



# Social Media Micro-enterprise: Utilizing Social Media Influencers, Marketing Contents and Viral Marketing Campaigns to Increase Customer Engagement

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**Abstract.** Business actors now frequently use social media as a means of both product promotion and product sales. Today's micro-businesses have benefited from a variety of social media trends to promote their businesses. The purpose of this study was to analyze the effect of using social media influencers, marketing contents and viral marketing campaigns in increasing customer engagement for micro businesses. The respondents were 289 micro-entrepreneurs who had used the services of influencers, marketing contents and viral marketing campaigns in their social media. The data were obtained using a questionnaire with a Likert scale (5 scale). The analysis used was Partial Least Square – Structural Equation Model (PLS-SEM) and the data was processed using WarpPLS Version 8.0. According to the study's findings, micro-businesses can increase client engagement by utilizing social media influencers, marketing material, and viral marketing initiatives.

**Keywords:** Social Media Influencer · Marketing Content · Viral Marketing Campaigns · Customer Engagement · Micro-Enterprise

## 1 Introduction

Social media is progressively appearing its presence within the commerce world, businessmen from various circles and different business scales make social media an attractive promotional platform for their businesses. Business promotion on social media has also led to new ways, especially with the COVID-19 pandemic. Business actors get many opportunities from the increasing number of social media users by marketing their business products through social media. There are 191.4 million active users of social media in Indonesia or 68.9% of the total Indonesian population, which is 277.7 million

people [1]. The use of social media is increasing which creates a very significant positive impact in generating business opportunities and generating many online business ideas [2].

The increasing number of active social media users also allows for accounts that have large numbers of followers and are used as promotional accounts for business people. The owner of this account is called an influencer where this account can be used to connect with the community so that influencers can engage and encourage individuals to interact with them [3]. Marketing through the use of influencer services has become a rising star and is gaining an attractive position in this category. It has been previously estimated that the global use of influencer marketing services will grow to \$15 billion by 2022, compared to \$8 billion in 2019 [4], which is an attractive opportunity for businesses in Indonesia. The enthusiasm for using influencers has become a powerful channel for brand promotion and market share expansion [5].

In addition, marketing materials through social media also vary, known as marketing content, content in social media marketing is always adjusted to the type of product of the business being run. There are 2 (two) content categories in marketing using social media, namely; content to provide information or called informative content and content to approach or called persuasive content [6].

Phenomena that occur on social media and have a considerable impact at any given time are campaigns that are suddenly famous and widely discussed by the public, which are called viral marketing campaigns. In this concept, a viral campaign conducted by business people by packaging it attractively will have a curious impact on customers and will be more interested in the products offered [7]. Customers will find out what types of brands and products are being talked about by the general public today, so that brand awareness will increase.

All activities conducted by marketers aim to attract consumer attention to increase customer proximity to the product or brand being marketed which is called customer engagement. Customer engagement is defined as all efforts made by marketers to increase customer motivation, empower and measure the contribution made by customers in the marketing function [8].

The use of social media with all its phenomena can be used to increase customer engagement, especially for micro business actors in promoting and selling their products. This study analyzed the use of social media influencers, marketing content and viral marketing campaigns in increasing customer engagement for micro businesses.

## 2 Literature Review

### A. *Social Media*

Nowadays, everything is related to social media [9]. Social media allows companies to make direct contact with consumers at a relatively low cost compared to using conventional communication media. Social media with all its benefits is not only relevant for large companies but small and medium scale companies and even non-profits can use these benefits to gain closeness to their segments.

Doing marketing business through social media services makes it easy for business people [2]. Transactions can be easily done just by looking at and selecting whatever you

want without having to go anywhere, then the desired item will soon come to be ours. Based on the results of the research conducted, it is concluded that the positive impact appears with a balance between digital literacy and the development of social media use so that the trend in the use of social media during the pandemic increases significantly.

