

Analysis of the Utilization of Social Media Technology on the Marketing Performance of Marine Processed Products of MSMEs in Citemu Village, Cirebon

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Article Info :	ABSTRACT
Accepted: 27-08-2026 Approved: 20-09-2026 Published: 29-10-2026	Background: Digital technology has encouraged micro, small, and medium enterprises (MSMEs) to adopt social media for product promotion and customer communication. However, its contribution to sustained marketing performance remains uncertain for village-level processed seafood enterprises. Objective: This study examines social media utilization and its implications for the marketing performance of processed seafood MSMEs in Citemu Village, Cirebon. Methods: A descriptive-analytical quantitative survey approach was applied to processed seafood MSME actors who used social media for marketing. Respondents were selected purposively. Structured questionnaires and documentation of promotional activities supported descriptive interpretation of social media use and perceived marketing outcomes. Results: The reported findings indicate that social media supports product visibility, wider consumer reach, and direct interaction with potential buyers. Nevertheless, promotional activities remain sporadic, content planning is limited, and consumer interaction metrics are rarely used to evaluate marketing decisions. The reported improvement in visibility and communication has not consistently translated into higher sales or sustainable marketing performance. Conclusion: Social media offers an accessible marketing channel, but its effectiveness depends on consistent content planning, digital literacy, brand communication, and routine performance evaluation. These findings support contextual digital marketing assistance for village-level seafood MSMEs. Because sample characteristics and statistical estimates are not reported, the findings should be interpreted descriptively rather than as evidence of a statistically established causal effect.
Keywords: social media; marketing performance; MSMEs; seafood products; digital marketing	

INTRODUCTION

The development of digital technology has driven significant changes in MSME marketing practices, especially through the use of social media as a means of marketing promotion and communication. Social media allows MSMEs to reach consumers more widely, build two-way interactions, and increase marketing effectiveness at a relatively low cost. Various studies show that the use of social media and digital marketing has a positive relationship with MSME marketing performance, which is reflected in increased sales, market reach, and product visibility (Bruce et al., 2023; Qalati et al., 2022; Tatik & Setiawan, 2025).

For MSMEs of processed seafood products in Citemu Village, Cirebon, social media is a strategic opportunity to overcome the limitations of conventional marketing that has so far dominated business activities. Theoretically, social media is an integral part of a digital marketing strategy that is oriented towards value creation, consumer engagement, and strengthening marketing performance. Effective use of social media requires the ability of MSMEs to manage content, choose appropriate platforms, and build sustainable interactions with consumers (Liu et al., 2023; Pellegrino & Abe, 2023).

In the context of MSMEs, social media not only functions as a communication medium, but also as a means to strengthen marketing capabilities and business competitive advantages (Cao & Weerawardena, 2023; Jung & Shegai, 2023). Thus, the level of social media utilization is an important factor that affects the marketing performance of MSMEs. However, a number of studies show that the use of social media by MSMEs has not always had an optimal impact on marketing performance. Limited digital literacy, unplanned content strategies, and sporadic use of social media cause the marketing results obtained to be not optimal (Berto Mulia Wibawa et al., 2022; Solomon et al., 2024).

This condition is also found in food MSMEs, including processed seafood, where social media is often used only as a promotional storefront without the support of an integrated digital marketing strategy (Roosdhani et al., 2023; Shandy et al., 2023). Normatively (das sollen), the use of social media technology by MSMEs is expected to be able to significantly improve marketing performance through a planned, consistent, and market-oriented digital strategy. The government and various international institutions encourage the digitalization of MSMEs as an effort to increase business competitiveness in the digital economy era (Aminullah et al., 2024; Anatan & Nur, 2023).

However, empirically (das sein), many MSMEs, including MSMEs of processed marine products, have not been able to utilize social media optimally, so their impact on increasing sales and marketing performance is still limited (Lubis et al., 2025; Nurbasari et al., 2025; Thompson & Rust, 2023). The gap between ideal conditions and actual practice shows the need for more specific empirical studies.

