COMPETITIVE ADVANTAGE IN INCREASING INCOME IN INDONESIA SMALL AND MEDIUM-SIZED BUSINESSES INCREASING

Djenni Sasmita, Agus Ismaya Hasanudin, Imam Abu Hanifah, Yeni Januarsi

ABSTRACT

Purpose: This research aims to look at important factors in increasing competitive advantage. SMEs need a competitive advantage to compete in the era of the industrial revolution 4.0, where industries have touched cyberspace, resulting in human, machine, and data connectivity, all of which are vying to survive and be the best.

Theoretical framework: The goal of strategic thinking and the primary focus in achieving business success is competitive advantage (Hunitie, 2018). According to (Greenhow & Galvin, 2020), social media is a collection of mobile or web-based technologies that allow people to interact with and share various types of content. Innovation is a level of change in the development of new products and the introduction of new products into the market (Habib, Kristiansen, Rana, & Ritala, 2020). Market orientation, in general, refers to the fundamental orientation that governs a company's relationship with its market, and more specifically with its customers (Bamfo & Kraa, 2019).

Method: This study uses an explanatory research approach to examine the influence of social media, innovation, and market orientation on competitive advantage. The population of this research is SMEs in East Java Province, Indonesia. Quantitative data from SMEs was obtained from 294 respondents who provided responses in the form of a questionnaire. By using Smart PLS, social media, innovation and market orientation that can help SMEs gain a competitive advantage.

Result and conclusion: The results of this research are that SMEs must always utilize social media to carry out promotions in an effort to gain an identity of competitive advantage so that they are easily recognized by the market, then carry out product innovation so that the products offered are not easily imitated by competitors so that it becomes a competitive advantage, and is market oriented to maintain competitive advantage for business sustainability. Thus, it can be concluded that social media, innovation and market orientation can increase the competitive advantage of SMEs.

Implication of research: SMEs must have management capabilities and company information technology through social media to promote in an effort to gain an identity of competitive advantage so that they are easily recognized by the market. Innovations carried out by SME entrepreneurs in effective and efficient product development are able to produce products that are difficult for competitors to imitate, thus creating a competitive advantage. It is

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important for SME entrepreneurs to understand market orientation so they are able to understand consumer needs and competitors' abilities in order to gain a competitive advantage in winning business competition.

**Originality/value:** The novelty of this research is the formation of a theoretical model of social media, innovation and market orientation in increasing the competitive advantage of SMEs. SME entrepreneurs must have management and company information technology capabilities through social media, innovate in effective and efficient product development, and understand market orientation in order to gain a competitive advantage in winning business competition.

**Keywords:** competitive advantage, social media, innovation, market orientation

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**VANTAGEM COMPETITIVA NO AUMENTO DA RENDA NA INDONÉSIA PEQUENAS E MÉDIAS EMPRESAS AUMENTANDO**

**RESUMO**

**Objetivo:** A presente investigação visa analisar fatores importantes para aumentar a vantagem competitiva. As PME precisam de uma vantagem competitiva para competir na era da revolução industrial 4.0, onde as indústrias atingiram o ciberespaço, resultando em conectividade humana, de máquinas e de dados, todos os quais estão a competir para sobreviver e ser os melhores.

**Estrutura teórica:** O objetivo do pensamento estratégico e o foco principal em alcançar o sucesso dos negócios é a vantagem competitiva (Hunitie, 2018). De acordo com (Greenhow & Galvin, 2020), as mídias sociais são uma coleção de tecnologias móveis ou baseadas na Web que permitem que as pessoas interajam com e compartilhem vários tipos de conteúdo. A inovação é um nível de mudança no desenvolvimento de novos produtos e na introdução de novos produtos no mercado (Habib, Kristiansen, Rana, & Ritala, 2020). A orientação de mercado, em geral, refere-se à orientação fundamental que rege a relação de uma empresa com o seu mercado e, mais especificamente, com os seus clientes (Bamfo & Kraa, 2019).

**Método:** Este estudo utiliza uma abordagem de pesquisa explicativa para examinar a influência das mídias sociais, inovação e orientação de mercado na vantagem competitiva. A população desta pesquisa é PMEs na província de Java Oriental, Indonésia. Os dados quantitativos das PME foram obtidos junto de 294 inquiridos que responderam sob a forma de um questionário. Utilizando o Smart PLS, as redes sociais, a inovação e a orientação para o mercado, que podem ajudar as PME a obter uma vantagem competitiva.

**Resultado e conclusão:** Os resultados desta investigação são que as PME devem utilizar sempre as redes sociais para realizar promoções, num esforço para obter uma identidade de vantagem competitiva, de modo a serem facilmente reconhecidas pelo mercado, e depois realizar a inovação de produtos, de modo a que os produtos oferecidos não sejam facilmente imitados pelos concorrentes. de modo a que se torne uma vantagem competitiva e seja orientado para o mercado para manter a vantagem competitiva para a sustentabilidade das empresas. Assim, pode concluir-se que as redes sociais, a inovação e a orientação para o mercado podem aumentar a vantagem competitiva das PME.