### B. *Social Media Influencer*

Social media influencer (SMI) is a micro celebrity who has a large number of followers on various social media platforms and has the ability to promote various product categories with the target audience as product consumers [10]. These influencers have been trusted by their followers so that they can establish customer-consumer relationships for a product they promote. Followers will always wait for information and suggestions from their influencers for decisions in a product purchase.

There are several motivational factors obtained from influencers including entertainment, seeking various types of information, rewards and social interactions that can lead to consumption behavior, customer contributions and even creation which is followed by consumer involvement in supporting the promoted brand [11].

There are 5 (five) measurements in his research to measure Social Media Influencers, namely; Attractiveness, Prestige, Expertise, Information and Interaction [12], while other studies use 3 (three) characteristics in analyzing Social Media Influencers, namely; confidence, authenticity and interactivity [3]. Based on the results of the reviews that have been conducted, the indicators of social media influencers used are Attractiveness, Prestige, Expertise, Confidence, Authenticity and Interactivity.

### C. *Marketing Content*

The features in the content are very diverse, can be categorized in the form of text, visual and audio content and various other content derivatives [13]. The content is divided into 2 (two) categories, namely content to provide information or called informative content and content to approach or called persuasive content [6].

Several types of content according to these 2 (two) categories, namely; 8 (eight) variables included in the informative content category are brand mention, deal, price comparison, price, target, *prod-avail* (availability), *prod-location* (containing information about where to get the product), *prod-mention* (mentioning a particular product). These variables allow the search for attributes of search for brand information, price and product availability [6]. Messages with an informative nature are usually everyday information to provide education, information or news [14]. Meanwhile, 8 (eight) variables included in the persuasive category are remarkable fact mentioned (mentioning extraordinary facts), any type of emotion present (giving rise to all types of emotions), containing emoticon or net slang (containing emoticons or slang icons), holiday mention (mention of holidays), humor used (use of humor), philanthropic or activist message (message of philanthropy or activists), friend likely (answers questions from social media friends) and contains small talk or banter (contains small talk or banter) [6]. Usually, persuasive content is more of content with the aim of frightening (fear appeal), messages to generate emotion (emotional appeal), content that gives promises (reward appeal), content with the aim of providing encouragement (motivational appeal) and content created to make the atmosphere more fluid (humorous appeal) [14].

The content that is the focus of this research is content in the form of text, visuals and audio, both persuasive content and informative content based on collaboration results from previous research including; brand mention/prodmention, prodlocation, price, holiday mention, emotion appeal - and humor used.

#### *D. Viral Marketing Campaigns*

Basically viral marketing occurs because of the spread of word of mouth, but in this concept the thing used is electronic for its spread, namely through social media. Traditionally this form of marketing often takes place directly, but with the advent of electronic marketing, its reach is getting wider. Dissemination of information or the process of word of mouth marketing is generally done directly without electronic media, viral marketing combines the use of internet technology and word of mouth communication strategies. [15].

Viral marketing basically has characteristics, namely the use of social media, in viral marketing it should not only use one medium in transmitting information. [16]. Use of broadband access, social media platforms, customer communities, status update services, wikis, blogs, and video sharing sites; Thus viral marketing spreads very quickly [17]. This allows for extensive communication and social interaction.

There are 7 (seven) sub-elements for measuring the effectiveness of viral marketing campaigns/messages adopted from the 7I's concept, namely: Invisibility, Identity, Innovation, Insight, Instantaneity, Integration and Interactivity [18]. The use of viral figures for Team Han Ji Pyeong's campaign can also be used in viral marketing campaigns because it has succeeded in retaining followers and providing high engagement [19]. Based on existing research, the indicators used in this study include; Invisibility, Identity, Innovative, Insight, Instantaneity and Integration.

#### *E. Customer Engagement*

Customer Engagement is defined as the level of customer intensity in interacting with a product or brand [20]. A sign of good customer engagement is the continuous and repeated interaction between the customer and the product/brand which indirectly contributes to the psychological, emotional, and physical investment shown by the customer towards the product/brand of a company [21].

