

ANALYSIS OF SOCIAL MEDIA AS BUSINESS STRATEGY DURING PANDEMIC

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ABSTRACT

This research was conducted to examine the influence of social media, consumer engagement and consumer purchase intention in order to find out the most effective social media strategies and platforms to established online business. This study uses questionnaire that involved 125 social media users in Indonesia. The method used is a quantitative approach that focus to define descriptive result from the phenomenon. The results showed that social media had a significant influence on the customer purchase intentions and consumer engagement exclusively in the certain brands. According to the results of this study, it can be concluded that to start establishing online business have to pay attention to the social media platform that will be used because it will affect consumer purchase intentions and consumer engagement.

Keywords: *Social Media, Customer Purchase Intention, Business Strategy, Customer Engagement*

1. INTRODUCTION

In 2020 the whole world was shocked by the corona virus which caused a pandemic throughout the world, including Indonesia. One of the corrective methods applied to deal with a pandemic in Indonesia is called PSBB or New Normal, which drives all organization must transform their business process to be online.

The economic sector is one of the sectors that most affected by this pandemic. On Kompas.com stated that Central Bureau of Statistics released Indonesia's economic growth for the second quarter of 2020 of minus 5.32 percent compared to quarter II-2019, or year on year (YoY). Compared to the first quarter of 2020, or quarter to quarter (QtQ) is minus 4.19 percent. From this fact, it can be concluded that when compared between the economy in Indonesia in 2019 and 2020, there is an alarming decline, which has reached -5.32 percent. This minus condition will bring Indonesia to the gateway of the economic recession in 1998 if there is no further action on this problem. This will has a huge impact on employment in Indonesia. Due to unstable economic growth, many workers in Indonesia must be dismissed

and become unemployed. Therefore, the Indonesian people must be able to adapt with this conditions that exist during this pandemic and they have to find new strategies to earn income for their survival. For example, starting to switch to online business through social media.

According to Internet World Stats, the level of internet usage in 2020, Asia has the highest level of internet usage reaching 2,525,033,874 users out of 4,294,516,659 populations. One of the reasons for the increasing use of social media is because social media is really convenience, and it makes easier for everyone to communicate. Some examples of social media that are often used are Facebook, Instagram, Line, WhatsApp, etc.

Social media has a very important role in people's daily life. Hence, it affects the adoption of social media among internet users. Some research shows that social media adoption is driven by three types of need categories, which are: personal needs (consisting of fun and entertainment), social needs (consisting of social influence and interaction) and stress relief needs (consisting of belonging, friendship, pleasure). According of these needs, the possibility of social media adoption is getting higher [1].

As reported by CNN Indonesia, which

said that social media application traffic data tends to be stable. Unlike the case with instant messaging applications, such as WhatsApp, Line, and Telegram which recorded a 40 percent increase in traffic. This also affects the use of e-commerce as a platform to buy some of the people's daily needs. To support online businesses during a pandemic, the public must know which social media platforms provide more benefits than others and what strategies are needed to support the online business.

Therefore, we conduct research related to online business strategy analysis during the pandemic by using social media as a business branding and marketing platform. In this research, there will be things related to analyzing which platforms are often used, advantages and disadvantages, etc. to find out the right business strategy by utilizing existing systems and technologies during a pandemic.

2. LITERATURE REVIEW

This research focus on the Analysis of Social Media as a Business Strategy during Pandemic is centered on how the behavior of users / customers towards their social media, where social media can be a stepping stone or a link between the user/customer and certain online businesses. To measure or determine user/customer behavior in this study, this study will be based on the Uses and Gratifications Theory, which was coined by Katz et al [2].

Uses and Gratification Theory

Uses and Gratification Theory is a theory that is often used by researchers to examine user behavior towards certain social media. This theory also focuses on the reasons why users, as the active user, choose certain social media to meet their needs so that they get a certain gratification which is often referred to as user satisfaction.

The Theory of Uses and Gratification also has five (5) basic assumptions [3], such as:

- Users or audiences are considered active users and decide which social media they want to be used.
- The use of social media is considered or assumed to have a specific purpose in accordance with the needs of each user.
- The use of social media in accordance with the choices and needs of users is also believed to be able to provide certain satisfaction for its users.

- The existing social media, such as Instagram, Tiktok, Whatsapp, Line, YouTube, etc., compete each other to satisfy their users.

In addition, according to Katz, Blumler, and Gurevitch [2] as theorists, said that there is a range of approaches to Uses and Gratification Theory, such as:

- The origin or cause of user needs.
- There are social and psychological needs.
- Expectations and desires that arise due to social and psychological needs.
- Social media used by users.
- The emergence of fulfilling user needs.
- The results or things that were not planned by the previous user.

Based on the scope of the Uses and Gratification Theory approach above, it can be concluded that users as the audience use social media because there are social and psychological conditions that are perceived as a problem and must be resolved using social media as the medium. Hence, here are some social conditions or situations that make users need and use social media:

- Social situations that create pressure and conflict for users, thus requiring social media to be used as medicine to overcome these pressures / conflicts.
- The social situation that occurs has increased the level of user awareness to seek information through social media.
- Social situations that limit the opportunities for users to interact with social media, thus making social media a supplement or substitute that can replace real life.
- Social situations that give birth to certain social values, where consuming certain social media can facilitate the fulfillment of the satisfaction of these social values.
- Social situations that make users more familiar and often interact with social media. Social situations above can strengthen the user's desire to increasingly interact and use certain social media according to their needs.

