

Social Media Features for Improving Organization Business Performance: A Systematic Literature Review

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Abstract: Social media is a platform to share information that is used by most people today. Business organization must use social media strategies to gain benefit from it. Knowledge of the features and impact of social media usage are needed. This systematic literature review aims to identify social media features that affect business performance. The literature is obtained through searching in two relevant database. The papers are evaluated by reading in its entirety and evaluating its quality. Features on social media can affect business performance. The impact of using social media on business organizations includes Word of Mouth, good communication with customers, consideration and influence on social media. Business organizations must take advantage of two-way communication to respond and communicate with consumers to find out how certain brands are perceived in order to obtain full benefits. Social media can also improve business performance by increasing sales, fostering partnerships

1 INTRODUCTION

Social media is a manifestation of Web 2.0. The use of web 2.0 provides tools that can facilitate internet users and create social networks using collaborative computer media (Warner-Söderholm et al., 2018). Social media is a gathering place for consumers. Therefore, social media is one of the consumer information warehouses that are used as a means of disseminating information in buying and selling activities (Shi et al., 2016). The ease of interaction that exists on social media makes organizations build social media to improve their social networks. Social media is used to build relationships with consumers. Social media developed into a communication tool for organizations both to communicate with consumers and with other organizations (He et al., 2015). In recent years, more than 50% of social media users have become followers of a business organization on social media (Kim and Chae, 2018), which motivate business organizations to increase their investment in social media. This is shown by international marketing spending on social media that reach \$ 4.3 billion (Kucukaltan et al., 2016).

The ability to interpret the needs and desires of consumers obtained from data on social media is very necessary for business organizations. Processing data obtained to get a decision is a challenge for busi-

ness organizations because until now there are no best practices to measure the success of the use of social media with certainty (Suryakumar, 2011).

Business organizations and customers will have twoway communication during the transaction process. In this case social media provides facilities for business organizations and customers to interact easily. The use of the latest social media technology in business organizations makes these business organizations superior to their competitors. The use of social media for business organizations also has benefits such as increased efficiency and lower costs (Agwu and Murray, 2015).

The use of social media has certainly changed the way business is done. The existence of social media will open up the possibility of open communication. This can help business organizations to know customer needs. Business organizations will certainly be motivated to actively respond to the needs and even customer complaints. Social media will also create many new innovations in business organizations. This is driven by good communication with customers, input opinions from customers and the presence of feedback (Richard et al., 2009). However, business organizations that use social media must also be willing to take risks and invest in the latest products and services to satisfy customers, enhance brand image so they can have feedback from customers. Therefore, business

organizations need to conduct studies for learning decisions using social media.

Understanding the use of social media and the use of features that improve business performance is now considered very important. In order for a business organization to survive, the organization must implement more effective measures in the use of social media in terms of profit, income, and customer feedback that are used as a reference for success using social media.

Social media has a big role to play in business success. One of the other criteria in maximizing the use of social media features is Customer Relationship Management (Ali, 2017). This can also identify the most profitable customers to build better relationships for the success of business organizations (Matuszak, 2007). Previous research has discussed and studied the cultural influence or orientation of entrepreneurship from various aspects of technology and studied organizational performance (Boshoff and Elliot, 2005). However, the effect of social media on improving business organizations, especially those that discuss specific social media features, is rarely investigated. Social media features for enhancing the performance of business organizations such as hashtag features, sharing on various platforms, comments column etc.

Based on these facts, it is very important to conduct a systematic literature review to understand the features available on social media that can improve the performance of business organizations. Systematic literature review is efficient methods to provide synthesis results in the form of appropriate and up-to-date information. Systematic literature reviews are also useful for understand and utilize strategies that reduce the bias a maximize accuracy (Zaremohzabieh et al., 2014). In the following systematic literature review, we try to synthesize related features in social media to improve the performance of business organizations. The questions examined in this study are:

RQ1: What are the features that affect business performance in using social media?

RQ2: What is the impact of the use of social media in improving the performance of business organizations?