Social media is a means for consumers to channel their opinions and play a role in the process of forming a brand [22]. Social media is used in forming customer engagement which basically aims to provide space for consumers to be more interactively involved, with interactive relationships in social media, it is able to expand relational relationships with customers and allow for two-way communication between customers and the company. Online engagement then emerged as a result of the development of social media and can be used for advertising and for media strategy [23].

Likes and comments on a message are used to measure customer engagement on social media [6] while other studies use likes, comments, conversations and shares as indicators to measure customer engagement in their research [24]. In addition to other studies that use metrics to measure engagement on social media, including; likes, reactions, comments, votes, shares, saves and various other forms of engagement [25].

These three studies are the basis for this study to determine the indicators used. The indicators in this study include likes, reactions, comments, conversations, shares and saves.

### 3 Research Model and Hypothesis

#### A. Research Model

See Fig. 1.

#### B. Hypothesis

##### 1) Social Media Influencer on Customer Engagement

There are various developments in social media tools that have benefits and have become a vital part of today’s business communication strategies to consumers [3]. The existing tools also bring up micro-celebrities called influencers. An influencer is maximized by business actors in attracting the attention of customers by increasing their brand awareness, trying to establish relationships with the audience and asking for feedback on various activities they do [26]. Influencers contribute to reaching consumer segments that are not happy with advertising in this case skipping or even avoiding ad impressions [27]. Social media influencers act as a route to brand engagement through three dimensions of cognitive processing, affection, and activation [10]. There is a positive and significant influence of the role of an influencer on the objectives of marketing activities in SMEs [28]. Observations of customer engagement using the dimensions of consumer-influencer engagement behaviors (CIEBs) show that two dimensions of CIEBs, namely consumption and contribution, were found to have a significant positive effect on customer engagement with supported brands [11].

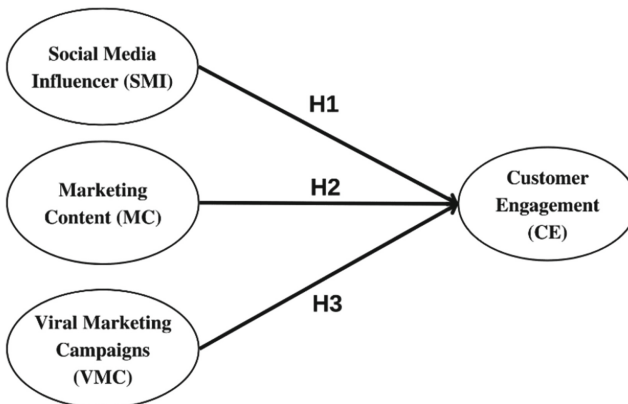


Fig. 1. Research Model

H1 = Social media influencers have a positive and significant influence on customer engagement.

## 2) *Marketing Content on Customer Engagement*

The inclusion of persuasive content such as emotional content and philanthropy increases engagement with a message whereas informative content such as mentioning prices, availability and product features is less supportive of engagement when presented in a separate message, but increasing engagement when provided in combination with persuasive attributes will produce different results, in this case persuasive content seems to be the key to effective engagement [6]. Interesting content on social media is very effective in building online customer engagement for business actors [19]. The type of content delivered [29], the clarity and attractiveness of the content [30] that can attract human attention can provoke customer engagement.

H2 = Marketing content has a positive and significant impact on customer engagement.

## 3) *Viral Marketing Campaigns on Customer Engagement*

The seven frameworks (7Is) in viral marketing campaigns have a positive and significant effect on brands and preferences through social media [18]. Viral marketing campaigns provide effective and efficient benefits for business actors [15, 31]. The use of viral campaigns has become a bridge for business actors in establishing relationships with their customers [19, 32].

H3 = Viral marketing campaigns have a positive and significant impact on customer engagement.

