



Utilization of E-commerce and Social Media to Support Sustainable Business: Systematic Literature Review

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Abstract: The digitalization transformation has brought significant changes to the business world. In this context, e-commerce and social media have become two important aspects that influence business development. This research aims to analyze the impact of business digitalization transformation, especially in terms of the use of e-commerce and social media to support sustainable business. This study uses a systematic literature review (SLR), namely the library research method sourced from Scopus and Emerald Publishing databases. The results of this literature review research can be used to broaden insight and knowledge regarding the features of e-commerce and social media in supporting sustainable business, as well as being a consideration for business actors in making decisions to develop sustainable business

Introduction

In today's digital era, many actors are transforming the form of management, which originally used traditional models to follow the development of an all-digital era. The development of an all-digital era has become a mindset for people to do business. This can be seen in the increasing number of Indonesian SMEs. According to the Ministry of Cooperatives and SMEs of the Republic of Indonesia, the growth of MSMEs continues to increase during 2015-2019. In 2015 it was 59,262,772, in 2016 it was 61,651,177, in 2017 it was 62,922,617, in 2018 it was 64,194,057 and in 2019 it was 65,465.49. So for business entities that support the Indonesian economy, the number of MSMEs has increased from year to year. (Source: Ministry of Cooperatives and SMEs of the Republic of Indonesia, 2020, UKM Indonesia. id)

The growth of SMEs in Indonesia is also a burden on SME businesses because the digital transformation of the business changes all aspects, including in terms of promoting products, conducting buying and selling transactions, and negotiating with customers. This is one of the



challenges for SME business actors. So SME business actors must be able to adapt to the progress of digitalization. Currently, around 160 million Indonesians are affected by the trend of digital transformation, where 124% of them access the internet through mobile devices (We Are Social, 2020). This is a problem for business actors to quickly adapt to Indonesian society which has now changed to shopping and online transactions. The role of e-commerce media and social media is one of the factors in business actors. Business actors must have an innovative mindset in developing business strategies.

Digital transformation in the business field is a transformation of business linkages and interactions between organizations, consumers, suppliers, and employees (Rochmawati, Dwi Robiul, et al. 2023). Digital transformation in the business field produces innovative models that bring competitive advantages to improve organizational sustainability performance (Nosratabadi et al, 2019). Various industries and businesses have used the concept model of sustainable business models to meet economic, environmental, and social goals simultaneously (Nosratabadi et al, 2019). Digitalization transformation in the business sector is the impact of environmental changes starting from the COVID-19 pandemic. In times of global disaster triggered by the COVID-19 pandemic, companies are under pressure and forced to adopt digitalization as a strategy for maintaining their business (Chen, Mo & Bashir, Rabia.2022).

The process of digitization in the business field, in addition to the use of digital media, is also characterized by dependence on Internet access. The Internet is widely used in marketing channels, some wholesale markets have leveraged e-commerce and turned into entrepreneurial ecosystems with shared commodity trading platforms or even supply chain service platforms (such as the automobile trading market in the US) (Gregory et al. 2019). Business interactions between business people digitally occur in e-commerce and social media. E-commerce and social media are digital platforms that can be used as a means of online sales, communication, and marketing strategies.

In the business field, digitalization does not only occur in sales strategies that were originally sales strategies using traditional models, namely direct sales transformed into sales strategies using e-commerce platforms, namely sales using digital media but also occurs in marketing strategies by utilizing social media. The use of gadgets and e-commerce activities carried out by the community is increasing every year. Since 2018 it has been recorded that Indonesian people make online shopping transactions through social media, namely Facebook, Facebook Messenger, Instagram, and WhatsApp, In 2020, people have used various applications for online shopping such as Shopee, Tokopedia, etc. (Alvindo et al.2020).

Social media is used as a means of communicating and interacting between two or more users of the same platform. As a seller, you must be able to interact with consumers so sellers must follow consumer habits in communicating. The development of digitalization is in line with the increasing use of social media. This is evident from the results of the We Are Social report in January 2023, namely the number of active social media users in Indonesia as many as 167 million people, which is equivalent to 60.4% of the domestic population (Widi, S. 2023).

This data can be a reference for sellers in utilizing social media to communicate and interact with potential buyers as a marketing strategy.

