

## Social Media as a Support for Business Communication in the Digital Era

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### Abstrak

Di era digital ini, kita paham bahwa perkembangan teknologi informasi, komunikasi, dan digital punya dampak besar terhadap perkembangan bisnis. Karena kemajuan teknologi ini, bisnis semakin banyak memakai media digital sebagai alat komunikasi. Selain membantu bisnis berkomunikasi dengan konsumen dan pelanggan, media sosial juga digunakan pemilik bisnis sebagai alat pemasaran untuk mengembangkan bisnis mereka. Artikel ini didasarkan pada data yang dikumpulkan dari banyak sumber online, termasuk beberapa jurnal, buku, dan situs web. Tujuan dari studi ini adalah untuk mengetahui apakah media sosial dapat berfungsi sebagai alat komunikasi bagi bisnis di era digital. Studi ini menggunakan pendekatan kualitatif, di mana penelitian dilakukan dengan membandingkan beberapa jurnal dan membuat kesimpulan untuk menciptakan artikel baru dari penelitian sebelumnya yang sudah dilakukan oleh peneliti lain. Studi ini juga menggunakan metode systematic literature review (SLR), yang mengumpulkan data dari penelitian sebelumnya yang sudah divalidasi. Tujuan dari artikel ini adalah untuk lebih memahami bagaimana media sosial bisa memainkan peran penting dalam komunikasi bisnis di era digital.

**Kata Kunci :** *Media Sosial, Teknologi, Komunikasi, Binis, Era Digital.*

### Abstract

*In this digital era, we understand that the development of information, communication, and digital technology has a big impact on business growth. Because of these technological advancements, businesses are increasingly using digital media as a communication tool. Besides helping businesses communicate with consumers and customers, social media is also used by business owners as a marketing tool to grow their businesses. This article is based on data collected from many online sources, including several journals, books, and websites. The purpose of this study is to find out whether social media can function as a communication tool for businesses in the digital era. This study uses a qualitative approach, where the research is conducted by comparing several journals and drawing conclusions to create a new article from previous research done by other researchers.*

*The study also uses a systematic literature review (SLR) method, which collects data from previously validated research. The purpose of this article is to better understand how social media can play an important role in business communication in the digital era.*

**Keywords:** *Social Media, Technology, Communication, Business, Digital Era.*

## **Introduction**

Digital technology is currently developing very rapidly. Many aspects of human life have changed due to digital advancements, including in the business sector. One of the most obvious changes is the emergence of social media as a communication tool that supports company operations in addition to social interaction. Social media sites like Facebook, Instagram, TikTok, X (Twitter), and WhatsApp Business have become useful resources for disseminating product information, building relationships with customers, and increasing sales.

The presence of technology makes daily tasks easier. For example, when it comes to cooking rice, technology allows us to cook rice without the need for wood or a gas stove. Due to technological advances in communication, we could only communicate using limited media, which meant that information acquisition was hampered. As technology continues to advance, we have entered the digital era, where communication can be conducted digitally and online, using social media as an intermediary. Social media, which facilitates communication with the rapid dissemination of information, has been used by business owners to grow their businesses. They have quickly adapted to the digital world and use social media as a communication tool and a means of communication.

Information technology has made the world seemingly borderless, meaning people can easily access information (Mellyan, 2020). The sophistication offered by social media has transformed business culture, from conventional businesses to online businesses, or what we commonly call online shops (Ayuh & Yuliani, 2021). The process by which people exchange information to achieve specific business goals is known as business communication. Business communication in the digital age is no longer limited to face-to-face meetings or traditional media; instead, it utilizes internet technology, which enables fast, broad, and interactive communication (Awaludin & Aravik, 2025).

Social media provides business owners with the opportunity to reach a wider

customer base at a relatively low cost. Social media also allows for two-way communication between businesses and customers, which can increase customer loyalty and trust. To understand how social media can help businesses thrive in the digital age, it is important to conduct research on how social media supports business communication (Sari, et.al, 2025). In this study, the researcher reviewed and compared several journals that will serve as references in writing this research article. The researcher compared journals on how social media can support business communication, such as those reviewed by:

Aprilia et al. (2023), who stated that social media is important for business communication in the digital age. However, this study only discussed social media in general and did not examine its effectiveness in promoting business communication.

Furthermore, research by Nurmiarani and Rusydi (2023) highlighted social media as a standard for business interactions and relationships in the digital age. However, this study focused more on business relationships in general and therefore did not fully explain the use of social media in business communication.

Sefthian, Asbari, and Nofiyanti (2025) stated that because social media can increase brand awareness, expand market reach, and create more intimate interactions with customers, it has emerged as a crucial component of business communications in the digital economy era. Furthermore, Nadia Aprilia et al. (2023) argue that social media functions as a marketing tool in addition to a communication tool that can help businesses grow successfully.

