

## THE ROLE OF SOCIAL MEDIA AS A BUSINESS COMMUNICATION TOOL IN IMPROVING CUSTOMER LOYALTY

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### ABSTRACT

rapid development of social media has made this platform a tool main business communication, but many business actors face challenges in utilizing social media to increase loyalty customers. This study aims to examine the role of social media as a tool business communication in building and improving loyalty customers. The method used is qualitative with a case study approach, involving interview in-depth and observation of active business actors utilizing social media. Research results show that selecting platforms such as Instagram and WhatsApp, a personal and responsive communication strategy, and appropriate management of challenges and risks significantly contribute to increased engagement. loyalty customers. Implications In practice, this research emphasizes importance dynamic digital communication strategy adaptation and risk management communication on social media to strengthen business- customer relationship continuously . This research contributes to the development of theory digital business communications and offers directions strategic for business practices in the digital age.

**Keywords:** social media, business communication, loyalty customers, communication strategy.

### INTRODUCTION

The development of information and communication technology has brought change significant in the way the business is run activities, especially in interacting with customers. One of the most prominent innovations is social media, which now functions not only as a platform for personal communication, but also as a tool strategic in business communication (Nada Ibrahim 2024) . Social media provides channel interactive that allows company to build closer and more personal relationships with their customers. In the context of increasingly competitive business strict and dynamic, loyalty customers become one of asset the most important thing to do well managed (Husriadi, Ode Andi Rahmat Mulya, and Ayu Ningsi 2024; Olorunyomi Stephen Joel et al. 2024) . This loyalty not only guarantees business sustainability,

but also provides advantages sustainable competitiveness (Haudi 2024) . However Thus, a number of problems Still issues arise regarding how social media is utilized in this context. Many businesses are having difficulty maintaining loyalty customer through their social media platforms. Various challenges start from lack of understanding regarding effective communication strategies until difficulty in measuring the impact of communication through social media on loyalty term long customer still an obstacle main. In addition, the strategy implemented often not in accordance with the characteristic's customers and the dynamics of social media itself, so that the potential of social media as a tool business communication cannot be maximized optimally. For example, in several studies such as (Dodi 2023; Husriadi 2024) that the involvement of brands on social media (social media brand engagement) are not always impact straight to loyalty customers. This shows that other factors such as trust brand and experience brand participate moderate the relationship. A number of challenge main in achieving loyalty customer through social media including inconsistent communication, lack of social media advocacy, and less engaging or less personalized offers (Felix, Rauschnabel, and Hinsch 2017; Husriadi, Bahar, and Windayani 2024) . This condition indicates that the communication strategies implemented on social media are often not in accordance with the dynamics and characteristics of the media. Customers, so that the potential of social media has not been optimally exploited. Findings (Husriadi and Ode Muhammad Sardin 2024; Monferrer-Tirado et al. 2016) that measuring the impact of social media communication on loyalty term long customer is an obstacle big for business. Many companies are experiencing difficulties determine how interactions and engagement on social media transform into loyalty real and sustainable, so that evaluation effectiveness of communication strategies is still very limited. From several proof This research underlines the need for more in-depth and comprehensive research to understand in a way exactly how social media can be utilized in a way effective as a tool capable business communication increase loyalty customer in a sustainable and appropriate manner characteristics users . This is at once show the existence of a gap that causes question fundamental regarding the actual role of social media in building and improving loyalty customers in the context of business communication. Therefore, this study aims to examine in a way deepening the role of social media as a tool business communication that can influence and improve loyalty customers. The focus of the research is directed at identifying factors communication on social media that contributes to the formation loyalty customers, both from aspect interaction, involvement, and trust that is built through various communication features and strategies on social media platforms. In addition, this study also seeks to provide recommendations applicable strategy for businesses to optimally utilize social media to increase attachment customers in the long term long. This research offers new contribution by adopting a more holistic and strategic approach in viewing social media not just as a tool marketing, but as a means intensive and continuous business communication in order to maintain and improve

loyalty customer. With a focus on aspects deeper communication, this research is expected to contribute to the development of theory digital business communications and loyalty customers, especially in the era of social media which is developing very quickly and constantly changing. In addition, the findings It is also hoped that this research will provide benefits practical for business actors in formulating policy adaptive, innovative and effective communication through social media, so that capable build connection stronger and more sustainable customers in the long term long.

## **RESEARCH METHODS**

This research method uses a qualitative approach. Because relevant to understanding complex social phenomena in a way deep and naturalistic, in accordance with the views (DiCicco-Bloom and Crabtree 2006) which states that qualitative research focuses on understanding context and meaning from perspective participants. The research design chosen was a case study, because allows researchers to explore in a way intensive role of social media in business communication in specific contexts, as expressed (Chand 2025) that case studies are very effective for the analysis of dynamic and integrated phenomena in real situations. The research population includes active business actors using social media as a means communication with customers. Sample taken purposively to get informants who are relevant and representative of the phenomenon being studied. The research procedure includes data collection through interview in-depth, observation participatory, and documentation, on the grounds that these techniques can dig up rich and holistic information about behavior business communication on social media. Data analyzed using the Miles and Huberman model which includes data reduction, data presentation, and data extraction conclusion in a way iterative. This model was chosen because it provides a systematic analytical framework at a time flexible in organizing and understanding large and complex qualitative data , so that strengthen validity and credibility research findings.