E-commerce and social media as a result of digitization in the business field. Technopreneurship is a world of digitalization transformation, namely the science of developing business using the technology base as the basis for doing business (Rukmana, et al., 2021). Based on the above issues, this study aims to: (a) Identify sustainable business models, and (b) Analyze the role of e-commerce and social media in sustainable business development.

E-commerce is a means of bringing sellers together with buyers by utilizing digital devices consisting of gadgets, the internet, and digital platforms. The results of consumer research conducted by Snapcart (2023) online related to consumer activities during Ramadan 2023, 98% of 1000 respondents from the age of 20-35 years spread across various areas in Indonesia, are interested in shopping online to meet their needs during Ramadan 2023. The results of the research prove that digital transformation in the business field has an impact on the behavior of sellers and buyers who are starting to use e-commerce to sell online and shop online. Ce Gunawan (2023) concluded that e-commerce is the process of conducting business transactions through computer networks or the Internet, which includes buying, selling, marketing, distributing, and shipping products, services, or information.

The results of research on the market share indicator of transaction value in popular e-commerce in Indonesia, Shopee is in first place with the largest transaction value of 46%. The second place is followed by Tokopedia at 26%, TikTok Shop at 10% and Lazada at 7% (snapcart, 2023). The results of research on the market share indicator of transaction value in e-commerce, show the development of increasingly fierce e-commerce competition. Consumer interest in doing online shopping tends to increase at certain moments such as moments during Ramadan, Christmas, New Year, and so on. These certain moments can be used by e-commerce platforms to increase transaction ratios by utilizing promo options in various new ways such as ease of payment or innovating features that appear to complete the shopping experience. To increase the size of transactions, e-commerce needs to utilize social media to promote promo options and the latest feature innovations that make it easier for consumers to transact in e-commerce.

The findings of Whiting & Williams' (2013) research identified ten uses and satisfaction for social media users, namely social interaction (88%), information search (80%), leisure time (76%), entertainment (64%), relaxation (60%), communication usefulness (56%), comfort usefulness (52%), expressing opinions/ideas (56%), sharing information (40%), and supervision/knowledge about others (20%). The use of social media as a communication utility if communication can run/succeed if between communication and communicators can understand and understand the message conveyed and there is an interaction between the two (Nadia et al., 2023). The results of research related to the use of social media platforms conducted by Andi Saputra (2018) students in Padang City, 97% of 99 respondents stated that they actively use social media using smartphones 85% and laptops 15%. Students in Padang City use WhatsApp (95.96%) and Line (57.58%) as a means of communication, both in the

form of messages and voice. Facebook (36.36%) is used for social interaction/friendship events, in addition to being a place to find information. While YouTube (73.74%) and Instagram (90.91%) are used for entertainment and places to find information.

In AQHAM research (2022), the role of social media as a support in business communication, namely (1) as a basis for market research; (2) to encourage increased customer engagement; and (3) as a means of promotion. This is supported by the results of research in the article Kompas.com (2018), online sales of goods in 2018 to 80% of Asian citizens make buying and selling transactions through social media platforms, namely Facebook, Facebook Messenger, Instagram, and WhatsApp. The reason 56% of merchants in Indonesia choose to use a network of friends and relatives to offer their products online and 64% believe that promoting products online through social media is easier. The role of social media is utilized by Andrean Sukoco, Sampir and Maulana, Akbar (2022) in transforming the digitalization of "Samudra Susu Pak Salam" product marketing with 3 achievement indicators: (1) partners already have insight and knowledge about digital marketing using social media; (2) partners already have Facebook and Instagram accounts as marketing media; (3) Partners can do digital marketing using Facebook and Instagram social media. The consideration of Facebook and Instagram social media platforms were chosen to transform the digitalization of product marketing "Samudra Susu Pak Salam" because the media is very popular in the community, easy to operate and operational costs are quite light. The purpose of using Facebook and Instagram as promotional media is to find friends and introduce Mr. Salam's goat milk products.