Effective communication is a crucial component determining a company's success in the contemporary business context (Salsabila, et.al, 2025). A company's relationships with suppliers, investors, consumers, and other stakeholders can all be improved through effective business communications. Therefore, the use of social media as a

business communication tool is an interesting phenomenon that deserves further research.

## **Literature Review**

### **1. Social Media**

Social media is an online platform that facilitates the creation, sharing, and exchange of information interactively. One technological advancement that facilitates interaction across time and distance is social networking (Rafli, et.al, 2025). Because social media allows businesses to communicate with customers more quickly and efficiently, Nurmiarani and Rusydi (2023) stated that social media has become commonplace for business interactions in the digital era.

### **2. Types of Social Media**

Social media can be categorized based on their functions and characteristics of use in digital communication. In the context of business communication, each type of social media has a different role in promoting information sharing, interaction with customers, and developing business relationships. Here are some types of social media that are widely used today:

#### **a. Social Networking Sites**

Social networks are platforms that allow users to create personal profiles, build connections, share information, and interact with other users. This type of social media is often used by businesses to build relationships with customers and increase brand awareness. Facebook, LinkedIn, and Threads are some examples. This study concludes that social media is crucial for developing business communication and customer loyalty digitally. Nadya Chelsia Roito Lumbantoruan, et al (2023).

#### **b. Photo and Video Sharing Networks**

This social media platform focuses on creating visual content such as images, videos, and infographics. Businesses often use platforms like Instagram, TikTok, and YouTube to promote products and services through creative content. The use of visual media can increase consumer interaction and interest in certain products. Ricky Nardiyono and Ratna Roostika (2023).

b. Microblogging

Microblogging is a social media platform that allows users to share information quickly. This platform is widely used to exchange ideas, opinions, and current information, as well as to create real-time communication. An example is X. Microblogging is used in the business world to provide product information, monitor customer satisfaction, and create responsive communication. Nadya Chelsia Roito Lumbantoruan, et al. (2026).

c. Instant Messaging Applications

Instant messaging applications allow fast communication via text, video, or text messages. Some examples are LINE, Telegram, and WhatsApp. This application is used in business communications for customer service, product consultations, promotions, and internal company communications. Using instant messaging applications can increase customer responsiveness. Nadia Aprilia, et al. (2023).

d. Blogs and Publishing Platforms

Blogs are social media platforms used to publish articles, opinions, or information more directly. WordPress and Medium are two examples. Businesses often use blogs for content marketing, customer education, and to increase business credibility by providing useful and relevant information. Sankist Herdiyani, et al. (2022).

e. Forums and Online Communities

Online forums are social media platforms that allow users to discuss and exchange information based on specific needs. Reddit and Kaskus are two examples. In the business world, forums are used to understand customer needs, gather feedback, and build communities of product or service users.

### **3. Business Communication**

Business communication is the process of sharing information in a business environment with the aim of achieving organizational goals (Aulia & Aravik, 2025). Business communication encompasses verbal and nonverbal communication both internally and externally. According to Bahri et al. (2023), effective business communication can increase customer loyalty, strengthen relationships with stakeholders, and support business strategies in the digital age.

According to Nuraisyiah (2023), business communication is a type of communication used in the business world that combines various forms of verbal and nonverbal communication to achieve organizational goals. This type of communication is formal, structured, and must adhere to the rules and regulations of the business environment to achieve company goals efficiently. This demonstrates that business communication is not just about sharing information but also relates to organizational policies and professionalism.

According to OCBC (2023), business communication is the process of exchanging information, ideas, opinions, or instructions between individuals or groups in a business environment with the aim of ensuring the success of organizational activities. Without effective communication, businesses may experience misunderstandings that impact work processes and decision-making. This definition emphasizes the importance of communication as a tool to facilitate business operations.

Furthermore, according to several experts quoted by Lentera24 (2022–2024), corporate communication is the process of exchanging ideas, information, and opinions—personally or impersonally—through symbols or signs to achieve organizational goals. Another way to view this type of communication is as a process that aids in problem-solving, decision-making, and achieving corporate goals. This demonstrates the strategic importance of business communication in corporate management.

