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Business Revitalization in the Digital Era: The Role of Social Media in Developing Business Communication: Literature Review

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Abstract

The business world faces significant opportunities and problems in the dynamic digital era, and to keep pace with consumer dynamics and technological advances, a revitalization strategy is needed. The aim of this research is to find out more about the function of social media in the development of business communication in the digital era. The literature review approach is the basis for collecting discussion points for this research. Based on research findings, the use of social media in corporate communications is very important for business growth and success in the digital era. This is also relevant. In addition to its impact on the development of online companies, its existence plays an important role in improving corporate communications, encouraging business cooperation, and responding to emergency situations. In conclusion, the role of social media in the development of business communications in the digital era has a big influence on the industry.

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

INTRODUCTION

Companies that persist in their growth face significant risks and obstacles, one of which is the social media domain used to leverage big data (Kasidi, 2020); (Solihin, 2021). In this regard, technology has experienced rapid advancements in relation to consumer behavior and the competitive landscape, thus requiring the development of global business strategies or marketing initiatives by an organization. Social media plays a significant role in fostering business change. Currently, the majority of people use social media as a way to advance their business rather than simply interacting with each other online. According to Sari et al. (2020), this study will demonstrate how important it is for

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business communication to embrace social media as it continues to evolve into the digital era.

The structure and structure of Indonesia's economic system have evolved thanks to information technology. Before adopting a digital-based system, the model was purely conventional. The current economy demonstrates that buyers and sellers are embracing the digital era. With the advancement of digitalization, businesses are operating from anywhere, as evidenced by the increasing changes in all economic activities. One of the advantages of this digital system development is its ability to reach all locations, including remote areas, and provide excellent service at a reasonable cost and speed.

This digitalization system is highly relevant to the business world. It delivers information more quickly and effectively. Furthermore, businesses need to communicate with their customers more accurately (Ananda et al., 2023). An online presence is now necessary, not optional, for companies to remain relevant and competitive. One of the key instruments supporting this digital transition is social media. Businesses in this climate need to modify their business plans to take advantage of new technologies (Kaplan, 2015).

Furthermore, businesses should utilize social media and other non-IT options for corporate communications in the digital age. This is because social media, with its ability to influence every aspect of people's lives, has emerged as a key element in business growth in the digital economy. To compete with rivals in business development, everyone in the business world must be able to utilize social media for their own benefit. If businesses fail to utilize social media effectively, they will not be able to compete in the digital economy. This is because social media marketing can help many businesses grow (Edosomwan et al., 2011). In addition to business coverage, social media is also often used as a social marketing medium for health communications with the aim of changing public behavior (Yulia, 2018).

Several previous studies have advanced our understanding of the role of social media in business. These studies address topics such as how social media influences brand perception, consumer interactions, and corporate marketing tactics. By reviewing the literature, we can follow the development of ideas and understand the importance demonstrated by previous research.

The primary objective of this literature review is to gain a deeper understanding of the role of social media in modern business communications. This study aims to provide a more comprehensive understanding of how businesses use social media to increase their brand appeal, visibility, and engagement by reviewing recent studies. The primary research methodology used in this study is the literature review technique. The rationale for using this approach is to provide a comprehensive understanding of the role of social media in corporate communications in the digital age. We can create a strong foundation

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for understanding how social media can serve as a catalyst for revitalizing corporate communications by analyzing the existing literature.

This study aims to provide a comprehensive and up-to-date overview of the role of social media in reviving corporate communication by presenting the history of business development in the digital era, previous research contributions, research objectives, and methodological observation literature.

RESEARCH METHODS

This research uses a methodological approach known as literature review, which allows us to review and compile data from previous research to gain a comprehensive understanding of a subject (Van Lange Paul et al., 2015). The literature review process in this particular context will involve the following steps.

The first step in the literature review process is to locate appropriate sources by searching scientific databases, scholarly journals, and other relevant references. Finding literature related to a topic of interest requires careful consideration of search terms, which is why social media plays a crucial role in advancing corporate communications in the digital age. After gathering, the next step is to compile and select relevant materials. The selected literature will serve as the foundation for creating a robust theoretical framework that will offer an in-depth understanding of the concept of corporate rejuvenation through social media.