RQ3: How can social media increase the effectiveness of business performance?

2 LITERATURE REVIEW

2.1 Social Media

Social media emerged when Web 2.0 technology where social media refers to the online platform used by people to share experiences and opinions including their respective perceptions, insights, music, photos and videos (Lai and Turban, 2008). Whereas Kaplan & Haenlin defines that social media is an application group based on ideological foundations and web 2.0 technology that enables the creation and exchange of information by users. Social media is a means or channel for communicating online in cyberspace. Social media is intended as a site used by individuals to socialize by meeting old and new friends to be able to interact with each other. The case with internet social media certainly has commercial value which is certainly a concern of business managers. Social media is also a friend of business organizations with its presence on the internet (Bacon, 2011).

2.2 Development Feature Social Media

Each social media has different features according to the purpose of the social media. now in the era of Web 2.0 is very different from web 1.0 where previously on web 1.0 only supported the creation of content to support the products of a business organization. But in the Web 2.0 era related important elements are interaction, consumer participation and social skills (Singh et al., 2008). In all applications the category Web 2.0 users are the most basic elements, not only being consumers but users can also contribute with content. This change also affects the features available on social media today (Constantinides and Fountain, 2008). The ease of accessing the internet provides the ease for users to create content. Various ways that can be done by users through social media features such as videos, music, photos etc. In web 2.0 this will produce greater energy and can improve organizational performance. (Elkin-Koren, 2010)

2.3 Organizational Performance

Measurement is very important in special organizations business organizations. According to Deming without the presence of measurements improvement change cannot be measured. Organizational performance that draws attention to both organizations that achieve market-oriented goals and financial goals (Li et al., 2006). Another thing in multidimensional organizational performance is different from its definition. In organizational performance, there are sev-

eral elements that correlate such as financial results, customer satisfaction, financial efficiency and ability to compete. Measurement of organizational performance must be expanded into 4 elements (Lee and Cavusgil, 2006)

3 METHODS

This study uses the Systematic Literature Review (SLR) method to gain comprehensive insight and find the trigger factors and inhibitors that have been produced by previous researchers. A systematic review was undertaken using six steps guidelines for conducting a systematic literature review in management (Durach et al., 2017). First, we start by defining the research question. The required characteristic of the study is determined based on the research question. This is followed by retrieving potentially relevant literature and selecting pertinent literature. Relevant information from the literature are synthesised and reported.

A literature search is done using two database sources, namely: 1) Science Direct (<http://www.sciencedirect.com/>); 2) Emerald Insight (<http://emeraldinsight.com/>). Both databases are used to search for the same keywords, but extraction is done differently because each database has a different search method. In Science direct, it is more flexible because users can freely type keywords according to the prescribed coding rules. Science Direct can also search more than one part simultaneously, for example, it can combine titles, abstracts, and keywords. On the other hand, in searching through the Emerald Insight database, searches can only be done on one part and cannot be done simultaneously, such as titles, abstracts, or keywords.

The process of selecting literature is carried out through the following stages. The first process is looking for a paper in the relevant database based on the suitability of the keywords with the title, or according to the conditions specified in the plan. Second step is construction of search keywords using search terms with Boolean data types AND and OR. Next, papers that does not meet inclusion criteria and fulfill exclusion criteria are eliminated. Next step read abstracts from each paper whose title matches and disseminates it based on its abstract relevance. The papers are evaluated further by reading in its entirety and evaluating its quality. The last step is choose the paper that passes the evaluation stage.