# 4 Methodology

## A. *Respondent*

Define abbreviations and acronyms the first time they are Respondents who were sampled in this study were suggested at least 150 participants as an adequate sample size [33] however, there was also a recommendation that SEM analysis include at least 200 participants-or at least five cases per parameter for uncomplicated SEM models [34]. Thus the number of samples in this study was determined at least 200 respondents.

The respondents of this research were micro business actors who used influencer services, managed marketing content and took advantage of viral moments on social media in marketing their products. The number of respondents in this research was 289 respondents, they filled out questionnaires distributed online via Google forms, this was done because the locations of respondents were diverse and the situation due to the Covid-19 pandemic was not fully recovered. The various respondents came from the type of business, location and period of the business; this was due to the spread of the Google form which was assisted by fellow researchers so that the data obtained was uneven. There were several respondents who were met by the research team directly because the location was not too far away, but they were still directed to fill out online questionnaires via the Google form. Respondent data collection was conducted in July - September 2022 (Table 2 and 5).

**Table 1.** Characteristics of Respondents

<b>Business Location</b>	<b>Number</b>	<b>%</b>
Bone	2	0.69
Gowa	14	4.84
Makassar	226	78.20
Maros	5	1.73
Palopo	4	1.38
Pare-Pare	3	1.04
Pinrang	9	3.11
Sidrap	16	5.54
Soppeng	2	0.69
Takalar	3	1.04
Other	5	1.73
<b>Total</b>	<b>289</b>	<b>100.00</b>

**Table 2.** Distribution of Business Based on Type of Business

<b>Type of Business</b>	<b>Number</b>	<b>%</b>
Agribusiness	5	1.73
Service Sector	23	7.96
Fashion	40	13.84
Handicrafts	14	4.84
Culinary	156	53.98
Grocery Store	13	4.50
Trading Business	33	11.42
Other	5	1.73
<b>Total</b>	<b>289</b>	<b>100.00</b>

**Table 3.** Distribution of Business Based on Gender

<b>Gender</b>	<b>Number</b>	<b>%</b>
Male	95	32.87
Female	194	67.13
<b>Total</b>	<b>289</b>	<b>100.00</b>

**Table 4.** Business Distribution Based on the Age of Business Players

<b>Respondent Age (Years)</b>	<b>Number</b>	<b>%</b>
11–15	1	0.35
16–20	19	6.57
21–25	41	14.19
26–30	101	34.95
31–35	44	15.22
36–40	40	13.84
41–45	24	8.30
>46	19	6.57
<b>Total</b>	<b>289</b>	<b>100.00</b>

**Table 5.** Business Distribution Based on Business Length

<b>Business Length (Years)</b>	<b>Number</b>	<b>%</b>
1–5	252	87.20
6–10	31	10.73
11–15	3	1.04
16–20	1	0.35
21–25	1	0.35
>26	1	0.35
<b>Total</b>	<b>289</b>	<b>100.00</b>

Based on the results of processed respondent data, it was found that the majority of respondents in this study were micro business actors located in Makassar City, as many as 226 respondents or 78.20%, followed by business respondents located in Sidrap Regency, namely 16 respondents (5.54%), then business actors from Gowa Regency as many as 14 respondents (4.84%) the rest are respondents who are business actors from various other locations.

In this study, the majority of business actors who became research respondents according to the type of business were business actors with the type of culinary business, namely 140 respondents or 53.98%, followed by fashion business actors as many as 40 respondents (13.84%), trading businesses as many as 33 respondents (11.42%), service sectors were 23 respondents (7.96%), handicraft business actors were 14 respondents (4.84%), grocery stores were 13 respondents (4.50%), business actors with this type of business agribusiness were 5 respondents (1.73%) and the rest were other business actors which were also 5 respondents or 1.73%.

The majority of the respondents in this study were female respondents, as many as 194 respondents or 67.94%, while male respondents were 95 respondents or 32.87%.