The second step in the literature analysis process will involve collecting and synthesizing data from the selected literature. Key trends, patterns, and conclusions regarding the role of social media in the context of business communication will be uncovered through this investigation. Through this data integration, this study aims to offer a comprehensive and up-to-date understanding of the role of social media in revitalizing business communication strategies in the digital age.

RESULTS AND DISCUSSION

1. The Role of Social Media in Business Communication Strategy

The social media revolution has transformed the way companies communicate with their stakeholders (Meredith, 2012). Its growing importance extends beyond mere interaction; it has evolved into a crucial tool for creating an all-encompassing commercial communication strategy. In today's business context, social media-based virtual communication is becoming increasingly significant, significantly impacting many different areas (Zahira et al., 2023). This phenomenon reflects a significant shift in the way stakeholders, such as customers and business partners, interact within the business sector. Learn more about creating corporate communications using social media, as shown in Figure 1 below.

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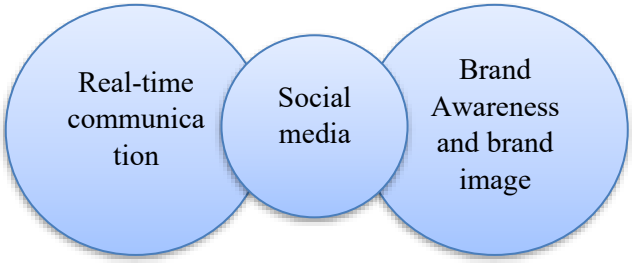


Figure 1. The role of social media in developing business communications.
Source: Data Processing, 2026

Increased Reach and Interaction

Social media has evolved into an effective tool capable of overcoming demographic and geographic barriers to connect with a larger business audience. Marwa Ulfa et al. (2023) assert that social media sites like Facebook, Twitter, and Instagram have evolved from simply information-sharing platforms to gateways that enable companies to interact with large audiences directly and instantly. Maintaining an online presence across multiple social media networks opens up new possibilities for reaching a global audience efficiently and quickly. This provides companies with a foundation to launch more successful marketing campaigns, create a cohesive brand narrative, and respond quickly to market changes (Leli et al., 2023).

Social media transforms conversations into more meaningful relationships through engagement. By actively engaging on social media, businesses can strengthen their bonds with clients, partners, and even staff members. Social media is not just a one-way channel; it also provides a platform for deeper, two-way communication. Every social media connection is a step toward a long-term relationship because this dynamic communication fosters trust and more intimate encounters. The broad spectrum of disagreements and more heated debates on social media encourages conversations and the development of long-term partnerships between businesses and their stakeholders. According to Nugroho et al. (2020), these platforms are transforming into dynamic platforms that encourage the exchange of ideas, values, and emotions, thus integrating every commercial entity into the online lives of its consumers.

Brand Awareness and Brand Image

Social media is becoming an increasingly important tool for businesses looking to build a strong brand. Businesses can create visually appealing campaigns and engage social media users with engaging information by offering interactive platforms. Maintaining a consistent presence on social media sites like Facebook, Twitter, and

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Instagram offers businesses numerous opportunities to showcase their brand to millions of people (Nugroho et al., 2020).

Positive brand perception is largely built through direct customer relationships on social media. Through comments, likes, and other feedback channels, businesses can directly convey the opinions and responses of their customers. Companies are able to explore multiple narratives, create memorable experiences, and strengthen the inherent appeal of their brand through this active participation. Businesses can build a dynamic platform to strengthen their brand by using social media. A thoughtful social media marketing approach can help businesses discover and explore compelling, heartfelt, and relevant stories. According to Nugroho et al. (2020), social media serves as a creative platform and communication tool for brands, enhancing their identity and transforming them from basic goods or services into enjoyable experiences.

Real-Time Communication

Expectations for accuracy and speed in communication have fundamentally changed in the digital age. As the primary form of media in the digital age, social media is crucial to a company's ability to react quickly to market changes, shifting consumer preferences, and even crises. There's no denying that instant and direct communication through social media sites like Facebook, Instagram, and Twitter provides a competitive advantage.