Concept of User as Active Audience

Based on Uses and Gratification Theory, it is stated that social media users are considered as active audiences. According to Blumler [4], what is meant by an active audience is as follows:

- Active in Utility or Use:

Users as audiences use social media actively by placing social media in accordance with the function of its use (according to user needs).

b. Active Intentionally:

Users as audiences have the main motivation in using or consuming content from social media.

c. Active in Selectivity:

Users as audiences will choose or select what social media they will use according to their interests, needs and preferences.

Hence, audiences as above can also influence the intensity of the needs and use of social media in certain situations.

Motives for the Use of Social Media by Users as Active Audiences

The activeness of certain social media users can also be based on certain motives. Here are some of the motives that users can have according to some experts:

a. According to William J. McGuire [5]:

William J. McGuire said that there are two main motives related to gratification of social media. The two main motives are cognitive and affective motives.

- Cognitive Motives:

Cognitive motives are user motives that refer to the user's need to obtain certain information.

- Affective Motive:

Affective motives are user motives that refer to aspects of the user's feelings and needs to achieve a certain feeling using social media, such as feelings of pleasure, happiness, etc.

b. According to Elihu Katz, Michael Gurevitch, and Hadassah Hass [2]:

Katz, Gurevitch, and Hass said that there are five categories that can be the main motives for users to use social media, such as:

- Cognitive motives

Cognitive motives are user motives that refer to the user's need for certain information or knowledge.

- Affective Motive

Affective motives are motives that include emotions, pleasures, and feelings of the user.

- Personal Integrative Motive

Personal Integration Motives are motives owned by users or audiences,

where users want to have or gain increased status or credibility.

- Social Integrative Motive

Social Integrative Motive is a motive that is owned by users to interact with family members and friends through social media.

- Tension Release Motive:

The Motives for Releasing Tension is a motive owned by users to use social media as a means of releasing tension and stress, as well as to refresh themselves.

Then, based on some of the theories above regarding Uses and Gratification, if it is connected to the research situation right now which is during the pandemic, it can be concluded that Uses and Gratification Theory can be used as a reference theory in conducting research on Business Strategy during the pandemic by examining what factors which can affect the intensity or desire to buy from social media users. As discussed in the Theory of Usefulness and Gratification, social media users can or will use social media in certain social situations, and in the case of this research, the social situation in question can refer to a pandemic situation, so that all types of activities, especially expenditure needs, can be done and allocated virtually, using social media. This can also affect the user's motives for using social media. In addition, the social situation and the motives of these users can be detailed again with certain variables.

Based on previous studies, such as one by Rudyanto (2018) shows that there are several variables that are continuous with Usability and Gratification Theory, where this can be related to the use of social media as a means of doing business online. Several sustainable variables or things are such as an understanding of the use of social media and social media marketing, an understanding of consumer purchase intentions, and consumer engagement to product marketed on social media.

Social Media and Social Media Network Marketing

According to Kaplan and Haenlin (2010), social media is an internet-based application that uses Web 2.0 technology, where users can use this application to create and exchange information with one another. Social media that is growing rapidly in Indonesia, such as Instagram, Tiktok, Youtube, Facebook, etc.,

have made social media as a lifestyle to fulfill users' daily needs, from entertainment to shopping for daily needs. This is because social media allows its users to communicate with millions of other users [5]. The development of the use of social media is also an opportunity for social media networking entrepreneurs to market their products or brands to users. This is because social media can be used as a means of communication with several masses easily, so that the marketing target can be bigger and reach more users or audiences.

In addition, social media also has several differences when compared to other communication media. The differences are always on and everywhere [6]. This means that social media is a communication network that can be accessed and used by its users anytime and anywhere. This is because social media is not only accessible by computer, but also accessible via smartphone. Of course, this condition provides a bigger opportunity to promote product or brand marketing because marketing can be done anytime and anywhere and can be enjoyed by social media users when opening their social media.

Furthermore, the marketing context referred to in this section does not only refer to direct marketing for buying and selling activities, but also indirect marketing using several contents that can capture the attention of social media users. For example, such as marketing content in the form of images or videos. The image or video content created or marketed is directly related to the product to be sold by a particular store or brand on social media. Things or content like this are usually used by online shops or businesses in marketing their products or brands to the public.

Social Media and Consumer Engagement

According to [7], currently newspapers and television media face a considerable challenge losing a large audience. This is due to changes in the technology era into Web 2.0 technology which has begun to shift audiences from print and broadcast media as promotional media. Based on research conducted by Forrester (2007), it shows that their audience and attention are shifted to online channels with 52% of Europeans doing online activities at home, 36% of internet users watching television less, 28% of internet users reading less newspapers and magazines, and 17 % reduce listening to radio since the existence of online radio [8].

Based on the data listed above, it can be

concluded that changes occur with very significant differences in changing their traditional marketing promotions to marketing adapted to new technologies in the current era such as the internet, devices to social media. Even several media agencies, newspapers, television, and radio, have mostly services on social media such as Instagram accounts, websites on the internet, and other technology-related services.

