

## Adoption of social media in The Creative MSMEs Sector Through a Bibliometric Approach

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### ABSTRACT

**Keywords:** Bibliometric Analysis; Creative MSMEs; Social Media Adoption

In today's digital era, the adoption of social media by creative micro, small, and medium enterprises (MSMEs) is increasingly essential for marketing strategies and customer engagement. This research aims to investigate social media adoption among creative MSMEs, identify existing trends, and analyze factors influencing platform use. Through a bibliometric analysis approach, the study examines relevant literature to gain insights into the dynamics of social media adoption in the context of creative MSMEs. The findings reveal a significant rise in publications on MSMEs and social media, particularly since 2008, indicating a growing recognition of social media's role in marketing strategies. Key factors influencing adoption include MSME owners' knowledge and skills, managerial support, and resource availability. Although challenges like technical skill limitations and costs remain, social media's potential to enhance customer engagement and loyalty highlights the need for greater attention. This study concludes by underscoring the importance of additional support, such as training and resources for MSMEs, and suggests further research to explore social media adoption longitudinally and examine the impact of cultural factors.



### Introduction

The advancement of information and communication technology (ICT) has transformed business operations globally. One of the most significant outcomes is the rise of social media as an effective tool for marketing and communication. Data from 2023 shows that global social media users have reached 4.8 billion, presenting substantial opportunities for businesses, including micro, small, and medium enterprises (MSMEs) (Kemp, 2023).

Obi et al. (2018), highlight MSMEs as key drivers of economic development. In developed regions like the European Union, MSMEs account for over 66% of jobs and contribute approximately 57% of added value (Muller et al., 2017). In Indonesia, MSMEs contribute 61% of the nation's Gross Domestic Product (GDP) and employ 97% of the workforce (Kementerian Koordinator Bidang Perekonomian Republik Indonesia, 2023). Given the significant role of MSMEs, understanding how social media adoption influences their growth and sustainability is essential. Research by (dos Santos et al., 2020) indicates that MSMEs that quickly adapt to digital changes, including social media,

tend to perform better in the market. (Kaplan & Haenlein, 2010) further suggest that social media can enhance marketing strategies by enabling companies to interact directly with consumers and build a community around their brand.

Social media provides numerous benefits, including increased visibility, expanded market reach, and strengthened customer relationships (Febrianty et al., 2019). However, despite its vast potential, many MSMEs have yet to fully adopt or utilize social media effectively. Research by Fashoro & Barnard (2017) and Kumar and Nanda, (2023) indicates that barriers such as limited technical skills and insufficient managerial support hinder social media adoption among many MSMEs.

Social media adoption among creative MSMEs is an important area of research. MSMEs in the creative sector, which includes industries such as arts, crafts, and media, often use unique marketing approaches and customer engagement strategies. These businesses typically rely on creativity and innovation to promote their products and services (Chai & Fan, 2018). Consequently, understanding how MSMEs in this sector utilize social media and what factors influence their adoption is crucial. For MSMEs, social media provides a more affordable marketing channel than traditional methods, which are often costly and require substantial resources (Mühl-Benninghaus, 2013).

The adoption of social media by MSMEs has become increasingly urgent due to drastic changes in consumer behavior resulting from the COVID-19 pandemic. López-Salazar et al. (2023) note that many MSMEs have experienced a significant decrease in income and must implement digital strategies to survive. Social media not only aids in retaining existing customers but also in attracting new ones (Thomkaew et al., 2018). It offers various benefits for MSMEs, including increased customer engagement, reduced marketing costs, and the ability to reach potential customers (Wibawa et al., 2022). High levels of customer engagement can drive consumer loyalty and foster long-term, mutually beneficial relationships. According to research by Hmoud et al. (2022), interactions conducted through social media can directly influence customer purchasing decisions.

For creative MSMEs, social media is a vital tool for showcasing their work and attracting a broader audience. Research indicates that MSMEs active on social media can enhance consumer interaction and boost sales (Fakhreldin & Miniesy, 2023). The significance of social media in business is further underscored by findings that show companies engaged on these platforms can increase their visibility and brand awareness (Juniarti & Azizah, 2021). However, many MSMEs remain entrenched in traditional business practices and lack a clear understanding of how to utilize social media effectively.