## **RESULTS AND DISCUSSION**

### **Social Media Platform Selection**

Based on research results show that Instagram and WhatsApp are the main social media platforms used by business people in their activities. communication with customers. Instagram is selected Because his ability to display engaging and engaging visual content audience broad, while WhatsApp is used for personal and responsive communication, especially in business matters. booking and confirmation. This finding is consistent (Madsen 2021) which shows Instagram's effectiveness for promotion products and WhatsApp for communication direct and internal coordination. In a way theoretically, the selection of this platform supports the concept business communication that emphasizes expansion range at a time depth interaction. This is in line with the research results (Pan et al. 2024) that state

that choosing the right platform is very important to improve involvement customers, where TikTok for example offer higher engagement rates compared to Instagram though Instagram's popularity is still greater. This finding shows that business people tend to choose a platform that is already popular, but also opens up opportunity explore new platforms with features potential interactive. In a way practical, orientation Platform selection describes a business's strategy of adapting to the characteristics of different social media to meet need communication effective and personalized. This is an important foundation for businesses to optimize the advantages of each platform in improving loyalty customer through more intense and relevant interactions. Thus, the research results strengthen framework theoretical dynamic digital business communications, where selecting the right platform becomes the foundation for building an effective, responsive and capable communications strategy. create loyalty sustainable customers.

### **Communication Strategy**

Based on The results of this study show that business communication strategies via social media are very focused on consistency. delivery information products, personalization content, and speed response to customers. Business actors take advantage of feature interactive such as quizzes and live streaming to improve involvement audience, as well as respond questions and complaints customer quickly and with solutions. This approach offers intensive and constructive two - way communication strong interpersonal relationships, which ultimately increase loyalty customers. This finding is supported by (Wang 2023) which confirms the effectiveness of using Instagram to build image through interactive visual content and WhatsApp for intensive personal communication, strengthening attachment emotional customers . In addition , the findings (Steinert and Dennis 2022) that the adaptation of responsive and needs - oriented communication strategies customers in optimizing social media as a primary business channel , particularly in the context of campaigns widespread marketing virally. This adaptive and interactive communication strategy is in line with the principles of Integrated Marketing Communication (IMC) which integrates various channels communication in a way synergistic to achieve effectiveness maximum . The approach focuses on needs Customer service and quick response to feedback strengthens business- customer relationships, thus becoming an important foundation in building ongoing loyalty. Thus, the results of this study enrich theory digital business communications and offers implications practical for the development of effective and adaptive social media communication strategies in the modern business landscape

### **Challenges and Risk Management**

Based on The results of this study show that business actors face various challenges significant in using social media as a tool business communications , especially in maintaining loyalty customers . One of the challenges the main thing is consistency in managing content and interactions in the middle saturation information and competition tight, which can cause

difficult business content stand out and customers lost interest. In addition, complaint management Negative social media is a risk strategic must handle carefully to prevent adverse impacts on business reputation. This finding is supported by (Plangger et al. 2022 ) that competition height and change algorithm as an obstacle The main focus of digital marketing, along with the need for flexible and responsive strategies to address them. Furthermore, (Poulose, Bhattacharjee, and Chakravorty 2025) that readiness human resources and data security are important challenges in the digital transformation of businesses, indicating the need investment in information security risk management and training. From a risk management perspective, businesses need to develop policy adaptive communication and implementing real - time monitoring to anticipate change behavior consumers and potential crisis in social media. Thus, managing these challenges and risks is not only important to maintain loyalty customers, but also strengthen foundation sustainable business communications in the digital age.

### **Impact on Loyalty**

Based on the results of this study show that the use of social media as a tool business communication in significant impact on increasing loyalty customers. Intensive interaction, personalization messages, and quick response to needs customer proven create attachment emotional strengthening loyalty. Customers feel appreciated and more attached if established communication is two -way and provides value add exclusive promotions and content educational. This finding is in line with (Palaniswamy and Duraiswamy 2023) that social media activities designed for engagement customer increase repeat purchases and loyalty brand . In addition , (Mittal et al. 2023) that the relationship quality built customer base through social media positive mediate satisfaction and loyalty customer, confirms importance quality interactions on digital platforms. In theoretically , this finding strengthens draft Loyalty Customer multidimensional which emphasizes aspect affective and behavioral as a result communication effective . Implications practical shows that responsive and personalized digital communication strategies are key key in maintaining customers in the competitive era of social media. Thus , social media is not just a tool marketing , but it is the foundation for building sustainable loyalty for modern business.

### **CONCLUSION**

The conclusion of this study confirms that social media plays a central role as a tool effective business communication in improving loyalty customers . Communication carried out through platforms such as Instagram and WhatsApp allow personal and responsive two-way interaction, which strengthens attachment emotional Customer. Communication strategy that prioritizes consistency, personalization, and quick response to customer feedback is key main success in building ongoing loyalty. However, challenges such as consistency in content management and handling complaint Negative risks need to be addressed with a mature risk

management strategy to maintain business reputation. Based on these results, it is recommended that businesses continue develop skills digital communication via training and improvement capacity human resources. In addition, it is important to adopt the latest technology that can support personalization real-time communication and monitoring. Further research is also recommended to examine the effects of using various social media platforms and more specific communication strategies based on characteristics segment customers so that the results are more applicable and relevant . With an adaptive strategic approach, social media can become a key pillar in building loyalty customers and business sustainability in the digital era.

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