According to Forrester Research (2011), as much as 72% of retail companies will increase their budget on the use of social media networks for their business services. This marks an explosion in the use of social media services, and this is especially true among Indonesians. According to Mark Zuckerberg, the tendency for people to show themselves in the online world will continue to double every year. This is also supported by data from internetworldstat.com (2011) that the number of Facebook service users in Indonesia is high, namely 45 million people or around 20% of the total population in Indonesia. Thus, it will be very important for companies or online businesses to take advantage of this to become a growth for their online business by reaching consumers through things like e-commerce, but the high increase in social media users does not just mean a drastic increase in sales. In fact, a report by Forrester and GSI Commerce (2011) notes that only orders or purchases made online via sellers who use social media services are less than 2%. Therefore, the function of social media is not only to increase sales but also to Social media network marketing increase interaction, communication, engagement, collaboration and openness between companies or sellers and their customers to increase consumer engagement with them. This will have a positive impact such as making customers feel happy so that it can make customers feel connected and increase online business growth.

Social Media and Consumer Purchase Intention

According to Kotler and Keller [9], social media is defined as a tool used by its users to share various kinds of visual information, such as images, videos, writing to audio or sound.

According to [10], their research states that online marketing media has a significant impact on the creation of consumer buying interest. The survey results from Cherie also show that the purchasing decisions made by consumers are very much influenced by the buying interest possessed by these consumers. According to Rahadi and Abdillah [11], in modern times, technology such as the internet

and social media can be used not only as a promotional medium because it offers many advantages. These benefits can be in the form of much cheaper costs due to the minimal costs incurred on social media by the company or seller, but with social media, the number of people that can be reached by advertising is quite large so that it can be said that social media is an effective and efficient tool to influence and increase consumer purchase intentions and to find new consumers because with the right target and planning, social media can reach a wide enough coverage regardless of its location in the real world because social media is a virtual world that bring everyone closer to one place.

Social media is also an effective marketing medium that can increase consumer buying interest and can be used as an interactive marketing or advertising tool, a service that can build good relationships with customers and even potential customers through social media. As stated by the theory that has been written above, it can be concluded that marketing using social media networks is very effective in significantly influencing consumer purchase intentions. Marketing using social media networks can also affect consumer engagement, such as involving and interacting with consumers in several activities that can be carried throughout social media services, where consumer engagement through social media network marketing also affects consumer purchase intentions because consumer purchase intentions can be influenced by engagement. So, consumers can understand and know more about existing products, as illustrated in Figure 1.

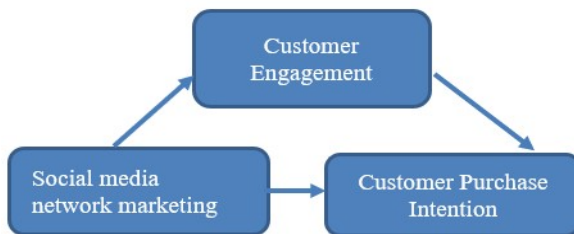


Figure 1: Conceptual Framework

Hypothesis Development

The hypothesis is a temporary answer to a problem at hand and needs to be verified with more complete and supporting data. The hypothesis is tested if all the symptoms that arise do not conflict with the hypothesis. This research was conducted to determine the use of social media as a business strategy during the pandemic. The following is the formulation of the

hypothesis from this study:

H1: Social Media Network Marketing Affects Consumer Purchase Intention.

According to Andrew Macarthy [12], the key to growing your business on social media is to develop a strong and consistent social media marketing plan: with ideas that promote brand awareness, attract loyal customers, and assist in achieving business goals such as increasing site traffic, provides the best customer service, or increase sales. Social media can improve communication for a website and create brand awareness and if use the right method, social media also can improve positioning in the market. Marketing through social media platforms, such as Facebook and blogs, can be fast and powerful. Social media marketing programs usually focus on creating content that grabs attention and encourages readers to share it with their social networks. Currently, buying and selling activities using the internet are very popular among the upper, middle, and lower-class people. Consumers no longer have to leave the house if they want to shop for something, only with a smartphone, laptop, or notebook, consumers can shop easily. Phillips & Noble [13] argue that with the increase in social media tools, traditional mass media is becoming less effective as a marketing tool. Inevitably, social media networks have attracted the attention of the public recently [14]. For that, with marketing using social media, the level of consumer interest in these products will be even greater.

H2: Social Network Marketing Influences Consumer Engagement.

For online companies, consumer engagement is a major concern. Through social media network marketing, consumers are involved in increasing income by 23% because consumers spend more on each purchase and make purchases very often. Then, nowadays the popularity of social media can also make it easier for producers to promote their products. Social media can be used to engage consumers by creating brand value, social network marketing as a medium is needed to strengthen business promotion; and social network marketing will be an important element in marketing in the future and this has been proven to be true today. Through social media network marketing, consumers can see various information and advertisements that have been published, and after that, if the information or advertisements are very

interesting, consumers will have the desire to buy. So, it can be said that social media network marketing greatly affects consumer engagement.

H3: Consumer Involvement Affects Consumer Purchase Intentions.