The search stage is done by using certain keywords based on one particular part, such as a title, abstract, or keyword in the journal. Determination

of keywords must represent the statements contained in the Research Question. Based on the Research Question, there are keywords, namely: Social Media, Feature, Organizational Performance, Business Performance. Searching the literature in the database is done with the following keywords:

1. In each database, journal searches are carried out using keywords: (Social Media) AND (Feature) AND (Organizational Performance) AND (Business).
2. Expert search is then used by considering the keyword contained in the title, abstract and also keywords: (Social Media) AND (Feature) AND (Organizational Performance) OR (Social Media) AND (Feature) AND (Business Performance)

From the selection of literature in accordance with the inclusion and exclusion criteria above, there were 183 papers obtained from the Science Direct database, and after the third step, 40 papers were selected to be studied further. In the Emerald database, 107 papers were obtained, and after the third step, 30 papers were selected to be studied further. 91 papers were produced from the step relevant to the object of the study. The next step was to assess each of the literature. This section is intended to make an election for a paper that will be reviewed by limiting paper candidates, namely by focusing on journals ranked based on Q1-Q3 and published from 2015 to the present (Figure 1).

Inclusion Criteria	Exclusion Criteria
<i>Scopus Journal papers</i>	<i>Conference papers</i>
Related to research questions	Not related to research questions
The journal has a ranking of Q1-Q3	Journal does not have a ranking
Relevant papers are published from 2015-2018	Published papers without bibliographic information such as date/type of publication, volume and issue number are issued
All existing papers have the potential to answer at least 1 research question.	Duplicate paper (only the most complete, the latest and better included) the rest are excluded.

Figure 1: INCLUSION AND EXCLUSION CRITERIA.

3.1 Quality Assesment of Selected Studies

Q quality assessment from selected studies is done by doing a weighing scale in the selected library using a series of questions. There are three questions as a reference in determining the quality of the selected library. Questions are explained in Table 3. The method of weighting is done by giving a score to each question, namely "Yes" = 1 if the answer to the question is contained in the selected library, "Half" = 0.5

if the answer to the question is partially or incomplete in the library selected, or "No" = 0 "if the answer to the question is not contained in the selected library. Then, the score will be summed, and the final value in each library will determine the library as a reference or not on the review that will be carried out. The list of questions can be seen in table 2 while for the scores of each question in the libraries tested and selected is described in Figure 2.

Questions
Are journals related to social media?
Are journals related to social media and features?
Are journals related to social media and business performance or business performance?

Figure 2: The Sample Measurement of Three Tourist Destination.

From a series of analysts conducted, 91 papers consisting of 66 libraries were not included in the study and left 25 papers as a reference for review. For the scores of each question in the libraries tested and selected are explained in Table 3. Of the 91 papers analyzed, 25 papers were selected, in this paper the literature with a test score of at least a score of 2 was chosen.

3.2 Synthesis

The stages of synthesis are intended to answer the formulation of the problem that has been proposed. The first step taken at the synthesis stage is to conduct a review literature on journals that pass the assessment stage, then make a list of related paper groups regarding social media features that influence business performance. Next, make a list of groups of papers related to social media and features and make a list of papers relating to social media and business performance or business performance. The stages of synthesis can be seen in Figure 3

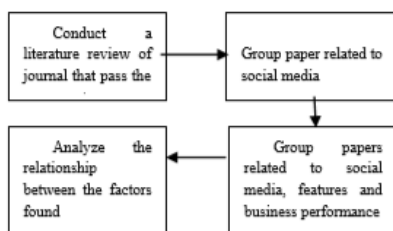


Figure 3: Synthesis Steps Flow

4 RESULT

4.1 Social Media Feature Affecting Business Organization Performance

The first research question is answered by perusing literature related to social media features. Social media that affect business performance in social media include Facebook, Twitter, YouTube, Instagram, Pinterest, Blog, LinkedIn. Features on social media are presented in Figure 4.

Social Media	Feature Social Media	Source
Facebook	FansPage, Group	(Lai and Turban, 2008)
Twitter	Tweet, Retweet	(Bacon, 2011)
Youtube	Video Upload, Ad-sense	(Singh et al., 2008)
Instagram	Vote, Drop Question, Live, IG Story	(Constantinides and Fountain, 2008)
Pinterest	Pin, Like	(Elkin-Koren, 2010)
Blog	Post, Campaign	(Li et al., 2006)
LinkedIn	Connection, Recommendation	(Lee and Cavusgil, 2006)

Figure 4: The Sample Measurement of Three Tourist Destination.