The age of the respondents was dominated by respondents aged between 26–30 years, namely 101 respondents or 34.95%. Then respondents aged between 31–35 Years are 44 respondents (15.22%) then the respondents aged between 21–25 Years were 41 respondents (14.19%). Moreover, the respondents aged between 36–40 Years are 40 respondents (13.84%), respondents aged between 41–45 years 24 respondents (8.30%), respondents aged between 16–20 Years were 19 respondents (6.57%), respondents aged 11–15 Years as many as 1 respondents (0.35%) and the rest were respondents aged 46 years and over as many as 19 respondents or 6.57%.

Based on the age of the business, the business actors who were the respondents in this study were dominated by business actors with a business age of 1–5 years as many as 252 respondents or 87.20%, followed by business actors with a business age of 6–10 years as many as 31 respondents or 10.73% and business age 11–15 Years as many as 3 respondents or 1.04% the rest were business actors with business age 16–20 Years (0.35%), 21–25 Years (0.35) and above 26 Years (0.35%).

## B. *Measurement*

The research instrument used was a questionnaire with a Likert scale (5 scales) starting with a scale of 1 which indicates disagreement with the statements in the questionnaire and the most agree scale was a scale of 5. Each statement in this study was formed based on indicators obtained from various adaptations of previous studies. The variables in this study were; independent variables include social media influencers, marketing content, viral marketing campaigns and the dependent variable is customer engagement.

The research indicators used are:

- Social Media Influencer (SMI) variables include Attractiveness - I use the services of an influencer because of the influencer's visual appeal (SMI1), Prestige - I use the services of an influencer because the influencer is well known by others (SMI2), Expertise - I use the services of influencer because of the expertise possessed by the influencer (SMI3), Confidence - I use the services of an influencer because of the confidence it has so that it can convince customers (SMI4), Authenticity - I use the services of an influencer because I know that the influencer's account and his followers are real accounts (SMI5) and Interactivity - I use the services of influencers because these influencers can interact well with their followers (SMI6)
- Marketing Content (MC) variables include Brand Mention/*prodmention* - I mention my brand or product name on some content on my business social media (MC1), *Prodlocation* - I mention the location of my place of business on some content on my business social media (MC2), Price - I mention the price of my product on some content on my business social media (MC3), Holiday Mention - I create some content that mentions holidays or special days on my business social media (such as Happy Eid, Kartini Day, independence day, holidays etc.) (MC4), Emotion Appeal - I create some content that invites emotions on my business social media accounts (e.g. happy, sad, laughing, crying etc.) (MC5) and Humor used - I use humor on some content on my social media account is an attempt to lighten the mood (MC6).

- Viral Marketing Campaigns (VMC) variables include Invisibility - I use a more subtle way of creating messages/campaigns on social media to make my marketing business viral (eg not direct product introductions) (VMC1), Identity - I customize messages/campaigns on social media with the identity of the customer to viral my business marketing (VMC2), Innovative - I use unique or interesting messages/campaigns on social media to viral my business marketing (VMC3), Insights - I use messages/campaigns that give a positive meaning for my customers on social media as an effort to viral my marketing business (VMC4), Instantaneity - On social media, I use messages/campaigns that are widely discussed by the community as an effort to viralize my marketing (VMC5) and Integration - I use my messages/business campaigns various channels as a way of viral marketing my business (VMC6).
- Customer Engagement (CE) variables include Likes - Content that I upload on social media, my business gets likes/likes from my followers/others (CE1), Reactions - Content that I upload on social media, my business gets reactions from my followers/people others (eg amazed, super, sad, angry etc.) (CE2), Comments - There are comments on some content that I upload on my business social media (CE3), Conversations - There are conversations on some content that I upload on business social media me (CE4), Shares - There is some content that I upload on my business social media which is shared by my followers/others (CE5) and Saves - There is some content that I upload on my business social media that is saved by my followers/people another (CE6).