Consumer involvement leads to increased consumer loyalty that can promote the company's brands and products to other consumers in cyberspace. Engagement formed by emotional engagements can lead to higher customer loyalty in terms of recommending companies to other users on the internet. If this consumer involvement increases, then the chances of selling also increase. The purchase intention of consumers is very dependent on the information and advertisements displayed that can attract consumers' attention. This information can also be received from other consumers who may be loyal customers of a company. So that through this consumer involvement it can attract consumer purchase intentions. When the relationship between sellers and consumers runs well, consumers do not hesitate to promote products from the company to other consumers, so it can be said that this consumer involvement greatly affects consumer purchase intentions of a product that hethinks is attractive.

H4: Consumer Engagement Mediates the Relationship Between Social Network Marketing and Consumer Purchase Intention.

Consumer Engagement Mediates the Relationship between Social Network Marketing and Consumer Purchase Intention. The statement describes the relationship between social media network marketing, consumer engagement, and consumer purchase intentions. This can be seen based on the increased involvement of existing consumers, where the possibility of selling also increases because the consumers involved are not only satisfied or dedicated but are expressively tied to the company's brand [15]. So, it can be said that this involvement is strongly supported by emotional engagements which aim to improve consumer buying behavior. This engagement also appears through an agreement between buyers and sellers on these social networking sites. This can also happen through recommendation posts on social media from buyer friends that can influence purchase intentions. Thus, it can be said that consumer involvement is also the link between social network marketing and consumer purchase

intentions.

3. Research Method

Researchers used quantitative research methods with online questionnaire media (g-form) which was conducted in mid-November. The study was conducted to collect information about behavior, respondent characteristics needed to test research and hypotheses related to online business strategies using social media. Research using the questionnaire method can collect data more accurately and then the use of the questionnaire can reach more respondents because its distribution can be done anytime, anywhere more widely and easier. Additionally, online questionnaires can get results in a shorter time. The intended unit of analysis consisted of respondents using social media networking sites at this time, the questions compiled were linked according to research variables such as social media marketing, consumer engagement, consumer purchase intention. The data that has been collected will obtain analysis results from samples related to online business strategies using social media.

Independent Variable and Dependent Variable

All questions to measure the results of each variable were obtained from the results of the literature review. Five (5) question indicators to measure social media network marketing and six (6) question indicators to measure consumer engagement, and five (5) question indicators to measure consumer purchase intentions adapted from [16]. The independent variables are Social Media Network Marketing and Consumer Engagement variables because other variables depend on this variable. Meanwhile, the Consumer Purchase Intention variable is the dependent variable because it depends on the independent variables, namely the Social Media Network Marketing and Consumer Engagement variables. All question indicators use a four-point scale ranging from 1 = Strongly Disagree, 2 = Disagree, 3 = Agree and 4 = Strongly Agree.

Research procedure

In quantitative research, the data collection technique that is often used is by distributing questionnaires, which are a list of research questions that must be filled in by respondents. In this research, this study used an online questionnaire (g-form) to collect information about the behavior and characteristics of the respondents. Some of the procedures that have been carried out by

researchers in collecting research data are as follows:

- a. Determine the main purpose of making the questionnaire.
Before making a questionnaire, researchers must know what data or information they want to collect and what the main objectives of the research are.
- b. Choose the question type.
Furthermore, selecting the type of questions that the researcher wants to ask the respondent such as open questions, scale questions, multiple choice questions, dichotomous questions (Yes / No), etc.
- c. Develop the question.
The questions asked should be as clear, concise, and straightforward as possible. Clear questions allow researchers to get answers that are easier to understand and more accurate from respondents.
- d. Identify target respondents.
The next stage is the identification of target respondents. For research to produce more accurate data, researchers must determine the target demographics of the respondents before distributing questionnaires such as target gender, age, occupation, etc.
- e. Create a questionnaire.
After the previous procedure has been carried out, the next step is to make a questionnaire, at this stage, all questions that have been prepared previously are entered into the questionnaire media for later distribution.
- f. Test legibility
The purpose of conducting the readability test is to test the questionnaire whether it is in accordance with the objectives to be achieved and whether the researchers' goals with the understanding of the research subject are appropriate or not.
- g. Distribute the questionnaires.
At this stage, researchers will distribute questionnaires according to the target respondents who have been previously determined. Online questionnaires are distributed through social media such as Line, WhatsApp, Instagram, etc.
- h. Test the results of the respondent's questionnaire.
The final stage after the questionnaire is filled in by the respondent, the researcher will test the data from the questionnaire on the validity and reliability tests to determine the results of the study.
- i. Evaluates all data.

All data analyzed will be evaluated, so that the researcher knows the respondent's needs.

4. Results and Discussion

There are several tests conducted for this research include:

Questionnaire Readability Test (G-Form)

The readability test aims to determine the effectiveness of the sentences used on each item to minimize errors that may occur due to the lack of the researcher's objectives with the understanding of the research subject. Readability test of online business strategies using social media includes 1) legibility, that is, the language used is easy to understand; 2) convenience, namely the use of fonts, capital letters, spaces, and typography; 3) understanding, namely word use, ambiguity, and paragraph arrangement.

Reading with a good readability level will make the reader have a better interest in reading and easier to understand the content of the reading. In this study, the readability test was carried out using an online questionnaire (g-form) on 16 people aged approximately 20 years to assess the understanding of the research subjects provided. From the legibility test results in this study, there is one (1) respondent who does not understand the components of the research subject. There are parts that are less understood by respondents such as:

Table 1: Feed back for Legibility test



Figure 1: Readability Test Result

Some of the components of the research subject that were poorly understood had been reviewed by the research team and had been changed.