The results of Andi Saputra's research (2018) in terms of the intensity of using social media platforms, Padang City students often use WhatsApp 70.71%, Instagram 17.17%, Line 6% and Facebook 2%. When viewed from gender, WhatsApp is most enjoyed by female users (83.64%) and the rest are men (54.5%), Instagram users are dominated by men (29.5%) compared to women (7.27%). Men also dominate YouTube usage by as much as 9.1% when compared to women's 3.64%. The results of research in the article Kompas.com (2018), Facebook is the most popular platform used by buying and selling actors, in Indonesia, ranked second that utilizes the Facebook platform as an online stall with a percentage of 92%, followed by other social media such as Instagram and WhatsApp (Alvindo et al, 2020). The popularity of social media platforms Facebook and Instagram, is the choice for Andrean Sukoco, Sampir and Maulana, Akbar (2022) in dedication to digitizing the marketing of "Susu Kambing Etawa Pak Salam" products, because these media are very popular in the community and many already have.

Human consciousness experienced a revolution starting from the era of Society 1.0, when humans were in the phase of humans still meeting their needs by hunting, and the era of Society 1.0 when the steam engine was invented in the 18th century. The era of Society 2.0 where humans began to know the world of agriculture, was marked by the discovery of mass production equipment in the 19th century, the era of Society 3.0 was marked by the presence of information technology in the form of sophisticated computer machines, where humans became industrial societies and now the phase of society knows information technology,

which is known as the era of society 4.0 marked by the emergence of the Internet of Things (IoT), big data, artificial intelligence, etc. The era of Society 5.0 where all activities are connected and all technologies merge (Cahyadiana, 2019).

The era of society 5.0 has the potential to degrade the role of humans due to the transformation of big data collected through the internet network to improve human capabilities humans have a central role in all life activities because humans are the creators of various forms of progress and become the controller of various super advanced technologies (Cahyadiana, 2019). Awareness of the role of humans as controllers of civilizational progress need to be instilled in humans themselves, so it is necessary to process the transformation of science, one of which is science and technology in the business field. Digital transformation can be carried out at every stage of the business, from marketing, sales, and transactions, to services provided (Gunawas, Ce.2023).

Industry 4.0 also has an important role in business growth. Industry 4.0 elements such as big data, the Internet of Things, and smart factories have a positive role in driving the implementation of information technology (IT), which contributes to sustainable business performance. In addition, organizational structures and processes strengthen positive relationships between Industry 4.0 (Haseeb, et al. 2019). The influence of digitalization is a driving factor in the success of sustainable business. Big Data, the *Internet of Things (IoT)*, and *Smart Factory (SF)* play an important role in contributing to business sustainability.

The concept of sustainable business offers various solutions to answer the challenges of future business. (Nosratabadi, et al. 2019) It has been found that sustainable business models offer solutions such as designing market-oriented business models to provide win-win solutions for multiple stakeholders. Businesses must be market-oriented so that they can provide policies and strategic steps by managerial business actors. SMEs must be able to manage and implement strategic steps so that the developed business can answer market challenges. The findings reveal that Industry 4.0 is key to sustainable business performance growth among SMEs. Industry 4.0 elements such as big data, the Internet of Things, and smart factories have a positive role in driving the implementation of information technology (IT), which contributes to sustainable business performance (Haseeb, et al. 2019).

Research Method

Research Design

The methodology applied in this writing to achieve the objectives that have been set is the systematic literature review (SLR) method and descriptive approach that allows for identifying and extracting relevant information about the object of interest from the existing literature. The systematic literature review (SLR) review is very useful in combining findings from several studies that are relevant to the research topic (Cipto Wardoyo, 2023). Synthesis of research we use with Cooper approach system. The method we use is Meta-Analysis to identify variables and relationships. This method identifies e-commerce and social media as instrumental in the development of business education insights with the benefit of increasing teaching and learning effectiveness and effective communication strategies. The next step is

to use the prism method which provides a methodological framework and reporting procedures, namely search, study selection, extraction, and data analysis.

Data and Literature Search

Journal searches are carried out in a structured way using Scopus and Emerald databases from January 2017 to March 2024. Data collection using journals for the last 7 years requires data on the past, present, and current issues so that research will have benefits in the future and use research results as a reference. The relevant literature is gathered from the most reputable and comprehensive databases, such as Scopus and Emerald Publishing. Here's relevant literature gathered from comprehensive databases, namely "e-commerce," "social media," and "sustainable business." Relevant literature was collected in English.

Table 1. Key String Literature Search
(("e-commerce" OR "social media" AND "sustainable business" OR "digital business"))

Databases	Keywords
Scopus	TITLE-ABS-KEY "digital business" OR "e-commerce" OR "social media" AND "sustainable business"
Emerald Publishing	(("e-commerce" OR "social media" AND "sustainable business" OR "digital business"))

To help narrow down the search process, apply a filter system to articles covering e-commerce, social media, sustainable business, and business digitization.