### C. Analysis

The analysis used in this study is the Partial Least Square Structural Equation Model (PLS SEM), the reason for using PLS-SEM is because the data obtained are not normally distributed [35]. PLS-SEM is considered more powerful for testing models that have abnormal data and also have a predictive focus [36–38]. The data is processed using WarpPLs version 8.

## 5 Result and Discussion

### A. Result

Before conducting data analysis, it was necessary to test the instruments used. The instrument in this study was tested by testing the validity and reliability. Testing the validity of this study used convergent validity indicators with a focus on the value of loading factor and average variance extracted/AVE [38]. This validity test was important to ensure that the research instruments used were valid. The required loading factor value was 0.708 [38]. In studies in the social field, the recommended loading factor was 0.70 [39]. The loading factor value in this study from each construct had a value above 0.70 (Table 1). The next validity test was the AVE value, where the requirement for the AVE value was 0.5 to be said to be valid [38]. After processing the data, the AVE values obtained for each of the variables used in this study were all above 0.5 (Table 1).

Reliability testing for research instruments used scores on internal consistency testing including Cronbach's alpha/CA and composite reliability/CR values. Reliability

testing to ensure the instrument used was reliable. The required value for each Cronbach’s alpha/CA and composite reliability/CR was 0.60 [38]. After processing the data, the results of reliability testing on this research instrument were obtained, namely the Cronbach’s alpha value of all variables above 0.60 as well as the composite reliability value of all variables also above 0.60 (Table 4).

The next was hypothesis testing based on data analysis processed using *WarpPLS* version 8, the indicator used was to pay attention to the value of (a positive value indicates a positive effect, while a negative value indicates a negative effect). The second indicator used was the value of (the value of below 0.05 indicates a significant effect, while the value of more than 0.05 indicates an insignificant effect).

**Table 6.** Validity and Reliability Testing

<b>Variables and Indicators</b>	<b>Loading Factor</b>	<b>AVE</b>	<b>Cronbach’s Alfa</b>	<b>Composite Reliability</b>
SMI 1	0.831	0.659	0.896	0.921
SMI 2	0.797			
SMI 3	0.829			
SMI 4	0.845			
SMI 5	0.745			
SMI 6	0.820			
MC 1	0.778	0.598	0.856	0.899
MC 2	0.805			
MC 3	0.771			
MC 4	0.721			
MC 5	0.772			
MC 6	0.790			
VMC 1	0.811	0.651	0.892	0.918
VMC 2	0.800			
VMC 3	0.769			
VMC 4	0.809			
VMC 5	0.832			
VMC 6	0.817			
CE 1	0.850	0.652	0.893	0.918
CE 2	0.802			
CE 3	0.830			
CE 4	0.825			
CE 5	0.780			
CE 6	0.753			

**Table 7.** Hypothesis and Results

Hypothesis	Result	
H1 = Social media influencers have a positive and significant influence on customer engagement	$\beta = 0.286, \rho < 0.0001$	H1 accepted
H2 = Marketing content has a positive and significant impact on customer engagement	$\beta = 0.299, \rho < 0.0001$	H2 accepted
H3 = Viral marketing campaigns have a positive and significant impact on customer engagement	$\beta = 0.372, \rho < 0.0001$	H3 accepted

There were 3 (three) hypotheses in this study, namely H1, H2 and H3. Based on the results of data analysis, it was found that all research hypotheses were accepted, where viral marketing campaigns had a greater positive effect than other independent variables with the following results; social media influencers had a positive and significant effect on customer engagement (H1) was accepted ( $\beta = 0.286, < 0.001$ ), marketing content had a positive and significant effect on customer engagement (H2) was accepted ( $\beta = 0.299, < 0.001$ ) and viral marketing campaigns had a positive and significant effect on customer engagement (H3) was accepted ( $\beta = 0.372, < 0.001$ ) (Table.3).