Demographics of Respondents

The characteristics of the respondents

used in this study were classified based on gender, age, occupation, and respondent's income. From the distributed online questionnaire (g-form), there are total 125 respondents were obtained. In the following table, the majority of respondents are between 18-

25 years old (94.4%). There were 61 male respondents (48.4%) and 64 female respondents (51.2%). From 125 respondents, 119 respondents (95.2%) had income below IDR 5,000,000, 2 respondents (1.6%) had income between IDR 5,000,000 - IDR

[illegible]

Table.3: Validity Test Results Using SPSS

7,500,000, 1 respondent (0.8%) had come from IDR 7,500,000 – IDR 10,000,000, and 3 respondents (2.4%) had income above IDR 12,500,000. From 125 respondents, there were 121 respondents (96.8%) as students, 1 respondent (0.8%) as employees, 1 respondent (0.8%) as students as well as entrepreneurs, and 2 respondents (1.6%) as an entrepreneur.

In addition, based on the data above, in terms of frequently used social media platforms, the majority use Instagram (87 respondents; 69.6%). Most of the respondents spent 1-3 hours (60 respondents; 48%) or more than 3 hours (52 respondents; 41.6%) each day on social media.

Descriptive Test Results

Table 2: Descriptive Test Results Using SPSS

Descriptive Statistics										
	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance	Skewness	Kurtosis	
Total	125	30	34	64	52.61	7.063	49.885	-.239	.217	
Valid N (listwise)	125									

Based on the Figure 2, it can be concluded that the descriptive test in the analysis with a sample size of 125 respondents obtained the smallest (minimum) variable value of 34 and the greatest value (maximum) of 64. The average descriptive calculation of 125 respondents showed a result of 52.61 (greater than the average of the smallest and largest values) which shows a positive response from respondents that social media has an influence on online business strategies. The standard deviation value is 7.063 with a total variance of 49.885 (lower than the average descriptive calculation) which indicates that the results are good because the standard deviation indicates low data deviation, the data distribution shows normal and objective results.

Validity Test Result

This validity test serves to determine the validity or suitability of the questionnaire used in measuring and obtaining research data from respondents.

Figure 3: Validity Test Results Using SPSS

Reliability Statistics				
	Cronbach's Alpha	N of Items		
	.872	16		

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PJMS1	48.9360	46.673	.464	.868
PJMS2	49.1040	44.933	.539	.864
PJMS3	48.9680	46.886	.330	.872
PJMS4	49.0560	45.876	.487	.867
PJMS5	49.0480	44.853	.566	.863
KK1	49.2000	43.290	.580	.862
KK2	49.4800	44.026	.442	.869
KK3	49.9600	42.539	.443	.872
KK4	50.3200	41.897	.504	.867
KK5	49.1200	43.800	.625	.860
KK6	49.3920	42.869	.531	.864
NBK1	49.0240	45.895	.521	.866
NBK2	49.0560	44.440	.633	.861
NBK3	49.4320	42.909	.673	.858
NBK4	49.7520	42.107	.547	.864
NBK5	49.2720	44.490	.564	.863

There are two ways to test the validity:

- The basis for taking Pearson's validity test comparison with r count and r table values:
 - If the value of r count $>$ r table = valid
 - If the value of r count $<$ r table = invalid

The value on r table with $N = 125$ at 5% significance in the distribution of the r value of the statistical table, the r table value is 0.176. From the SPSS table of calculations, we can get that r Count for each variable exceeds 0.176 so that it can be concluded that the data obtained is valid.
- Through the value of Significance (Sig.):
 - If the significance value $<$ 0.05 = valid
 - If the significance value $>$ 0.05 = invalid

From the SPSS table above, we can get a significance value for each variable less than 0.05, which proves that the data obtained is valid.

Reliability Test Results

The reliability test aims to ascertain whether the research questionnaire on research variables is reliable or not. The questionnaire is said to be reliable if the questionnaire is re-measured, it will get the same results. The basis for taking the Cronbach Alpha reliability test according to Wiratna Sujerweni (2014), the questionnaire is said to be reliable if the Cronbach alpha value is $>$ 0.6. From the results of the SPSS calculation, a Cronbach Alpha was obtained of 0.872 so that we can say that the

questionnaire is reliable.

Results of Correlation Test between Variables

Pearson Correlation Test aims to determine the level of closeness of the relationship between variables expressed by the correlation coefficient (r). The type of relationship between the variables X and Y can be positive and negative.

Basis for Decision Making:

- If the significance value < 0.05 , it is correlated.
 - If the significance value > 0.05 , it is not correlated.
- If the Significance Value is exactly at 0.05, compare the Pearson Correlation with the r table:
- Pearson Correlation $> r$ table = correlated.
 - Pearson Correlation value 0.00 to 0.20 = no correlation.
 - Pearson Correlation value 0.21 to 0.40 = weak correlation.
 - Pearson Correlation value 0.41 to 0.60 = moderate correlation.
 - Pearson Correlation value 0.61 to 0.80 = strong correlation.
 - Pearson Correlation value 0.81 to 1.00 = perfect correlation.