Literature Screening Criteria

The author independently filters the article in two steps. The first step is to filter the published year, title, and abstract of the identified article by applying the filters mentioned above. Articles identified in the first stage of screening deemed relevant after a preliminary review undergo a second check in the form of a full-text review to determine the eligibility of the article. Only the article defines identifying e-commerce and social media as instrumental in effective business development.

Preliminary analysis, the first and second authors independently carry out an examination procedure that includes information from the article, namely the year of publication, author, country of publication, and purpose of research. After that, the first and second authors review and analyze qualified full-text articles. The subsequent analysis involves the systematic extraction of the accompanying articles to answer the objectives of the study. The extraction results of each article are read several times to identify emerging patterns and whether there are similar titles from the Scopus and Emerald databases and research results relevant to the purpose of this study.

Result and Discussion

Literature identification

The articles collected in this study were published from 2017 to April 2024 as relevant literature and selected by the authors for inclusion in the analysis. Searching articles in the Scopus database there are 200 articles, the Emerald database produces 1795 articles, so the

total search results from 2 databases with a total of 1995 articles. Once identified that corresponds to the research topic, there are 1409 articles. Of the 1409 articles screened based on the year of publication and the topic of article research, there were 78 articles. At the screening stage, 78 articles based on abstracts are left 51 articles. In the final stage of article screening based on research results, 28 articles are relevant to the purpose of this study.

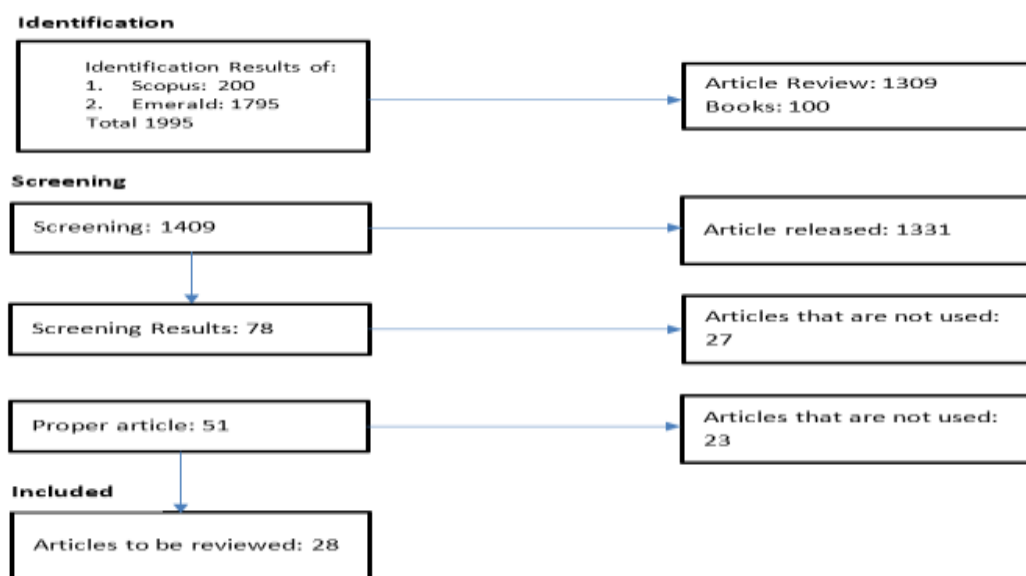


Figure 1. Literature Identification through Scopus and Emerald Databases

Articles Relevant to the Study

Table 2. Digital entrepreneurship in a resource-scarce context: A focus on entrepreneurial digital competencies

Years	Author	Title
2024	Maha Shehadeh	Digital Transformation: A Catalyst for Sustainable Business Practices
2023	Antonius Felix, Glisina Dwinoor	Analysis of Key Factors for Improved Customer Experience, Engagement, and Loyalty in the E-Commerce Industry in Indonesia
2023	Rubab Ashiq, Asad Hussain	Exploring the effects of e-service quality and e-trust on consumers' e-satisfaction and e-loyalty: insights from online shoppers in Pakistan
2022	Junjie Lv, Zichen Wang, Yuqing Huang, Tong Wang and Yuanzhuo Wang	How Can E-Commerce Businesses Implement Discount Strategies through Social Media?
2022	Pattanapong Tiwasing, Yoo Ri Kim and Sukanlaya Sawang	The interplay between digital social capital and family-owned SME performance: a study of social media