Several studies have examined the factors influencing social media adoption in the context of MSMEs. For instance, research by Manuti et al. (2016) found a strong correlation between the technical knowledge and training received by MSMEs and their adoption of social media. Similarly, (Omar & Sulaiman, 2024) demonstrated that awareness of social media's potential significantly influences MSMEs' decision to adopt these platforms. Additionally, various barriers to social media adoption have been identified. According to (Fakhreldin et al., 2020), internal factors such as limited human

resources and inflexible organizational structures contribute to the low utilization of social media among MSMEs. Conversely, support from the government and related institutions has been shown to play a crucial role in assisting MSMEs with their transition to digital (Talukder et al., 2018).

This research aims to explore the trends and factors influencing social media adoption among creative MSMEs. By employing a bibliometric analysis method, this research seeks to provide an overview of how MSMEs adopt social media based on existing literature. The findings are anticipated to contribute to the academic understanding of social media adoption within MSMEs and offer practical insights for stakeholders, including business owners and government officials. With the information derived from this study, stakeholders will be better equipped to design effective policies and programs that support MSMEs in adopting digital marketing tools, mainly social media.

### Research Methods

This study utilizes a bibliometric analysis approach. Bibliometrics is a statistical method that calculates bibliographic information to evaluate and measure the growth of literature on a specific subject (Sillet, 2013). Bibliometrics seeks to understand the scientific relationships that exist among publications (De Solla Price, 1965). The analysis was conducted using the 'Bibliometrix' package in RStudio, along with its visualization tool 'Biblioshiny' (Aria & Cuccurullo, 2017). This software provides visual representations of data that offer insights for ongoing and future research.

The research method begins with the development of research questions and objectives. Once the parameters and objectives are established, the article collection stage is conducted. This study utilizes Scopus and Web of Science as database sources. Three search strings were used to identify relevant articles, targeting social media adoption, creative MSMEs, and related factors and challenges. Details of these search strings are provided in Table 1.

**Table 1. String Keyword**

<b>Topic</b>	<b>String</b>
Social Media Adoption	"Social Media Adoption" OR "Social Media Usage" OR "Digital Marketing" OR "Social Networks"
Creative MSMEs	"Micro Small Medium Enterprises" OR "MSMEs" OR "Small Businesses" OR "Creative Industries"
Factors and Challenges	"Factors Influencing" OR "Barriers" OR "Benefits" OR "Challenges" OR "Opportunities" OR "Customer Engagement" OR "Online Presence" OR "Business Growth"
<i>Complete String</i>	("Social Media Adoption" OR "Social Media Usage" OR "Digital Marketing" OR "Social Networks") AND ("Micro Small Medium Enterprises" OR "MSMEs" OR "Small Businesses" OR "Creative Industries") AND ("Factors Influencing" OR "Barriers" OR

Topic	String
	"Benefits" OR "Challenges" OR "Opportunities" OR "Customer Engagement" OR "Online Presence" OR "Business Growth")

Source: Research data compiled based on search keywords in Scopus and Web of Science (2024)

In conducting a bibliometric analysis, it is essential to assess the quality of articles to ensure the selection of relevant studies. Specific procedures must be followed to obtain articles that meet the research criteria. Table 2 outlines the procedures for selecting articles based on these criteria.

As a guide in conducting bibliometric analysis, the PRISMA flowchart helps to identify, assess, and interpret answers to predefined research questions (Aliyah & Mulawarman, 2020). The review procedure consists of four steps: (1) identification, (2) screening, (3) data inclusion, and (4) analysis. Figure 1 presents the PRISMA flowchart, which illustrates the systematic research process starting with identification through searches in two databases, Scopus and Web of Science, generating a total of 258 documents. The screening process followed to assess document relevance for social media adoption in the creative MSME sector, as outlined in Table 2, resulted in 152 selected documents after excluding those that did not meet the criteria. A second screening step was conducted to remove duplicate entries, eliminating 24 documents. Ultimately, a total of 128 documents were identified and recorded for bibliometric analysis.

**Table 2. Article Inclusion and Exclusion Criteria**

Criterion	Inclusion	Exclusion
Research Focus	Articles discussing social media adoption within creative MSMEs	Articles not related to social media adoption or not focused on creative MSMEs
Publication Characteristics	Peer-reviewed journal articles	Non-article documents, such as conference papers, book chapters, or notes
Language	Articles written in English	Articles written in languages other than English

Source: Adaptation of PRISMA's article selection method, (2024)