H1: Social Media Network Marketing Influences Consumer Purchase Intention

From the SPSS Calculation table, the significance value for the Social Media Network Marketing variable and the Consumer Purchase Intention variable is less than 0.05 which indicates that the two variables are correlated. The Pearson Correlation value between the two variables is 0.557 which indicates that the two variables are included in the moderate correlation group with a positive relationship.

Table 4: Pearson Correlation Result H1

Correlations			
		PJMS	NBK
PJMS	Pearson Correlation	1	.557**
	Sig. (2-tailed)		.000
	N	125	125
NBK	Pearson Correlation	.557**	1
	Sig. (2-tailed)	.000	
	N	125	125

** . Correlation is significant at the 0.01 level (2-tailed).

a.

b. H2: Social Media Network Marketing Affects Consumer Engagement

From the SPSS Calculation table, the significance value for the Social Media Network Marketing variable and the Consumer Engagement variable is less than 0.05 which indicates that the two variables are correlated. The Pearson Correlation value between the two variables is 0.530 which indicates that the two variables are included in the medium correlation group with a positive relationship.

Table 5: Pearson Correlation Result H2

Correlations			
		PJMS	KK
PJMS	Pearson Correlation	1	.530**
	Sig. (2-tailed)		.000
	N	125	125
KK	Pearson Correlation	.530**	1
	Sig. (2-tailed)	.000	
	N	125	125

** . Correlation is significant at the 0.01 level (2-tailed).

H3: Consumer Engagement Affects Consumer Purchase Intention

From the SPSS Calculation table, the significance value for the Customer Engagement variable and the Consumer Purchase Intention variable is less than 0.05 which indicates that the two variables are correlated. The Pearson Correlation value between the two variables is 0.586 which indicates that the two variables are included in the medium correlation group with a positive relationship. From the above calculations, it can be concluded that the three hypotheses are correlated with the degree of moderate correlation and the form of a positive relationship.

Table 6: Pearson Correlation Result H3

Correlations			
		KK	NBK
KK	Pearson Correlation	1	.586**
	Sig. (2-tailed)		.000
	N	125	125
NBK	Pearson Correlation	.586**	1
	Sig. (2-tailed)	.000	
	N	125	125

** Correlation is significant at the 0.01 level (2-tailed).

Discussion of Respondents' Demographics and Correlation / Hypothesis Test Results:

Based on the results of collecting the questionnaire and testing that has been done, we can make the following discussion:

1. Data Regarding Respondents' Demographics:

In this study, the subjects studied were respondents who used their social media to shop online. The desired objective of the variables in this study is to determine the reality and answers of "Are these variables really influencing and correlating with each other so as to make the consumer / user buy a product from certain social media, and whether there are certain characteristics of The User who also influences that?" Therefore, here are the results of the analysis of several respondents' demographics of the use of social media as a business tool:

a. Respondent Age Graph:

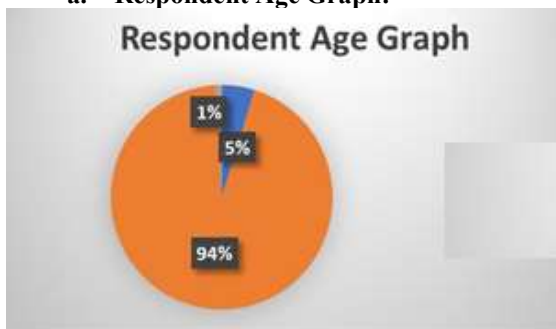


Figure 2: Respondent Age Profile

Based on the age diagram of the respondents above, the average age of 125 respondents who filled out the questionnaire was 18-25 years (94%). This shows that someone aged 18-25 years or commonly referred to as adolescence, more often uses social media for various things and activities, especially during this pandemic. This can be noted as a business

opportunity for new online businessmen, that their target market may be centered on teenagers aged 18-25 years because the use of social media to meet their daily needs is booming.

b. Respondent Gender Chart

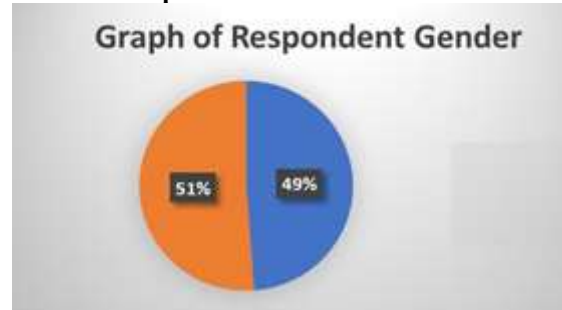


Figure 3: Graph of Respondent Gender

Based on the Graph of Respondent Gender on Fig 3, it can be concluded that the results and discussion of this study are valid and correlated for both genders, so that both businesspeople who refer to male and female products can take the results of this research data.

c. Income per Month



Figure 4: Graph of Income per Month

Based on the monthly income chart above, it can be concluded that the results of research data and hypothesis testing conducted in this study will be more directed at respondents whose average income is less than 5 million. If it is related to the average age of the respondents, which is 18-25 years, it can be said that it is reasonable because in adolescence, on average, they are still in college and do not have a permanent job (maybe only have a part-time job). So, this data can be recorded and useful for online businessmen whose business sphere is centered on or refers to the products of teenagers around 18-25 years old.