In recent years Facebook has begun to associate itself with a combination of organizational promotions. Due to its popularity, this can be used to influence consumers. Although the increase in social media-based Facebook ads on Facebook pages gives a sign that it will be the primary source of business marketing on the future of the Internet. According to (Zaremohzzabieh et al., 2014) "Facebook is an effective source for marketing products in a personal way. According to (Smith et al., 2011) "Facebook now provides a variety of ways for online retailers to offer a more 'social' buying experience, either by integrating Facebook features into their own sites or by operating on Facebook themselves" (Lai and Turban, 2008) said that "A Facebook storefront gives marketers additional outlets to facilitate promotions and sales opportunities and provide synergistic relationships between consumers and retailers.

Facebook has allowed marketers to customize advertisements for a particular group of people. Marketers target these individuals on the basis of demographic information and shared interests. Facebook has made it possible to reach people who are aimed at cost-effective and attractive ways than traditional marketing channels. Today business organizations are looking for channels, where they can promote their brands at the lowest and highest possible cost. Facebook seems to be a partner that fits this need. However, Facebook doesn't have a sustainable model for business because it has a large user base. There are three different ways of promotion used by brands through Facebook: i) brand pages, ii) branded applications, and iii) advertisements.

In addition, the feature on social media Twitter allows the organization to validate the brands in individual level. The utilization of something can be clarified into a short message which may be read by the readers called tweet. These messages appear on the time line of the followers. The message can contain a site link. This site link gives the followers opportunities to spend more time to interact with the online stuffs. This interaction develops the connection and loyal communication between the users and the brand (Triantafillidou and Siomkos, 2018).

Another popular social media is YouTube. In 2005, Jawed Karim introduced YouTube. It has partner features that provide videos of creators which can be an opportunity to earn money. Small retailers also have significant opportunities to promote their brands through a YouTube channel. Various successful small retailers inserted by YouTube in their main strategy and introduce their products and services for their audiences. There are many ways including webinar, video and such, to show their products through this media (Vanessa, 2012).

YouTube is one of the most notable social software that is most popular for amateur videos. However, big corporations also make videos to be produced commercially covering product review and commercial. Commercial videos are proliferating today, mainly due to YouTube and this kind of sites. "Good brands are successfully using YouTube as a way to gain the customers' attention and repeat their brand identities. By thinking out of the box in posting common commercial items and by making pieces that are established in brand switching, organizations can influence the substance to assimilate the users that are more profound and more convincing (Shiau et al., 2018).

Nowadays, social media that is always visited by society in the world and has high opportunity to increase the effectivity of business organizations is Instagram. One of the features existed is vote feature of snap-gram on Instagram. It is one of the phase patterns in the model process by adopting social technology from the main principle that is to build an environment where the participants can add the values through interactions (Kucukaltan et al., 2016).

Pinterest is a social media which is also popular today. Since it was launched, it becomes the third most popular social media after Facebook and Twitter (Bata et al., 2018). Since it was launched in 2009, Pinterest has become one of the digital platforms that grew rapidly. The users like its visual layouts that are curated boards and intuitive mobile applications. The marketing potential is good, as people commonly use it to find the new project or product (Mahendrawati,

2018).

Marketing by using a blog is an important tool due to its specific characteristics. Blog facilitates communication and plays an active factor which creates and promotes specific identity to the virtual World Wide Web directly and has a direct implication for the financial economic aspect and social reality (Prodanova and Van Looy, 2017).

Social media that makes identity as the primary function is LinkedIn. This social media is claimed as the tool that is beneficial for the marketer to "rent and sell the market." It facilitates the marketer to reach the professional group to be a partner, employee or client in the closing time. This helps the users to communicate and involve with other people to share precious information that can produce offline action in the communication. (Cook, 2008) explains that specific consumers of LinkedIn group communities and the users' login in the LinkedIn group focuses on the business as well as the common interest. (Kietzmann and Canhoto, 2013) says about LinkedIn and states that he provides a direct and deep connection between the owner and Social Media Feature Social Media Source Facebook FansPage, Group (Lai and Turban, 2008) Twitter Tweet, Retweet (Bacon, 2011) Youtube Video Upload, AdSense (Singh et al., 2008) Instagram Vote, Drop Question, Live, IG Story (Constantinides and Fountain, 2008) Pinterest Pin, Like (Elkin-Koren, 2010) Blog Post, Campaign (Li et al., 2006) LinkedIn Connection, Recommendation (Lee and Cavusgil, 2006) employees that have a potential and should monopolize this sector for many years in the future".