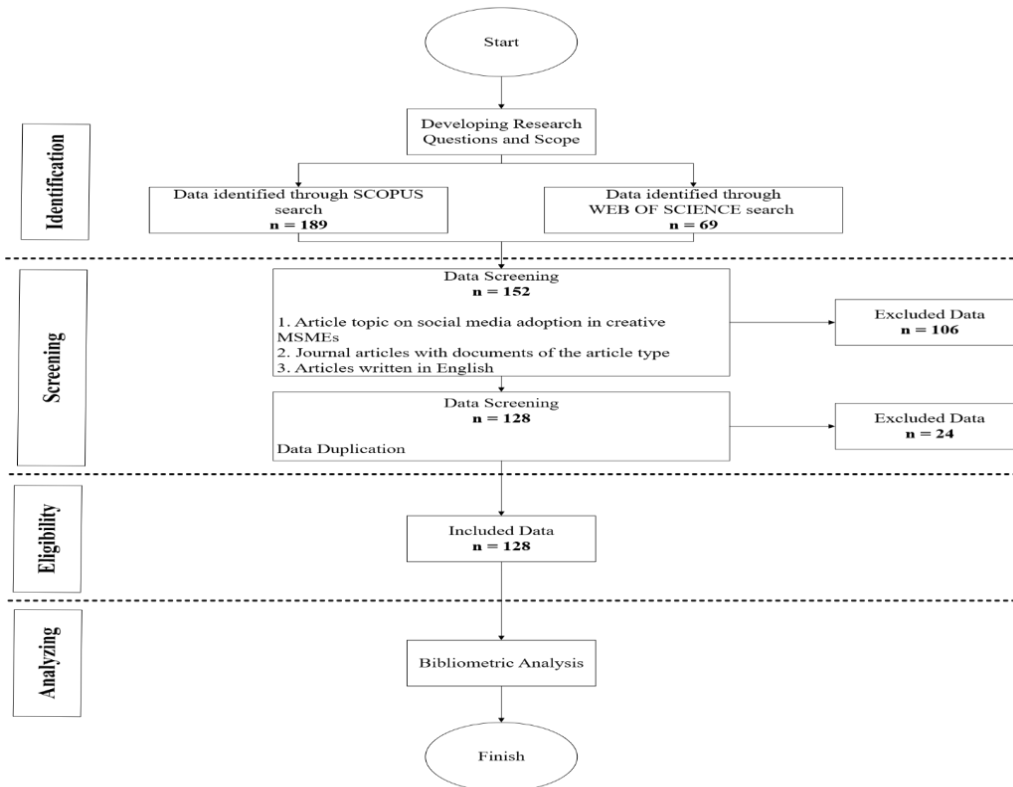


Figure 1. PRISMA Flow Diagram

## Results and Discussion

Table 3. Main Information Data

Description	Result
Timespan	1989:2025
Sources	111
Documents	128
Annual Growth Rate %	0
Average citations per doc	18,65
References	0
Author's Keywords (DE)	491
Authors	373
Authors of single-authored docs	28
Co-Authors per Doc	2,99
International co-authorships %	7,031

Source: The data were processed from the results of bibliometric analysis, (2024)

Publications on social media adoption in MSMEs indicate that this body of literature began emerging in 1998 and has continued to expand through 2025, with 128 documents published across 111 distinct sources. A total of 373 authors contributed to this research, with only 28 publishing independently, highlighting the collaborative nature

of this field. The relatively low rate of international collaboration, at 7.03%, suggests that research on this topic remains geographically concentrated. Each document averages nearly three authors, reflecting a trend of team-based research. The use of 491 unique keywords further demonstrates the thematic diversity within this literature, encompassing various issues related to social media adoption by MSMEs.

The average citation count per document reached 18.65, suggesting that the articles within this literature have a notable impact in academic circles. Although no references were detected, the high citation rate underscores the relevance and value of research in this field. These findings provide insights into the dynamics of social media adoption among MSMEs, highlighting the need for greater international collaboration and an expansion of references to enrich future research.

Overall, the graph in Figure 2 demonstrates a clear increase in scientific publications over time, particularly after 2008, with a continued upward trend despite occasional fluctuations. Specific years, such as 2020, show notable variation, likely due to the global impact of the COVID-19 pandemic. The pandemic introduced a new dimension to this research area, as it pushed MSMEs to adopt digital tools, including social media, to navigate economic challenges resulting from social restrictions and regional lockdowns (Syaifullah et al., 2021). The recent surge in publications suggests that this topic is now a major focus among researchers. The rapid growth in this area signals potential for further exploration, especially given the ongoing digital transformation.