Years	Author	Title
		business networks
2022	José Ramón Saura, Daniel Palacios-Marqués and Belém Barbosa	A review of digital family businesses: setting marketing strategies, business models and technology applications
2022	Xuemei Xie, Huimiao Zhang and Cristina Blanco	How organizational readiness for digital innovation shapes digital business model innovation in family businesses
2021	SS Alrumiah, M Hadwan	Implementing big data analytics in e-commerce: Vendor and customer view
2021	A Rosário, R Raimundo	Consumer marketing strategy and e-commerce in the last decade: A literature review
2021	RW Attar, M Shanmugam, N Hajli	Investigating the Antecedents of e-commerce satisfaction in the social commerce context
2020	Bipul Kumara, Arun Sharma, Sanket Vatavwala, Prashant Kumar	Digital mediation in business-to-business marketing: A bibliometric analysis
2020	N Hajli	The impact of positive valence and negative valence on social commerce purchase intention
2019	Z. Sheikh	Impact of social commerce constructs and social support on social commerce intentions
2019	Manuela Ingaldi and Robert Ulewicz	How to make e-commerce more successful by use of Kano's model to assess customer satisfaction in terms of sustainable development
2019	Gavin Jiayun Wu, Zhenning "Jimmy" Xu, Saeed Tajdini, Jie Zhang, and Lei Song	Unlocking value through an extended social media analytics framework: Insights for new product adoption
2019	Xiaolin Lin, Xuequn Wang, and Nick Hajli	Building E-Commerce Satisfaction and Boosting Sales: The Role of Social Commerce Trust and Its Antecedents
2019	Saeed Nosratabadi, Amir Mosavi, Shahaboddin Shamshirband, Edmundas Kazimieras Zavadskas, Andry Rakotonirainy and Kwok Wing Chau	Sustainable Business Models: A Review
2018	M Turan, A Kara	Databases
Keywords	Scopus, C Procter	TITLE-ABS-KEY "digital business" OR "e-commerce " OR "social media" AND "sustainable business"
Emerald Publishing	((("e-commerce" OR "social media" AND "sustainable business" OR "digital business"))Y Lai, AM Mohammed, JM Hansen	Industry characteristics, stages of E-commerce communications, and entrepreneurs and SMEs revenue growth
2018	Yongrok Choi * ID and Do Quynh Mai	The Sustainable Role of the E-Trust in the B2C E-Commerce of Vietnam
2018	Namil Kim, Wonjoon Kim	Do your social media lead you to make social deal purchases? Consumer-generated social referrals for sales via

Years	Author	Title
2018	Victor Jesus Garcia-Morales, Rodrigo Martín-Rojas and María Esmeralda Lardón-López	social commerce Influence of social media technologies on organizational performance through knowledge and innovation
2018	Lena Steinhoff	Online Relationship Marketing
2018	Anita Whiting	Why people use social media: a uses and gratifications approach
Year	Writer	Heading
2024	Maha Shehadeh and Jennifer Rowley	Digital Transformation: A Catalyst for Sustainable Business Practices
2023	Anthony Felix, Glycine Dwinoor Moon	Analysis of Key Factors for Improved Customer

Sustainable Business Model

The results of the selection of journals selected as many as 28 titles, 7 journals examine the innovation of digitalization of sustainable-oriented businesses in the face of changes in human civilization in the era of society 5.0. The impact of digital transformation as a driver of the business world aligns business operations with environmental, social, and governance goals simultaneously (Shehadeh, M. 2024). The era of Society 5.0 forces humans to learn entrepreneurial digital competencies (EDC). Efforts to develop entrepreneurial digital competencies (EDC) need complex support that focuses on institutional, technological, and local dimensions (Michael Zisuh Ngoasong, 2017). The results of research from Saura, J. R., Palacios-Marqués, D., & Barbosa, B. (2023) that family-based micro-enterprises will determine and implement digitalization strategies and the use of technology as an impact of digital transformation. This is reinforced by the results of research conducted by Xie, X., Zhang, H., & Blanco, C. (2022) that digital innovation in business model innovation (BMI) that occurs in organizations is influenced by family learning mechanisms. Digital transformation in the era of Society 5.0 results in interaction between humans mediated by internet technology known as online relationships. Online relationships as an impact of digital transformation in the business field. Research conducted by Steinhoff, L., Arli, D., Weaven, S., & Kozlenkova, I. V. (2019) provides insight that online relationships have five characteristics that distinguish them from offline relationships, namely smoother online relationships, networking, omnichannel, personal relationships and anthropomorphizing. Garcia-Morales, V. J., Martín-Rojas, R., & Lardón-López, M. E. (2018) show that organizations exploiting aspects of digitalization (social media connections and development of innovation capabilities) in their innovation process can improve the long-term performance of the organization.