After knowing the features on social media, the next step was clarifying the social media. (Kang and Johnson, 2015) and (Bajpai et al., 2012) state that there are various efforts to explain the structure and the objectives of the social media. Some description of social media related to the customers is provided by (Holsapple et al., 2018). (Bocconcelli et al., 2017) proposed a honeycomb with seven blocks to compare social media based on the functionalities. The explanation and implication of each functionality are explained in Figure 5 below.

No	Functionality	Description
1	Identity	A block that refers to how far the users use personal information and subjective (such as opinion) so that the users have to control the privacy and data security.
2	Conversation	The communication between the users of social media so that the organization can follow the conversation related to a certain topic.
3	Sharing	Representing the users that can share the content or connected to the object together with the example (discount voucher).
4	Presence	Refers to how far the users know the other users such as location or the availability of them.
5	Relationship	Showing the users that are related to each other and how to display the structural properties and the flow of the networks do not need a formal relationship.
6	Reputation	Offering the users opportunities to identify their reputations and other people based on the information resulted by the users such as the number of followers.
7	Group	Representing the ability to form the community through rules and member protocol.

Figure 5: SOCIAL MEDIA FUNCTIONALITY.

Social media like facebook, Twitter and LinkedIn, where they are included in the main identity function. For instance, LinkedIn social media, in which each individual was able to share his education, working experience show that LinkedIn provided the functionality in the form of relationship and reputation as well.

On social media, Facebook’s main functionality was the relationship in which this social media “Facebook” became a place for all individuals around the world to connect and interact with each other. Facebook as social media also had the functionalities of identity, presence, identity, reputation and conversation functionality. The users were required to fill an identity to be able to have a conversation, and the presence of users was always awaited to open Facebook. YouTube as social media focused on sharing rather than discussion, group, and reputation. Moreover, Twitter possessed the functionalities of identity, conversation, presence, sharing, and reputation.

4.2 Impact of Social Media on Business Organization

The next explanation was about the results and discussion to answer RQ 2. RQ 2 question the impact of social media usage on business organization. In this modern era, the internet becomes the only fastest way to get consumers’ attention in wide ranges. Social media was one of the ways in which organizations found it easy to connect with the consumers. Social media websites such as Facebook, Twitter, Google+ and Pinterest represented great opportunities for businesses and organizations. Impacts of using social media on business organizations proposed in the previous literature will be described in this section.

The first impact was Word of mouth. The social media platform provided perfect opportunity to take advantage of word of mouth and spread it more easily. Social media was growing at the fastest rate in developing countries. People connected through global

scale and informally participated in each other’s lives through online observation. “Liking” a brand on Facebook could spread quickly to all social media channels. (Jones and Chin, 2015) points out that consumers feel more comfortable about the opinions of their peers than the advertisements paid for the business. The videos were also able to act as references to review the products and services through YouTube, which in many cases were then shared and disseminated through various other social media websites, this review could play as a basis for consumer purchasing decisions. As a result, companies could provide products to popular YouTube users for their customers to review and create their own brand YouTube channels with videos about their products (Kietzmann and Canhoto, 2013).

Also, the impact of using social media on business organizations was to use social media business organizations to communicate well with the customers. Social media is not without its shortcomings. But organizations can use it as an advantage to interact with consumers who are not directly satisfied. Consumers were capable to immediately provide criticism and suggestions so that in this case business organizations could take the advantages of social media and promise to change or improve their products. This service could be done directly without going through complicated procedures by using only social media. Organizations could even take this opportunity to ask the opinion of their consumers about upcoming events or products about their brands, especially for consumer-based organizations so that they benefited the organization to analyze new or upcoming products or services.