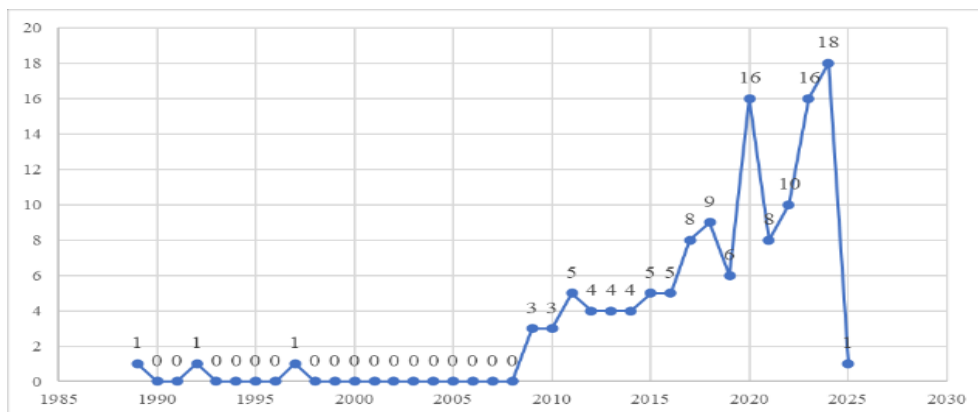


Figure 2. Publication Trends

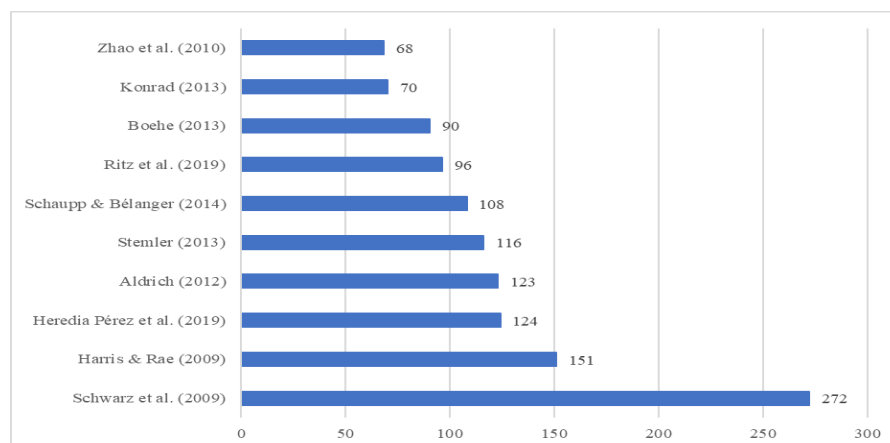
Table 4. Relevant Publication Sources

Publication Source	Article
Emerald Emerging Markets Case Studies	7
Case Journal	3
Cogent Business and Management	2
International Journal of Entrepreneurship and Small Business	2
Isra International Journal of Islamic Finance	2
Journal of Business Strategy	2

Journal of Small Business and Enterprise Development	2
Journal of Sustainable Tourism	2
Review of International Geographical Education Online	2
Sage Open	2
Sustainability	2
Academy of Entrepreneurship Journal	1

Source: Data processed from the results of bibliometric analysis, (2024)