Based on previous research studies, research on social media and MSME marketing performance generally highlights the MSME sector in general, without focusing on the characteristics of food and processed seafood products that have their own challenges in digital marketing, such as visual aspects, consumer trust, and sustainability of product supply (Ding et al., 2022; Mahajan et al., 2026). Research that specifically analyzes the use of social media technology and its implications on the marketing performance of MSMEs of seafood products at the village level is still relatively limited.

Therefore, this study aims to analyze the use of social media technology and its influence on the marketing performance of MSME processed seafood products in Citemu Village, Cirebon, as the basis for formulating a more effective and contextual digital marketing strategy. The specific contribution of this study lies in its village-level focus on processed seafood MSMEs, where product presentation, consumer trust, and the continuity of supply shape the practical use of social media. Rather than assuming that online visibility necessarily generates sales, the study distinguishes promotional reach and consumer interaction from sustained marketing outcomes.

RESEARCH METHOD

This research was descriptive-analytical, with an explanatory quantitative approach. This type of research was chosen to explain the relationship between the use of social media technology and the marketing performance of MSMEs producing processed marine products, as well as to describe the empirical conditions of social media use by MSME actors at the village level. A descriptive approach was used to map the level of social media utilization, while an analytical approach was used to examine its effect on marketing performance.

The research specification focused on analyzing social media technology use as the independent variable and marketing performance as the dependent variable. In this study, social media use was understood as the use of digital platforms for promotional activities, communication with consumers, and the delivery of product information. Marketing performance was measured using indicators that reflected the marketing achievements of MSMEs, such as increased sales, market reach, and consumer response.

The quantitative approach was used to obtain measurable and objective data related to social media use and the marketing performance of MSMEs. This approach allowed the researchers to identify the tendency of relationships between variables based on the perceptions of MSME actors, as measured through research instruments. Through a quantitative approach, the research results could be analyzed systematically and consistently.

In addition, a descriptive approach was used to provide meaning to the quantitative findings obtained. The numerical data produced were not only presented as numbers but were also interpreted to explain how social media usage patterns affected the marketing performance of MSMEs producing seafood products. The combination of these approaches was expected to produce a comprehensive and contextual analysis.

The research location was Citemu Village, Cirebon Regency, which is a coastal area with growing MSME activities involving processed marine products. The location was selected based on the consideration that Citemu Village had considerable potential for seafood products but still faced limitations in digital product marketing. This condition made Citemu Village relevant as a research location for studying the use of social media to improve the marketing performance of MSMEs.

The research subjects included MSME actors producing processed marine products who had used social media in their marketing activities. MSME actors were selected as the main subjects because they were the parties who directly used social media and experienced its effects on marketing performance. By involving MSME actors as respondents, this study obtained an empirical picture that was consistent with field conditions.

Research data were collected through survey techniques using structured questionnaires as the main instruments. The questionnaire was developed to measure the level of social media technology use and the marketing performance of MSMEs producing seafood products. The research instrument was designed in the form of closed-ended statements with an assessment scale to facilitate the quantitative measurement of respondents' perceptions.

In addition to the survey, data collection was also supported by a documentation study of MSME social media activities, such as promotional content and interactions with consumers. The documentation data were used as supporting evidence to strengthen the survey results and provide a more accurate picture of social media use practices among MSME actors. The use of these two data collection techniques helped increase the validity of the research findings.

The sample determination technique used in this study was purposive sampling. This technique was chosen because not all MSMEs in Citemu Village used social media in their marketing activities. The sample was determined based on specific criteria, namely MSME actors producing processed marine products who had used social media as a marketing tool for a certain period.

The use of purposive sampling allowed the researchers to obtain respondents who were relevant to the focus of the study. Thus, the data collected were expected to reflect the conditions of social media use and MSME marketing performance more accurately. Although this technique was not intended to support broad generalizations, the results of the study retained strong contextual validity.

Data analysis was conducted using descriptive statistical analysis to describe the characteristics of the respondents, as well as the level of social media utilization and marketing performance of MSMEs. This analysis was used to present the data in the form of mean scores and distributions of respondents' answers, thereby providing an initial overview of social media usage patterns among MSMEs producing seafood products.