### **4. Types of Business Communication**

Business communication is the process of disseminating information within an organization or business to achieve specific goals efficiently. In practice, business communication has several types, categorized based on the flow of information, the

media used, and the scope of the organization. This classification is important because each type of communication has a distinct function and role that contributes to the effectiveness of the organization's work (Aravik, et.al, 2023).

a. Downward Internal Communication

This communication comes from subordinates in the organization. Its purpose is to provide instructions, guidance, work ethics, and information about the tasks employees must perform. According to Septina Muslimah (2026), downward communication is a channel of information from management to employees that serves to ensure work is carried out in accordance with organizational goals and established procedures. This type of communication is crucial for maintaining teamwork and coordination.

b. Upward Internal Communication

This communication flows from the bottom up. It can take the form of work reports, suggestions, complaints, or feedback from employees to managers. Communication is crucial for leaders to understand field conditions directly and make more informed decisions. In the digital era, communication can be conducted more easily through electronic media such as email and internal communication platforms.

c. External Communication

External communication is communication between a company and parties outside the organization, such as customers, investors, the government, and the general public. According to Arifin (2023), business communication in the digital era is not limited to within the organization; it also involves interactions with customers and external parties to build trust and increase overall business productivity. This type of communication is typically conducted through social media, websites, email, and customer service.

d. Digital Communication (Technology-Based)

Digital communication is a type of business communication that utilizes information technology, such as social media, instant messaging applications, video conferencing, and other digital platforms. In today's digital era, business communication is increasingly shifting to technology-based communication that is faster, more efficient, and more interactive. This is related to the ongoing digital transformation that encourages businesses to adapt to current communication systems. Indra Rahmat Arifin (2023).

e. Verbal and Nonverbal Communication

Verbal communication is communication conveyed using words, either written or spoken, such as emails, presentations, meetings, and official communications. Conversely, nonverbal communication includes body language, facial expressions, and symbols that support the delivery of a message. According to recent research, verbal communication remains the most important form in the business world, but nonverbal communication is crucial for reinforcing the message. Zein Adin and Intania Hafni Yunia Izzati (2023).

## **Research Methods**

This study uses a descriptive qualitative methodology and library research methods. Over the past five years, various scientific journals, books, articles, and other academic sources relevant to the research problem were reviewed to collect data. Data reduction, data presentation, and conclusion drawing were the methods used for data analysis.

## **Results and Discussion**

### **1. The Role of Social Media as a Support for Business Communication**

Modern business communication is greatly aided by social media. Businesses can use social media to inform customers about their products, offer discounts, provide customer support, and even build lasting relationships with them. According to Nurmiarani et al. (2023), using social media in business communication is not only relevant but also a crucial factor for business success in the digital age.

Social media allows businesses to communicate directly with customers without

using intermediaries. This gives businesses the opportunity to quickly obtain feedback to improve the quality of products and services. Social media also plays a role in developing a business's image. Engaging and informative content can increase public trust in an entity. As a result, social media serves not only as a communication tool but also as a tool for building a company's reputation (Aji, et.al, 2026).

## **2. Social Media as a Marketing Tool**

Social media is one of the most important tools in today's digital world. Businesses use platforms like Instagram, TikTok, Facebook, and YouTube to promote their products, create content, and increase customer interaction.

As a marketing tool, social media allows businesses to reach a wider audience at a relatively lower cost than traditional media. Furthermore, social media facilitates two-way communication, allowing consumers to respond to products or services in a simple way. This makes marketing more effective, efficient, and sustainable.

According to Panjaitan and Riofita (2024), social media has become a crucial component of today's marketing strategies due to its ability to attract a larger audience, strengthen relationships with them, and create closeness with customers through intense digital interactions. Furthermore, Nikita (2024) states that social media can increase the effectiveness of marketing campaigns through consumer interaction, brand awareness, and purchase intentions. Consequently, other studies have shown that using social media as a promotional tool can increase sales and create a global market through creative and flexible digital marketing strategies. Consequently, social media serves not only as a communication tool but also as a crucial component of modern digital marketing.

### **3. Social Media Becomes a Business Communication Channel**

Today, social media is one of the most important channels for business communication in the digital age. Platforms like Facebook, Instagram, TikTok, and WhatsApp allow businesses to communicate quickly, easily, and interactively with customers or business partners. As a marketing tool, social media allows businesses to reach a wider audience at a relatively lower cost than traditional media. Furthermore, social media facilitates two-way communication, enabling consumers to respond to products or services in a simple way. This makes marketing more effective, efficient, and sustainable (Febriansyah, et.al, 2026).

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### **Conclusion**

Business communication culture has undergone significant changes due to advances in information technology in the digital era, which have given rise to the phenomenon of online stores and the conversion of traditional models to fully digital. Social media is now a crucial marketing tool as well as a means of corporate communication. Social media is no longer just a tool for social interaction. Businesses can creatively disseminate product information while providing rapid customer support through various channels, including social networks, image-sharing platforms, microblogging, instant messaging apps, blogs, and online forums. Social media's ability to enable direct and interactive two-way contact without the need for intermediaries allows businesses to quickly obtain feedback to build customer loyalty and trust. Ultimately, using social media as a digital communication channel has proven highly

successful and efficient in helping companies increase sales, expand global market reach, and develop their brands and reputations at a relatively lower cost compared to traditional media.

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