d. Frequently Used Social Media Graphics

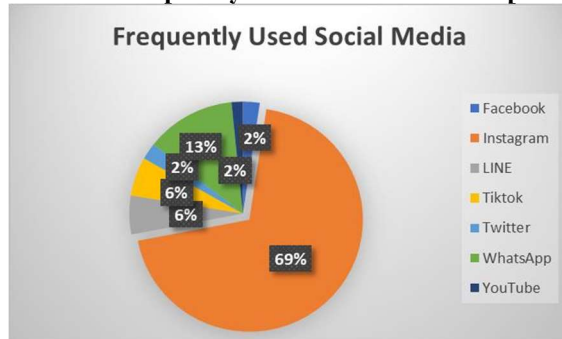


Figure 5: Frequently Used Social Media Graphics

Based on the social media graph that is often used (in the form of a circle diagram) above, the 125 respondents who were filled in the questionnaire, the averagerespondent used Instagram (69%) as social media. the media most often used in carrying out various online activities, from browsing, uploading photos / information,even online. Therefore, online businesses can use this data as a business strategy, especially in the field of product promotion and marketing. This has also been supported by Instagram, where on Instagram social media besides having many active users, there are also several features that are devoted to doing business online, such as advertisement features, etc. With this respondent's demographic data, online businessmen can consider Instagram as a platform for promotion and online selling, especially if the target market is consumers aged 18-25 years (both male and female).

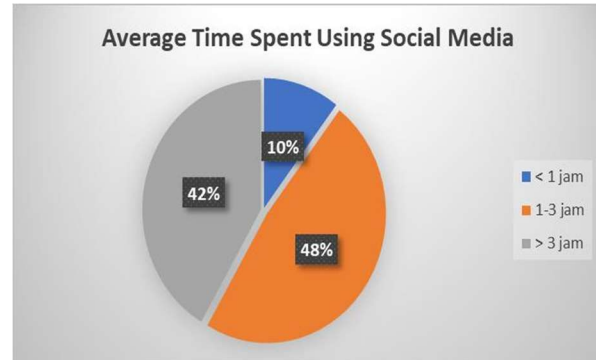
e. Graph of Average Time Spent Using Social Media

Figure 6: Graph of Average Time Spent Using Social Media

Based on the graph of Fig 6. the average time spent using social media above, it can be concluded that the average respondent does not use social media for a long periodof time. This can be related to the average age of the respondents, who was 18-25 years old. In that age range, the average Indonesian teenager is still in high school, college, or has only had a permanent job for about one or two years.

2. Discussion Regarding Correlation / Hypothesis Test Results:

After testing the correlation between variables or



testing the hypothesis, the relationship or correlation between variables is valid (correlated). The following is an explanation ofthe correlation / hypothesis test:

a. Discussion on Relationship Marketing Social Media Networks Influencing Consumer Purchase Intention (Hypothesis-1):

Based on Table 4., it is known that after conducting a correlation / hypothesis test, the result is that the variable relationship marketing social media networks is proven to affect consumer purchase intentions with moderate correlation results. This shows that if online businesses are marketing their products through social media in a number of different ways and forms, then this marketing can be effective and cause a consumer's purchase intention to increase depending on the form of marketing offered. This can also be a note for online businesses to be more effectivein their marketing strategy, whether it is a trendy, catchy form of marketing, or tryinga form of marketing that is unique and different from other online stores. Online business people can also try to analyze what products they offer and who their main target market is. By knowing these two main things, these online businessmen can more easily determine what forms of marketing / promotion can attract purchase intention and indirectly encourage consumers who see the marketing / advertisement to want to buy the product immediately, regardless of whether the consumer is right -really need the product or not.

b. Discussion of Social Media Network Marketing Affects Consumer Engagement (Hypothesis-2):

Based on Table 5 above, it is known that after conducting a correlation / hypothesis test, the result is that the Social Media Network Marketing variable is proven to affect the Consumer Engagement variable with moderate correlation. This shows that online business people can take advantage of promotional media as a business strategy to create consumer engagement to a product. This can also be used as a note where if online businessmen analyze the behavior or behavior of a consumer in a particular form of marketing (for example consumer behavior or responses to promotions in the form of photos, videos, or quizzes, etc.), a graph of consumer engagement with the marketing media used. By knowing the behavior and engagement of consumers according to the market, online businesses can take advantage of these platforms and benefits to influence the mindset of consumers to be continuously tied to the products being sold.

c. Discussion of Consumer Engagement Affects Consumer Purchase Intention, and Consumer Engagement Mediates the Relationship between Social Media Network Marketing and Consumer Purchase Intention (Hypothesis-3 & Hypothesis-4):

Based on Table 6. above, it is known that after conducting a correlation / hypothesis test, the result is that the Customer Engagement variable is proven to affect the Consumer Purchase Intention variable with moderate correlation. This shows that online business people can take advantage of this consumer engagement so that consumer purchase intentions for a product increase and lead to profits for the online businessman. With this consumer engagement, especially if the engagement is already in a high stage, then the consumer will not be reluctant to buy products that are marketed, even in some cases it may be that the consumer will continue to make purchases for the products he is used to buying, on products recently launched at the same store.