The next impacts are consideration and influence on social media. Social media gave a big influence on business, marketing, and how organizations are involved with the target market. The use of social media to share and engage many people continue to grow for that in terms of business, it can be developed through the application of a sustainable social media strategy to successfully exploit situations in a swift. Another influence of social media was the discovery of ‘Trending Topics’, Trends on Twitter referring to the hashtagdriven topic that was immediately popular at any given time, Trends were determined by algorithms which monitored the subjects’ heat based on whom you follow and where you are (Agwu and Carter, 2014). This ‘trend’ organization helped us find out what was acceptable and what was not at a particular time in the market.

4.3 Social Media for Business Organization Improvement

In RQ 3, we are going to discuss how social media improve the effectiveness of business performance. According to (Drury, 2008), it takes time to develop a relationship that leads to sales. However, most business organizations that took the time to use social media find good results in using social media to increase sales. For example, more than half of marketers who had used social media for at least three years report and it helped them to increase sales. More than half of those who spent 6 hours or more per week found the same results and 74% of those who spent 40 hours produced new businesses through their efforts (Asaad and Gómez, 2011).

Social media can increase the effectiveness of business performance by growing business partnerships. The more time marketers invest in social media networks, the more they get business partnerships. More than half of marketers who have invested at least one year in social media marketing claim that new partnerships have been obtained. More than half of those who spent only 6 hours per week on social media are able to build new partnerships (Devaraj and Kohli, 2003). The use of social media to improve business partnerships not only get contracts from other organizations but also can make resellers to expand the sales network of products or services that will be marketed. The use of social media in business organizations can reduce marketing costs so as to improve business performance by increasing the existing income. Nearly half of those who spend at least 6 hours per week on social media efforts see the benefits of reducing marketing costs. At least 57% of businesses with 10 or fewer employees agree that social media reduces marketing costs, while only 40% of businesses with 1000 or more employees agree (Xu et al., 2016).

Social media can help improve business improvement by getting loyal customers. Loyal customers in online marketers are far more likely to develop a loyal fan base through social media than offline marketers (Cook, 2008). The use of social media for improving business organizations, one of which can also provide market insights. Social media can predict or create the trend of the latest models among the community so that knowing market insights can increase the effectiveness of business organizations. The use of social media in business organizations also provides market insights. From those who have at least one year of experience, 69% or more found that social platforms provide market insights; At least 74% of these expenses at least six hours per week are more likely to

gain market insight.

5 DISCUSSION

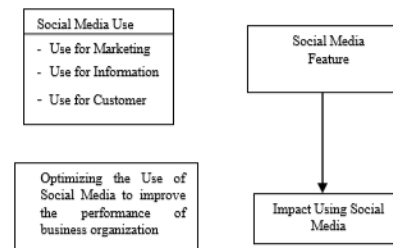


Figure 6: Conceptual Diagram

Based on the previous results, a conceptual model as shown in Figure 6 is developed. In general, this conceptual model is based on the literature on information technology which provides several case studies examples to examine the determinants of IT usage and the extent of IT usage and business performance in an integrative model (Kietzmann and Canhoto, 2013). Over the years, research has been carried out to investigate the consequences of various IT systems. For a technology like social media, which require open and two-way communication, managers must act. The entrepreneurship and organizations must be prepared to face the positive and negative consequences of using social media. Therefore, the entrepreneurial orientation of an organization is an important factor in the use of social media.

This diagram is a description of the SLR objectives that have been carried out. This research discusses the use of social media from the marketing sector. Then in the use of social media, a social media strategy is needed. The social media strategy can be done by using one of the features available on social media. After knowing the features, then can be concluded the impact of using social media so that business organizations can improve business performance.