The results of the research Nosratabadi, S., Mousavi, A., Shamshirband, S., Zavadskas, E. K., Rakotonirainy, A., & Chau, K. W. (2019) have classified fourteen categories of sustainable business model application and four main approaches to designing sustainable business models. The application of sustainable business models can be classified into fourteen categories namely innovation, management and marketing, entrepreneurship, energy, fashion, healthcare, agri-food, supply chain management, circular economy,

developing countries, mechanical engineering, construction and housing, mobility and transportation, and hospitality industry. To design a sustainable business model, it is necessary to apply four main approaches, namely: (1) designing a sustainable value proposition, (2) designing sustainable value creation, (3) designing sustainable value delivery, and (4) generating a network of sustainable partnerships. The implementation of sustainable value-oriented business models that can meet social, environmental, and economic benefits at the same time.

The value of social benefits that can be ammunition for companies to develop in the era of society 5.0 one of them is customer trust. Choi, Y., & Mai, D. Q. (2018) proved that improving the quality of electronic services should lead to increasing customer credibility and trust first. The analysis shows that customer loyalty is related to consumer trust, which shows that to create sustainability for companies, e-commerce is an intermediary so the element of trust is very important to consider.

The Role of E-commerce in Supporting Sustainable Business

Of the 29 journals that have been selected and identified as relevant and worthy of research, 11 journals talk about the role of e-commerce in sustainable business support. Research by Antonius Felix, and Glisina Dwinoor Rembulan (2023) that the key to success in digital marketing strategies plays an important role in increasing customer loyalty in the e-commerce industry. So it must take advantage of personalization, digital loyalty programs, active interaction through digital platforms, and smart use of customer data. Reinforced by research from Z. Sheikh (2019) that the role of social marketing is also a key factor in sustainable business success. It can identify all requests from consumers through digital.

To support digital business, e-commerce has a very strategic role. In Antonius Felix's research, Glisina Dwinoor Rembulan (2023) that e-commerce is a dynamic combination of technology, applications, and business processes that connect companies, consumers, and certain communities to exchange goods. That dynamic combination becomes a strategic company reference. This is reinforced by research by AP Shemi, and C Procter (2018) that the quality characteristics of electronic services (usability, convenience, safety, responsiveness, and assurance) have a positive influence on customer loyalty, one of the sustainable success factors in this emerging e-commerce industry in the Asian market.

In addition, there is an article by A Rosário, R Raimundo (2021) supporting the existence of e-commerce in the industry that amid today's competitive global business environment, companies tend to respond with e-commerce strategies and online businesses that use e-commerce platforms and social networks to better understand consumer needs, facilitate consumer marketing strategies, and share innovations.

The Role of Social Media in Supporting Sustainable Business

Research articles that examine social media specifically there are 11 research articles. The eleven articles examine the role of social media as a strategy for developing a sustainable business in the era of digitalization. To develop a sustainable business model, entrepreneurial digital competencies (EDC) that must be learned by human resources in a company are Social Media Technologies (SMT). Social Media Technologies (SMT) can leverage connectivity within

an enterprise to enhance its business activities (Garcia-Morales, V. J., Martín-Rojas, R., & Lardón-López, M. E. 2018). Thus, Social Media Technologies (SMT) can increase company-wide TKC in a very efficient way, because all workers (employees and managers) from different groups can express opinions on a topic simultaneously, thus significantly shortening the decision-making process compared to organizations that have to meet or challenge agreements to be made (Garcia-Morales, V. J., Martín-Rojas, R., & Lardón-López, M. E. 2018)