Social media can be used by businesses as a powerful tool for monitoring online conversations. Businesses that employ careful analysis are better able to identify new trends, gauge customer sentiment, and react quickly to industry changes. Participating in real-time communication allows businesses to proactively anticipate customer needs and expectations while remaining responsive (Zunianantа, 2023). Social media serves as a channel for information exchange and a valuable tool for attracting clients. Business relationships with customers can be enhanced by responding efficiently and politely to customer inquiries or comments on social media. This can increase consumer loyalty and trust. Therefore, in this rapidly evolving digital era, real-time social media communication is crucial for businesses.

Trends and Innovations in Social Media Use by Companies

Social media is a key tool used by companies worldwide for business communications in the rapidly evolving digital age. They aim to engage their audiences and provide them with memorable experiences, in addition to providing information. The key to achieving this goal in corporate communications through social media is creative innovation. This post will discuss some of the inventive solutions businesses are using to improve the effectiveness of their social media business communications. A table

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showcasing various inventive approaches to corporate communications through social media is shown below:

Table 1. The creativity of social media users in the advancement of corporate communications

No.	Innovation
1	User-generated and interactive content
2	Using Virtual Reality (VR) and Augmented Reality (AR) technology.
3	Live Streaming with Instant Content
4	Using Chatbots for Further Interaction
5	Ongoing Content and Narrative Series
6	Collaboration with Influencers

Source: Data Processing, 2026

a. Interactive and User-Driven Materials: Using interactive and user-driven materials is one of the most impressive creative successes. Businesses now encourage audiences to actively participate rather than passively provide information. User-driven challenges, polls, and interactive quizzes are some effective methods for increasing engagement. Businesses like Nike and Starbucks have launched campaigns encouraging people to participate in the creative process by sharing their ideas on social media.
b. Leveraging Virtual Reality (VR) and Augmented Reality (AR) Technology: New developments in AR and VR technology are opening up new avenues for business communication through social media. Businesses have the ability to provide immersive experiences to their audiences. For example, fashion brands can use augmented reality (AR) to let customers “try on” their clothes, and tourist attractions can use virtual reality (VR) to offer virtual tours. These innovations produce visually captivating content and encourage greater engagement.
c. Live Streaming and Real-Time Content: Live streaming is gaining popularity on social media as a means for businesses to interact with their customers in real time. Businesses can leverage live streaming to introduce new products, give customers an inside look at how they operate, or even to host special events. For example, some restaurants host live cooking demonstrations, while Apple uses live broadcasts for product launches. Businesses generate a sense of urgency and high engagement by providing real-time content.
d. Using Chatbots to Increase Engagement: Another innovation gaining traction in corporate communication development through social media is the use of chatbots.

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Businesses can use chatbots to quickly answer client questions, recommend products, and even provide customer support on their social media channels. Chatbots are designed to be easy to use, engaging, and quick to respond to questions and convey information.

e. Serialized content and storytelling: Some businesses use social media to produce serialized content to engage their audience. This could be an episodic campaign, a series of Instagram stories, or a video series. By following this narrative structure, viewers are encouraged to follow the story. Some businesses, for example, guide their audience through the creative process of developing a product or tell the story of a product's journey.

f. Collaboration with Influencers: Another innovation that is crucial for the growth of corporate communication on social media is collaboration with influencers. Businesses can increase their brand impact by partnering with influencers who have large, engaged followings. Influencers help brands connect with audiences that may be difficult to reach through traditional means through innovative collaborations and endorsements.

Due to the dynamic nature of social media, businesses are always looking for new approaches to attract and retain the interest of their target consumers. Innovative approaches to corporate communications: Using social media not only enhances customer experience but also broadens communication and fosters emotional bonds with customers. In this dynamic digital landscape, businesses can optimize the effectiveness of their business communication strategies by staying on top of emerging trends and utilizing cutting-edge technology.

2. The influence of social media in the development of business communication

Given that social media has become a vital part of businesses and everyday life, it's important to understand how it impacts corporate communications. Table 2 below summarizes various studies examining how social media has transformed corporate communications over time and provides detailed information on how these platforms influence the development and prosperity of various industries in today's digital age.

