to control the customer's comments and afraid of negative responses that may harm their business. Venkatesh and Davis (2000) state many organizations have been slow to adopt new technologies due to perceived barriers such as lack of money, time and training, negative views about usefulness, as well as unfamiliarity with the particular technology. Based on the theory, that theory explains the social media about the problem that SMEs faced in using social media .This theory is similar with the result of interviews by informants 1,3,4,5, and 10. They said they cannot respond to all customers who want to wonder about their products on social media, because the limitations of time. the customer sometimes give the complaint and criticism through social media and then the complaint they disclose to social media forum it makes their reputation and the consumer trust in their business declined slightly.While three other informants 2, 9, 8 does not have problems in the use of social media because they said social media is very advantageous for their business and because social media more give beneficial for their business than give the problems.

CONCLUSIONS AND RECOMMENDATION

Conclusions

Based on the result and discussion in the previous chapter, we can conclude some points here:

1. The social media it is very important for SMEs, because it can increase the income, sales, brand awareness and the number of customer of small medium enterprises in Manado. In addition, through social media the product that selling by SMEs and address of SMEs can more knows by people quickly. SMEs in Manado in this study prefer to use Facebook comparing other social because Facebook is more known and also Facebook is the most widely used social media by people.
2. The problem that SMEs faced in using social media in Manado are the SMEs cannot respond to all customers who want to wonder about their products on social media, because the limitations of time and also Social media can reduce brand awareness, because the customer sometimes gives complaints and criticism through social media it makes the reputation of consumer confidence in their business declined slightly.

Recommendation

Here are some recommendation proposed and found with this research for the SMEs, government, universities, and next researcher.

1. For the owner of SMEs, it recommends giving good and quick respond to every complaining from the costumer, the content of the product should be interested in order to facilitate the customer to know the product that offering in order to keep the satisfaction of the customer because if the product is not match the customer expectation then the customer will share their bad experience on social media so it will make the reputation of the business will decreased. Third, the owner of SMEs should promote their product not just through social media, but also using Radio, it because of not all people use social media especially in village region because of there's still village region that has no internet connection.
2. For the government, it is necessary to provide good connection internet especially not only in urban but rather in rural areas, because there are still many in rural areas who haven't connected with the

- internet , with the internet people can access social media which can help the SMES especially in rural areas to develop their business.
3. For universities, to give some knowledge for the students and lectures to know about The social media impact and it is benefit on the development of SMEs in Manado
 4. For next researchers, it is recommended to conduct research in wide areas of population, bigger sample and deep research about the social media impact and its benefit on the development of SMEs especially different region in Indonesia.

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