Social Media Technologies (SMT) as a tool in Social Media Marketing (SMM) whose benefits are proven by Buratti, N., Parola, F., & Satta, G. (2018) that the benefits obtained from implementing QMS following the main targets of QMS activities, namely customers, employees as well as supply chains and business communities. The role of social media as a marketing tool supports innovation and creation activities in a B2B context develops supply chain relationships and fosters positive WoM from customers. Companies operating in conservative B2B services use a heterogeneous strategic approach and tactics to QMS so that three main corporate groups can be identified: first, pioneering companies that pave the way in the application of QMS tools to develop innovative forms of dialogue with stakeholders. Second, follower companies that have realized the usefulness of the SMM strategy albeit too late are starting to try to bridge the gap with competitors. Third, skeptical companies prefer to rely on traditional tools to interact with customers and other stakeholders. Apart from being a marketing tool, social media helps in branding thereby generating customer loyalty (Kumar, B., Sharma, A., Vatawala, S., & Kumar, P. 2020).

According to Hajli, N. (2020), consumer trust in the social trading environment, affects social communication, which ultimately increases purchase intent. Social media communication with social support creates a social climate where consumers use e-WoM for the online purchase journey. Kim, N., & Kim, W. (2018) offer different types of incentives for sharing on social media and more engagement in online WoM communication or e-WoM can stimulate more voluntary deal sharing and ultimately increase overall deal size in social commerce. Tiwasing, P., Kim, Y. R., & Sawang, S. (2022) SMEs that apply family principles and utilize social media business networks supported by infrastructure and digital literacy tend to be high and strong can help SMEs to develop in sales and business growth.

Discussion

The results of the analysis of 29 research journals that have been analyzed, researchers concluded that business digitalization transformation is not as easy as turning the palm, it needs entrepreneurial digital competencies (EDC) that must be owned by the human resources of an organization or company. There are two policy implications in encouraging digital entrepreneurship with a focus on the context of opportunity and coercion (Michael Zisuh Ngoasong, 2017), namely: (1) government investment in ICT infrastructure development, (2) special training can help entrepreneurs develop entrepreneurial digital competencies (EDCs) needed to respond to local contextual challenges.

Researchers found that the competitive global business environment requires companies to adapt to e-commerce and online media strategies. E-commerce and social

media have a significant role in supporting the realization of a sustainable business. E-commerce is a combination of technology, applications, and business processes that connects companies, consumers, and communities.

The role of social media as a B2B business development strategy in the digital era helps in branding, builds customer loyalty, and increases B2B business activities. In utilizing social media to support a sustainable business, it is necessary to have insight and competence regarding social media technology. Social Media Technologies (SMT) is an entrepreneurial digital competency (EDC) that can be taught by human resource professionals in a company. SMT can increase business activities by involving different teams and encouraging open communication. The impact of SMT can affect the B2B marketing process if operated in a conservative industry. Social media acts as a marketing tool, called social media marketing (SMM). There are three main companies identified (Buratti, N., Parola, F., & Satta, G., 2018): (1) companies that use QMS to create innovative dialogue with customers, (2) companies that have adopted QMS strategies without compromising their strategies, and (3) companies that are more skeptical of using traditional methods. SMT can improve the decision-making process by reducing the need for organizational support. SMT is a key element in Social Media Marketing (SMM), which helps a business interact with its target audience, build brand loyalty, and interact with customers. Consumer behavior influences social media communication, leading to increased engagement. In addition, e-WoM communication can improve the quality of interaction in social commerce. This article also highlights the importance of social media marketing in improving business performance and growth.

Conclusion

From the research study, it was found that business model transformation in the era of society 5.0, focuses on the impact of digital transformation on human behavior. Business model transformation is seen as a way to align business operations with environmental, social, and societal goals. The study also highlighted the importance of developing entrepreneurial digital competencies (EDC) in the era of Society 5.0. The study also highlights the influence of digital innovation on business model innovation (BMI) and the impact of online interaction on human interaction. The study also discusses the importance of implementing the right business model, which must consider social, environmental, and economic factors.

The study found that the competitive global business environment requires companies to adapt to e-commerce and online media strategies. E-commerce and social media play an important role in driving business growth. Social media technology (SMT) is a digital skill that can be taught by human resource professionals in a company. SMT can increase business activity by promoting different communication methods and can influence B2B marketing in conservative industries. SMT is an important board in social media marketing, allowing businesses to interact with target audiences, build customer loyalty, and increase customer engagement.

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