## B. Discussion

One of the general requirements if you want to build a relationship is to always be active and start a conversation. The use of social media for business people provides an open space to be able to interact and share so that engagement with customers is more developed. However, something given must be fresher and can provoke interaction with customers [9]. The results of this study indicate that social media trends in the form of the use of social media influencers, marketing contents and viral marketing campaigns had a positive and significant impact on customer engagement of micro businesses. Based on social presence theory [40], the function of media differed from the level of “social presence” where in this case social media was present and accepted because it provided good intimacy and closeness between humans as well as in business between business actors and their customers [9] (Tables 6 and 7).

The social media influencers contributed to micro business customer engagement [10, 11, 27, 28], the material delivered by the influencer, the approach given and the interesting activities conducted were the routes in the formation of customer engagement. [10]. The influencers were highly demanded with communication skills and experience to convey messages to customers [41]. The use of the influencers could reach practical consumer segments with specific objectives without having to see ad impressions [27]. The share of consumption and contribution to the dimensions of consumer-influencer engagement behaviors (CIEBs) shows that there is a significant positive effect on customer engagement on marketed business brands. [11]. The activities carried out by influencers have a good impact on marketing efforts because of their ability to interact with customers and their various attributes [3, 26]. During the pandemic, a significant increase in online purchases occurred with the use of influencer endorsements [42].

The marketing content had a good effect on increasing customer engagement for micro businesses. Various antecedents to the content marketing strategy contributed to developing a customer engagement strategy for the business being carried out [43]. The type of content delivered on social media affected online customer engagement which could be maximized by business actors [29]. Clarity and attractiveness of content that represented the real presence and the ability to activate the human senses had a positive influence on customer engagement [19, 30, 44]. Marketing content in this study combined the informative content and the persuasive content [6, 14], previously it was found that the use of persuasive content had a positive impact on the level of customer engagement while informative content actually had a negative impact if used alone but would have a positive impact if used collaboratively with persuasive content [6] the same as this study, the use of the persuasive content [45] and informative [46], simultaneously had a positive effect on customer engagement. It is important for business actors and professionals in social media to build engaging content to communicate effectively with their customers [13].

The increasingly popular social media has been an opportunity for business actors to build relationships with customers [47], this development has also changed the way businesses communicate with their customers. [48]. As part of the development of technology infrastructure, social media provided the new opportunities in accelerating information with customer-to-customer interactions, this was where viral marketing contributes. [18]. Viral marketing campaigns were an interesting way to build customer engagement for micro businesses [15]. Viral marketing could reach a wider range of customers and at a lower cost, so it was very beneficial for the businesses [31]. Building content for viral marketing campaigns was a challenge in creating customer engagement [13] but by using campaigns that went viral it could be easier to build customer engagement. [32]. The use of viral campaigns by understanding the customer's condition and then describing it in the form of words and natural language using scientific methods made a good contribution to customer engagement. [19].

## 6 Conclusion

The use of social media in promoting businesses was more effective with various developing trends. Social media that was reached by all the groups and business scales, including the micro-enterprises, contributed to their marketing activities. This research focused on customer engagement. It has been found that the use of social media influencers because of their ability, attractiveness, well-known, self-confidence, because of the authenticity of the account and their interactions made a good contribution to the micro business customer engagement. Likewise, the use of marketing content, both persuasive content and informative content, shows a good influence on customer engagement for micro businesses, then the most showing contribution to this research was the use of viral marketing campaigns to support the marketing activities of micro business actors in this case increasing their online customer engagement on social media. The developments were easily adjusted by micro business actors because social media is a friendly tool for anyone to use. The limitations of this study were that the object under study was still general in micro-enterprises without differentiating the type of business, even though it was possible that differences in the use of trends in each type of business could occur.

This research was conducted in the South Sulawesi region so that it shows the trends that occur in South Sulawesi micro-enterprises. It would be more interesting if further research mapped out large and small urban/district areas.

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