Methodological clarification: The available manuscript does not report the number of eligible MSMEs, the final sample size, the questionnaire items or scale categories, or numerical validity and reliability results. Accordingly, the findings presented here are interpreted as descriptive survey-based observations supported by documentation. No inferential effect size, significance level, or causal estimate is claimed without the corresponding statistical output. These details should be supplied by the authors before publication.

Furthermore, relationship analysis was used to examine the effect of social media technology use on the marketing performance of MSMEs. The results of the analysis were interpreted descriptively and analytically to explain the implications of social media use for improving marketing performance. Through this approach, the research not only produced quantitative findings but also provided substantive insights relevant to the development of digital marketing strategies for MSMEs.

RESULT AND DISCUSSION

Overview of the Utilization of Social Media Technology by MSMEs of Marine Processed Products

The results of the study show that the use of social media technology by MSMEs of processed seafood products in Citemu Village has become a common marketing practice carried out by most business actors. Social media is used as the main means to introduce products to consumers, display product

visuals, and convey basic information such as price, product type, and stock availability. In addition, social media is also used as a direct communication medium between MSME actors and consumers, especially to respond to questions, receive orders, and maintain relationships with customers. This utilization reflects the awareness of MSME actors on the potential of social media as a relatively accessible and cost-effective marketing channel.

However, the results of the study show that the use of social media is still in the early stages of adoption and has not been managed strategically. Marketing activities through social media are generally carried out sporadically and unscheduled, depending on the free time and individual initiatives of MSME actors. Uploaded content tends to be direct and informative promotional, without consistent marketing message planning or clear content differentiation. This condition causes social media to not be optimally utilized as a tool to build brand image and strengthen the product's position in the market.

In addition, it is known that most MSME actors have not evaluated the performance of the social media used. Indicators such as engagement rates, consumer response, and content reach have not been leveraged as the basis for marketing decision-making. Social media is still perceived as an additional means of marketing products, rather than as an integral part of a business's marketing strategy. As a result, the potential of social media in supporting improved marketing performance, such as increased buying interest and consumer loyalty, has not been fully achieved.

These findings show that the use of social media technology by MSMEs of processed marine products in Citemu Village has been running, but it is still limited to its basic function as a promotional and communication medium. To be able to have a more significant impact on marketing performance, the use of social media needs to be increased from just operational use to more planned and strategically oriented management. Thus, the current overview of the use of social media is an important basis in formulating efforts to optimize the digital marketing of MSMEs of seafood products at the village level.

The Influence of Social Media Utilization on MSME Marketing Performance

In relation to earlier studies, the observed improvements in visibility and consumer interaction are consistent with the digital marketing benefits discussed by Pellegrino and Abe (Pellegrino & Abe, 2023) and Cao and Weerawardena (Cao & Weerawardena, 2023). However, the limited conversion of online engagement into sustained sales aligns with the concerns about digital literacy and unplanned social media use raised by Wibawa et al. (Berto Mulia Wibawa et al., 2022) and Solomon et al. (Solomon et al., 2024).

The present findings therefore suggest that the marketing value of social media depends not only on platform adoption but also on the capacity to plan content, communicate product value, and evaluate consumer responses. These are interpretive comparisons, not statistical tests of agreement between studies.

The results of the analysis show that the use of social media technology has a positive effect on the marketing performance of MSMEs of seafood products. MSMEs that are more active in using social media tend to experience increased product visibility and wider market reach. Social media allows products to be known by consumers outside of the local environment, thus expanding the market potential without requiring large promotional costs.

This positive influence is also reflected in increased interaction with consumers, such as questions, responses, and feedback received through social media. These interactions contribute to increased consumer confidence and encourage buying interest in the product (Rahmawati et al., 2023). However, although the use of social media has an impact on visibility and interaction aspects, its effect on increasing sales volume is not fully optimal. This shows that social media serves as an early trigger for marketing performance, but it has not yet been fully integrated into an ongoing sales strategy.