Organizational orientation is positively related to the use of social media Innovation, or interactive technology is more likely and quickly adopted by users. The important role played by interactivity in the world of e-commerce and other WWW technologies have motivated the academics and practitioners to improve their understanding of interactivity concept and use it effectively (Bata et al., 2018). Social media is considered as an interactive media. This allows two-way communication rather than one-way transmission or information distribution for the audience (Drury, 2008). Social networking platforms, including Facebook, YouTube, and Twitter, have spread; e-

business sites for marketing that have rushed to integrate social networking features into websites, enable to enhance interactive communication between consumers, or between consumers and organizations (Choi and Burnes, 2017).

Next is the use of social media to find information. Social media is prevalent in various age groups. Social networking sites like Facebook, for example, is a popular social media platform that is most widely used by students (Agwu and Murray, 2014). Although the main purpose of using social networking sites is related to socialization, there is an increase in the number of individuals who seem to get information from social networking sites.

Media-sharing site like YouTube is also known as an important source for news (Singh et al., 2008). Recently, microblog like Twitter is found to be used also to get news (Bacon, 2011). Wikipedia has been known as other popular social media platform which commonly used as a starting point. The majority of students would like to start with Wikipedia when looking for information because it often gives the representation about the new concept and also it is a useful source (Larson and Watson, 2011). The use of social media to find information surely could also improve the effectiveness of a business organization. Social media is expected to give much benefit for the organization includes information like the easiness in getting data input from the media user like client and competitor.

The functionality included features and environment that facilitated the communication between user (for example, the ability to of chatting, virtual reality environment in which avatar could interact, screen sharing), collaboration and cocreation of the content (for example, in a professional network like LinkedIn), build reputation, etc. In a different context, (Smith-Ditizio et al., 2018) It is important to know the features that could support the improvement of a business organization's effectiveness so that it could optimize the use of social media.

Social media is defined as "a group of internet-based application that builds the foundation of ideology and technology of Web 2.0, and it may allow the creation and exchange of User Generated Content" (Quaye and Mensah, 2019). Porter defines strategy as "the creation of a unique and valuable position which involves a set of different activities". Mintberg defines strategy as a plan supported by a decision that has been made. He illustrates the formulation of strategy as involving interaction between a dynamic environment and some important processes in an organization, and it has a different cycle of sustainable-change. A strategy needs to have a particular ob-

jective, targeted audience and needed sources. The definition of Information Strategy stated by (DiStaso and McCorkindale, 2013) and followed by Henfridsson and Lind (Miah et al., 2017) is not quite different: "a process of activity which intended to the aim of actualizing strategy to use information system in an organization."

6 CONCLUSIONS

The aim of this research was to know the features that could influence the performance of a business in using social media. The social media were Facebook, Twitter, YouTube, Instagram, Pinterest, blog, and LinkedIn. One of the feature examples of social media in Facebook is a business organization could integrate Facebook's features to their own site, so that eases consumer to get information and widened the information network shared by the business organization. The business organization should get profit from two-ways communication to respond and communicate with the consumer in order to find out how a certain brand is acknowledged, or whether they enjoy the use of the product. The literature review concluded that social media could have the effect of word of mouth where social media gave an opportunity to profit from word of mouth in easier ways. Another effect of the usage of social media in business organization was the easiness and quickness of communication with the client, for instance, complain can be responded quickly through social media so that the client is satisfied. The other effect of the social media utilization was it could be considered and had great influence in business, marketing, and how organization involves with the market target. Furthermore, a business organization also had an effect in social bakers where the business organization could monitor and optimize marketing through social media.

Social media could improve business performance by increasing selling. In addition, social media could grow business partnership like finding a reseller to expand the market range of business organization could get client which resulted in the improvement of the business organization's performance. The increase in the use of social media for business would give insight about the market for business organization so that they could get client which resulted in the improvement of the business organization's performance. The increase in the use of social media for business would give insight about the market for business organization so that they could improve their organization's performance. This research also stated that business world develops rapidly through existing constant

communication in the provided social media. Business organization had been given a chance to choose their potential consumer and at the same time get loyalty from their recent consumer. Business organization had also been given a chance to be more and directly understand their consumer

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