Table 2. Research with the theme of the relationship between social media and business communication

No	Research title	Research result
1	The impact of corporate communications and social	With an influence percentage of 62%, 76%, and 88% respectively, social media, business communication, and online store business

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	media on the growth of online retailers (Praditya, 2019)	development have a positive and significant influence on each other.
2	In the digital era, social media can help business communication (Aprilia et al., 2023)	Building successful relationships between businesses and customers would be challenging without social media, hindering the smooth functioning of commercial operations. Social media is a key factor in successful corporate communications.
3	The Contribution of Social Media to Improving Business Communication In the Digital Economy Era, Citizenship (Arianto, 2022).	Social media is highly beneficial for corporate communications by enhancing corporate citizenship, serving as a reliable source of information, fostering two-way communication, increasing public trust, and strengthening customer relationships. However, to ensure these goals are achieved, social media governance needs to be strengthened and business users' access to social media needs to be expanded.
4	Social Media: A New Approach to Collaboration and Communication in a Business Environment (Georgescu & Popescu (2015)	The development of virtual intimacy that relies on knowledge sharing, the generation of profitable network externalities, the expansion of commercial information capital, and the social and moral validation connected to social media.
5	Utilizing Social Media as a New Paradigm for Business Communication: The Role of Social Media Knowledge and COVID-19 Preventive attitude and distancing (Yu et al., 2022).	This look at social media use during the pandemic explains how social media is used for business communication, mediates the relationship between social distancing and social media use during the COVID-19 pandemic, and potentially offers important new avenues for future research on the impact of social media use on the pandemic.

Source: Data Processing, 2026

Recent research findings demonstrate the growing importance of social media in fostering and advancing business interactions. According to Praditya (2019), social media has a strong and beneficial impact on business communications, online store development, and social media usage, reaching 88%. This demonstrates that social media is crucial for online business growth, in addition to providing beneficial impacts.

The importance of social media as a business communication tool in the digital era is emphasized by Aprilia et al. (2023). Effective communication between businesses and consumers is difficult to achieve without social media, which may hinder the overall efficiency of a company's operations. In conclusion, social media is a crucial component

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of a business's communication strategy for success in the digital era, not simply an additional communication channel.

According to Arianto (2022), the presence of social media significantly enhances corporate citizenship communication. Social media serves as a powerful information medium, but it also fosters two-way communication, increases public trust, and strengthens customer relationships. Improving social media governance and enhancing business skills are claimed to be crucial steps in ensuring the achievement of these goals.

Georgescu & Popescul (2015) describe the use of social media as a new paradigm for communication and teamwork in the workplace. Social media not only facilitates virtual connections between individuals but also facilitates knowledge transfer, positive network externalities, and the growth of commercial information capital. This suggests that social media has emerged as a key component in the development of virtual intimacy in the corporate sector.

Furthermore, Yu et al.'s study emphasized the importance of social media during the COVID-19 pandemic in 2022. In the relationship between social distancing and social media usage behavior during the crisis, attitudes toward social media use served as a mediator. The findings of this study validate the importance of social media as a coping mechanism during the global crisis by offering valuable insights into the use of social media for corporate communication.

The research findings above repeatedly demonstrate how crucial it is for businesses to succeed and grow in the digital age to utilize social media in the context of business communications. Its presence not only influences several aspects of internet business growth but also plays a key role in fostering corporate citizenship, teamwork, and crisis management. Therefore, developing a successful and lasting corporate communications strategy requires awareness and careful implementation of social media.

Practical Implications for Companies

a. Principles of Effective Social Media Optimization: Practice effective social media usage by understanding research findings on its impact on business communications. Focus on the channels that matter most to your target audience and provide engaging content.
b. Increase Online Presence: To improve your company's online presence, take advantage of research showing how important social media is to online business growth. Create a plan that leverages social media's power to expand your company's audience and increase awareness.
c. Improve the quality of interactions: Build stronger relationships with stakeholders and customers on social media by using a two-way communication strategy. Respond to

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questions, criticism, and comments proactively to build relationships and increase engagement.

CONCLUSION

Based on the literature review, it can be concluded that social media plays a significant role in how business communications evolve in the digital age. From building an online business to strengthening client relationships, a well-executed social media plan can benefit many aspects of a business.

The need to analyze alignment with business objectives, market trends and shifts, competency development and training teams, effective social media governance and policies, and the creation of performance monitoring and evaluation systems all emphasize the importance of strategic recommendations.

Businesses can leverage social media to its full potential as a vital tool for their corporate communications strategy. By combining literature findings and implementing these strategic suggestions, overall, social media use is not only necessary but also essential for adapting to changing business dynamics in the rapidly evolving digital world.

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