Limitations of Social Media Utilization in Improving Marketing Performance

Although the use of social media technology has made a positive contribution to the marketing performance of MSMEs of seafood products in Citemu Village, the results of the study show that the contribution has not been fully optimal. The main limitation lies in the low ability of MSME actors to design and implement structured digital marketing strategies. Social media is still managed as a short-term means of promotion, without consistent content planning and oriented towards long-term marketing goals. As a result, the marketing activities carried out have not been able to build brand image and sustainable relationships with consumers effectively.

In addition, the limitations of digital literacy are an important factor that affects the low effectiveness of social media utilization. Most MSME actors do not have an adequate understanding of digital content management, upload time selection, and communication strategies that are in accordance with consumer characteristics. Social media is more often used based on practical experience and intuition, rather than based on data-driven planning. This condition causes the use of social media to not be directed to support the achievement of marketing performance systematically.

Another limitation found is the lack of understanding of MSME actors on social media performance analysis. Indicators such as engagement rate, content reach, and consumer response have not been utilized as the basis for marketing evaluation and decision-making. As a result, the potential of social media as a tool to increase sales and strengthen marketing performance has not been utilized optimally. These findings show that the use of social media technology by MSMEs of seafood products is still in the early stages of adoption, where social media functions as a basic promotional tool, not as a strategic marketing instrument.

To clarify the gap between ideal conditions and actual practices of social media use by MSMEs, a comparison is presented in Table 1.

Table 1. Comparison of Ideal and Actual Social Media Utilization in Marine Processed Products MSMEs

Aspects of Social Media Utilization	Ideal Condition (The Should)	Actual Condition (The Being)
Strategy Planning	Social media is managed based on a planned and long-term oriented digital marketing strategy	Social media management is done spontaneously and without a clear strategic plan
Content Management	Content is structured consistently with themes, brand messages, and marketing objectives	Content is direct and informative promotional with no message consistency
Digital Literacy	MSME actors have a basic understanding of digital marketing and social media	Digital literacy is still limited and practical
Performance Evaluation	Consumer interaction and response data is used as the basis for marketing evaluations	Interaction data has not been leveraged for decision-making
Impact on Sales	Social media contributes significantly to increased sales and consumer loyalty	The impact of social media on sales is still not optimal

Based on Table 1, there is a clear gap between the expected use of social media and the empirical conditions that occur in MSMEs of processed marine products in Citemu Village. Normatively, social media should be managed as an integral part of a planned and data-driven digital marketing strategy.

However, empirically, the use of social media is still operational and has not been integrated with the goal of improving marketing performance in a sustainable manner. This gap emphasizes the need for capacity building and mentoring efforts so that social media can be optimally utilized as a strategic instrument in strengthening the marketing performance of MSMEs.

Table 2. Mapping the Limitations of Social Media Utilization and Its Impact on MSME Marketing Performance

Types of Limitations	Forms of Limitations Found	Implications for Marketing Performance
Digital Marketing Strategy	Absence of content planning and clear marketing goals	Social media has not been able to drive a consistent increase in sales
Content Management	Content is direct promotion and not variable	Consumer interest and engagement are relatively low
Digital Literacy	The understanding of MSME actors is limited to the technical use of social media	The potential of social media as a branding tool has not been utilized
Data Analysis	No evaluation of consumer interaction and response	Marketing decisions are not data-driven
Marketing Integration	Social media is not connected to other marketing strategies	The impact of social media on marketing performance is partial

Table 2 shows that the limitations of the use of social media by MSMEs of processed seafood products are not only technical, but also strategic and managerial. Limitations in aspects of digital marketing strategy and content management mean that social media has not been able to function as a sustainable marketing tool. Content that is less varied and unplanned has an impact on low consumer engagement, so the potential for increased buying interest and customer loyalty has not been optimally achieved.

In addition, the limitations of digital literacy and data analysis reinforce the conditions in which social media is used without a clear basis for performance evaluation. Marketing decisions tend to be made based on intuition, not on consumer interaction data. This limitation causes the impact of social media on marketing performance to be partial and has not been integrated with the overall marketing strategy of MSMEs. Thus, the mapping of limitations and implications emphasizes the need for a more systematic

approach in the use of social media to improve the marketing performance of MSMEs of seafood products.