In addition, the results of the Hypothesis-3 test are also related to Hypothesis-4, where it is said that the Consumer Engagement variable can be a bridge between the Social Media Network Marketing variable and the Consumer Purchase Intention variable. This consumer engagement factor can take a big part in influencing the purchase intention of a consumer, where if a consumer is very attached to a product due to

reliable marketing, then the consumer's purchase intention of the product will increase and cause a surplus for the online business. Therefore, it should be noted that success in tying a consumer to a particular product can lead to huge profits for online businesses.

5. DISCUSSION

The results of this study provide several contributions and knowledge. First, this research provides knowledge or insight on how social media can be used as a supporting tool in establishing business activities and has a positive impact on the relationship between customers and business. The rapid development of technology in the world and the adaptation of Indonesian citizens to using the internet can support the positive results of businesses that use social media as a tool in carrying out their business activities.

The findings of this study are also supported by empirical evidence and facts from the large number of consumers who use large social media platforms such as Facebook, Instagram, LINE, Tiktok, Twitter, WhatsApp, YouTube, and many more. Several studies on social media in the past used the Utility Gratification Theory approach, mostly focused on the reasons for using certain media. However, this study can expand the Utility Gratification Theory by examining the results of the respondents' questionnaire regarding social media which is used as a business strategy. The results show that social media can be used as a business strategy that can improve business performance, make the relationship between users and businesses even better, and help business brand marketing to be increasingly recognized among the public. Given that social media has unique features that allow for viral influence, with recommendation algorithms that have been widely used by major social media platforms, users have a greater opportunity to share personal experiences and other additional information related to brands, products, or the services it gets from the business company concerned and from there the friends of the users who share it can also know and be influenced to try and follow it so that the business concerned becomes even better. Furthermore, unlike previous studies that looked at the impact of social media on education and pedagogical implications, this social media research tends to be business-oriented, especially focusing on social media that can be used as a business strategy.

Some of the important implications that can be learned for practitioners and leaders are that

in running a business, social media has an important and significant role if it is used and utilized properly to support company performance, increase brand recognition, and build good relationships with customers. disseminating information through social media and providing chat services through social media accounts. Researchers who want to research the same topic can draw some important implications from this research as well, namely that social media is a good business strategy that has a significant impact and influence, so that future research is expected to examine ways to maximize its impact. the use of social media in supporting business activities and it is hoped that it can also use the influence of e-WOM to support the theoretical literature and managerial implications so that the resulting effects and contributions are more significant.

6. CONCLUSION & LIMITATION

This research is made by the state of the Indonesian economic sector in 2020 during the pandemic which is affected by government regulations and policies related to the implementation of social distancing protocols so that it affects MSME (Micro, Small and Medium Enterprises) because they cannot adjust to government regulations and policies. In addition, many things have also turned to online, such as education, entertainment until economic activities [17]. Therefore, activities in the economic sector that running using online platform have increased significantly.

There are many kinds of media used for buying and selling activities, from e-commerce to social media. Social media can be used for advertising media as well as a place for buying and selling transactions [18]. Therefore, this study was conducted to determine the influence of social media in these activities such as the relationship between consumers and brands affecting consumer purchase intentions, the use of social media affecting sales levels, and appropriate social media strategies to increase consumer purchase intentions.

This research was conducted by analyzing the social media most frequently used during the pandemic, the correlation between social media and consumer purchase intentions during the pandemic and developing the most appropriate strategy to increase brand awareness and sales levels on social media. This research was conducted with quantitative methods using surveys as a research medium and a total sample of 125 people with varying variables. The survey

was conducted using Google Form to find out accurate sample results regarding people's behavior when shopping during the pandemic, whether they were buying and selling online through social media or still shopping at conventional stores as usual. The variables used for this research are Social Media Network Marketing and Consumer Engagement as independent variables that influence, and Consumer Purchase Intention as the dependent variable.

From the research conducted, several hypotheses can be drawn such as the first hypothesis, which said that social media network marketing is proven to be able to influence consumer purchase intentions obtained by using the right method with the consumer market by analyzing their products and consumers to create a social media marketing network that is effective because it can distinguish the seller or product from the others so that it can increase consumer purchase intention. The second hypothesis is that social media network marketing is proven to affect consumer engagement by analyzing consumer behavior in their market by utilizing social media in order to take advantage of the engagement graphs obtained to influence their consumers to always be tied to the product being sold. The third hypothesis is consumer engagement as a media between social media marketing with consumer purchase intentions and consumer engagement which directly affects consumer purchase intentions, where social media network marketing will affect consumer engagement because they interact with consumers on social media, which ultimately affects consumers. influencing consumer purchase intentions indirectly through this engagement, and the engagement itself can directly affect consumer purchase intentions because consumers are actively involved by the seller to continue to participate and find out about what happens to the products or services that are sold online.

In this study there are several limitations. First, this research is limited by the COVID-19 pandemic which is affecting the whole world, which means that this research must be carried out online by distributing questionnaires to online respondents via Google Forms. Thus, it is hoped that future research can consider the use of interviews as an approach to better understand social media users, both regarding insights and experiences that can support business activities. Second, future research can use the effect of e-WOM so that the theoretical review of the literature and managerial implications can have more significant effects and contributions. Third, future

research needs to use the variables of trust and commitment on various social media sites to measure and test the trust of online communities to products or services offered through social media on each of the platforms studied.

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