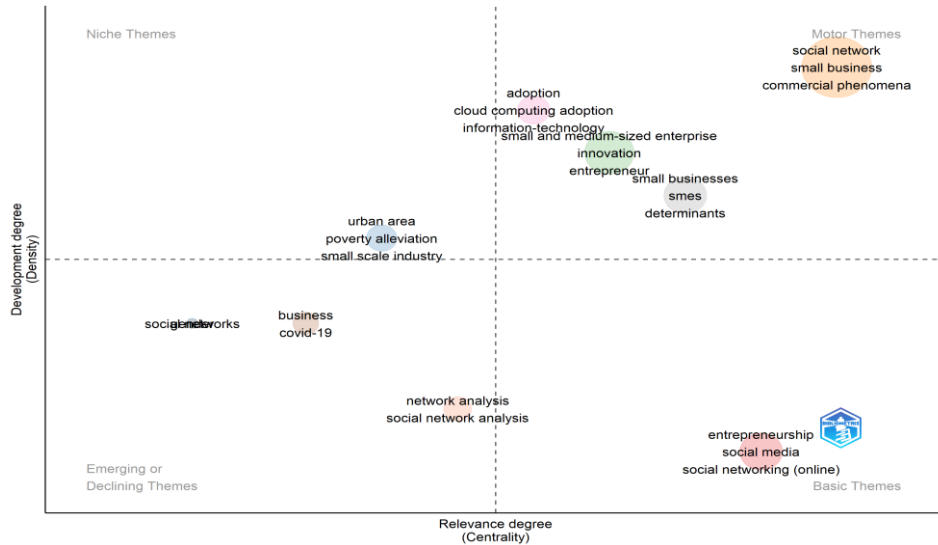
Table 4 presents the most relevant publication sources in research on social media adoption among MSMEs, with 'Emerald Emerging Markets Case Studies' identified as the most productive source, contributing a total of seven articles. This indicates that the journal serves as a significant platform for research focused on case studies related to entrepreneurship and small business marketing management, fostering robust academic discussions in this field. The second most prolific source is the 'Case Journal,' which includes three articles. Additionally, several other journals, such as 'Cogent Business and Management,' 'International Journal of Entrepreneurship and Small Business,' 'Isra International Journal of Islamic Finance,' 'Journal of Business Strategy,' 'Journal of Small Business and Enterprise Development,' 'Journal of Sustainable Tourism,' 'Review of International Geographical Education Online,' 'Sage Open,' and 'Sustainability,' each contributed two articles. The 'Academy of Entrepreneurship Journal' and 99 other journals contributed one article each. While these contributions are fewer in number than those from the leading journals, they nonetheless play a crucial role in addressing the academic challenges faced by MSMEs in adopting social media. Collectively, these journals provide a diverse framework for understanding the factors influencing social media adoption among creative MSMEs, reflecting the multidisciplinary integration essential to this study.



**Figure 3. Most Cited Documents**

Figure 3 lists the most cited documents globally in the context of research on social media adoption among MSMEs, with the study by Schwarz et al. (2009) receiving the highest number of citations, totaling 272. This indicates that this work has significantly





**Figure 5. Thematic Map**

Figure 5 presents a thematic map illustrating the relationships among various themes in the literature concerning social media adoption and creative MSMEs, using two dimensions: the degree of relevance and the degree of development. Themes located in the upper-right quadrant, such as 'adoption,' 'innovation,' and 'social media,' signify that these areas are not only highly relevant but also rapidly growing in the literature, indicating a strong research focus and substantial interest. These themes highlight critical factors influencing the adoption of social media by creative MSMEs, including innovation, business development, and strategic marketing approaches. Conversely, themes such as 'network analysis' and 'COVID-19,' situated in the lower-left quadrant, suggest that while these topics were previously significant, they are now experiencing a decline in research interest. Themes located in the lower-right quadrant, such as 'small businesses' and 'social networks,' indicate that although they remain relevant, they are underdeveloped and warrant further investigation. Overall, this map provides a clear understanding of the dynamics and research directions in the field of social media adoption among MSMEs, assisting researchers in identifying potential themes for future exploration.

**Conclusion**

The results of this study reveal trends in social media adoption among creative Micro, Small, and Medium Enterprises (MSMEs), indicating a significant increase in the use of social media platforms over the past decade. The data show that since 2008, there has been a marked surge in interest in utilizing social media by MSMEs, particularly in the realms of marketing and customer interaction. This trend illustrates a paradigm shift, as MSMEs increasingly recognize the importance of a digital presence for attracting customers and enhancing brand visibility. Factors contributing to this adoption include the knowledge and skills of owners or managers, managerial support, and the availability of resources within the organization. However, despite the rising adoption of social

media, significant challenges persist, such as limited technical knowledge and skills among MSME owners, as well as barriers related to resource availability that hinder the integration of social media into their business strategies.

The implications of these findings are quite significant. For MSME practitioners, understanding the importance of social media in the contemporary context is essential for remaining competitive in an increasingly digital marketplace. Developing an effective marketing strategy through social media can enhance customer engagement and loyalty, ultimately leading to positive business growth. From a policy perspective, the results of this study highlight the necessity for increased support from government and related institutions in the form of training and resources. Such support is vital to equip MSMEs with the knowledge and skills required to optimize their use of social media.

For future research, it is recommended that studies adopt a longitudinal approach to gain a deeper understanding of the dynamics of social media adoption by MSMEs over the long term. Additionally, research could benefit from focusing on intersubjective aspects, such as the ways in which local culture and external factors influence social media adoption strategies. Furthermore, a more thorough examination of the impact of social media on business performance and innovation within creative MSMEs should be considered. By conducting further research in these areas, it is anticipated that deeper insights can be provided, along with more effective solutions to the challenges faced by MSMEs in the digital era.

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