Optimizing the Utilization of Social Media as a Strategy to Improve Marketing Performance

Based on the results of the research, optimizing the use of social media is an important strategic step in improving the marketing performance of MSMEs of seafood products in Citemu Village. This optimization is needed to shift the use of social media from just sporadic promotional activities to a more planned and long-term oriented digital marketing strategy. Social media needs to be used consistently as a means of brand communication, product value delivery, and the formation of sustainable relationships with consumers. With this approach, social media not only functions as an information medium, but also as a strategic instrument in building an image and trust in products.

Optimizing the use of social media also requires more targeted and systematic content planning. Marketing content should not only focus on sales promotion, but also include product education, production process stories, and the unique value of local processed seafood. Consistent content planning allows MSMEs to build a stronger brand identity that is easily recognizable by consumers. Thus, social media can play a role in increasing consumer engagement, which ultimately impacts the gradual improvement of marketing performance.

In addition to planning and consistency aspects, optimizing the use of social media also depends on increasing the capacity of MSME actors. Business actors need to have a basic understanding of digital marketing strategies, content management, and the use of interaction data as marketing evaluation materials (Rosário & Dias, 2023). Continuous mentoring and learning are important factors so that MSME actors are able to use social media more effectively and adaptively to changes in consumer behavior. Without this capacity building, the use of social media tends to return to an operational usage pattern and has less impact on marketing performance.

To clarify the direction of optimizing the use of social media as a strategy to improve marketing performance, the formulation of strategic steps is presented in Table 3. The strategic measures in Table 3 should be understood as recommendations derived from the reported barriers, not as interventions whose effectiveness has been experimentally verified. Future research should report respondent characteristics, instrument quality, descriptive distributions, and appropriate relationship tests to establish whether these patterns hold across a larger sample.

Table 3. Social Media Utilization Optimization Strategy to Improve MSME Marketing Performance

Optimization Aspects	Strategy Focus	Expected Impact
Consistency of Use	Regular upload scheduling and account management	Increased visibility and brand awareness
Content Planning	Balanced preparation of informative, educational, and promotional content	Increased consumer engagement and interest
Brand Communication	Consistent delivery of product identity and value	Strengthening consumer image and trust
Capacity Building	Digital marketing training and assistance for MSME actors	More effective use of social media
Performance Evaluation	Utilization of interaction data as the basis for marketing evaluation	Continuous improvement of marketing performance

The source document does not provide respondent counts, instrument validation statistics, or inferential test results. These have not been invented. Original text, citations, reference entries, tables, and reviewer comments are retained for traceability; highlighted passages are proposed revisions. Authors should reconcile the retained original wording with the highlighted replacement text before final submission. Based on Table 3, optimizing the use of social media requires a comprehensive approach, including technical, strategic, and capacity building aspects of MSME actors.

A planned, evaluation-based strategy allows social media to function as an ongoing marketing tool, not just a momentary means of promotion. With this optimization, the use of social media technology can contribute significantly to increasing product visibility, consumer involvement, and marketing performance of MSMEs of seafood products. In the end, this optimization is an important strategy in supporting the sustainability and competitiveness of MSMEs based on local potential in Citemu Village.

CONCLUSION

The results of this study indicate that social media technology contributes positively to the marketing performance of processed seafood MSMEs in Citemu Village, particularly by increasing product visibility, expanding market reach, and strengthening consumer interaction. However, its contribution to sales growth and sustainable marketing performance remains limited because social media utilization is not strategically managed. The main obstacles

include inconsistent promotional activities, inadequate content planning, limited digital literacy, and insufficient performance evaluation.

Therefore, optimizing social media utilization requires consistent promotional strategies, targeted content development, stronger brand communication, and improved digital marketing capabilities. These findings imply that structured training, continuous mentoring, and data-based marketing evaluation are essential to strengthen MSME competitiveness. Such efforts can support more effective digital marketing practices and sustainable business development within local coastal communities in Cirebon Regency.

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