**Implicação da investigação:** As PME devem ter capacidades de gestão e tecnologias da informação das empresas através das redes sociais para promover, num esforço para obter uma identidade de vantagem competitiva, de modo a serem facilmente reconhecidas pelo mercado. As inovações realizadas pelos empresários das PME no desenvolvimento eficaz e eficiente de produtos são capazes de produzir produtos que os concorrentes têm dificuldade em imitar,
criando assim uma vantagem competitiva. É importante que os empresários de PME compreendam a orientação para o mercado, para que possam compreender as necessidades dos consumidores e as capacidades dos concorrentes, a fim de obterem uma vantagem competitiva na conquista da concorrência empresarial.

**Originalidade/valor:** A novidade desta pesquisa é a formação de um modelo teórico de mídia social, inovação e orientação de mercado no aumento da vantagem competitiva das PME. Os empresários de PME devem ter capacidades de gestão e tecnologia da informação da empresa através das redes sociais, inovar no desenvolvimento eficaz e eficiente de produtos e compreender a orientação de mercado, a fim de obter uma vantagem competitiva na conquista de concorrência empresarial.

**Palavras-chave:** vantagem competitiva, mídia social, inovação, orientação de mercado.

### 1 INTRODUCTION

In Indonesia, SMEs are the main driver of economic growth, as well as market players and innovators of new ideas, due to their significant contribution to the economy. In any national economy, SMEs contribute significantly to macroeconomic indices. SMEs in Indonesia can contribute 60.34% of GDP and consume large amounts of labor. Thus, SMEs are the pillars of the Indonesian economy, and in times of economic downturn, SMEs are able to develop uniqueness in order to survive and improve performance (Kristiningrum, et al., 2021).

Micro, Small and Medium Enterprises (UKM) is a business carried out by a person or business entity that meets the criteria set out in Law No. 20 of 2008 (Hendra Dwi Prasetyo, 2023). The dynamic development of the business environment affects every company. Technological changes and product variations are two factors that influence business significantly development (Ida Farid, et al., 2022).

To win the competition, SMESs must emphasize their talents and competitive advantages (Falhat, Ramayah, Acosta, & Lee, 2020). Competitive advantage is a company's superior market position that allows it to outperform its competitors (Donnellan & Rutledge, 2019). A company gains a competitive advantage if it has differences that allow it to compete better than its competitors. Finally, competitive advantage has emerged as an important destination for SMESs worldwide (Papula & Volná, 2013).

A lot of research has been done so that SMEs can create a competitive advantage. In this study, we will discuss the ability of SMEs to compete in the virtual world in promoting connectedness in various industries, SMEs must be able to adapt to all types of changes in the business environment that threaten the company's ability to win the
competition (Zambon, Cecchini, Gianluca, Saporito, & Colantoni, 2019). SMEs can be strengthened by optimizing the use of digital technology, one of which is social networking (Bank Indonesia, 2020). The phenomenon of social media use has undergone many adjustments in order to adapt to commercial needs in every business (Kumar & Andriani, 2020), (Vrontis, Makrides, Christofi, & Thrassou, 2021). In addition, the Innovation factor is another component that is considered to increase competitive advantage (Ferreira, Coelho, & Moutinho, 2020). Then another factor is market orientation which can have an impact on competitive advantage for SMEs because careful attention to customer orientation and competitor orientation is required to meet consumer requirements and desires while providing the best value.

Social media has been identified as a useful instrument to create competitive advantage to achieve commercial goals and improve company performance (Ahmad, Bakar, & Ahmad, 2019). The majority of businesses use social media to improve their brand image and brand recognition (Nisar & Whitehead, 2016). Social media can also have an impact on company branding, leading to e-wom (electronic word of mouth) (Seo, Park, & Choi, 2020). Through network capabilities, the use of information technology, the internet, and social media can encourage SMES innovation and play a role in the expansion of regional and world markets (Cenamor, Parida, & Wincent, 2019). However, in underdeveloped countries such as Indonesia, most SMESs have limited internet connections and low levels of digital literacy (Fachrunnisa, Adhiatma, Lukman, & Majid, 2020)). It is expected that through the transformation of business digitalization in SMESs through social media, SMESs can gain a long-lasting competitive advantage (Fachrunnisa, Adhiatma, Lukman, & Majid, 2020).

Innovation is defined as the ability to create products that meet customer desires or utilize existing technologies to create new ones(Papula & Volná, 2013). High competition leads to innovation. In the face of stronger competition and rapid technical improvements, the company's products will become increasingly difficult to identify with each other. Companies need to excel, and one way to do that is by innovating. Innovation has the potential to shift an organization's market position. One of the most important components in gaining a competitive advantage in the market is innovation (Zhang, Sun, Yang, & Wang).

In addition to innovation and the use of social media, there is a traditional aspect that organizations must have to win the competition: market orientation. Market
orientation is a marketing strategy theory that states that product sales are determined by customer purchasing decisions rather than sales strategies. According to the above explanation, whether a firm is a market leader, challenger, or follower, it must actively analyze its competitors and develop the most successful competitive marketing strategies. Consumer-oriented businesses place greater emphasis on consumer development when developing corporate strategies and delivering superior value to their target customers. Market orientation has a significant impact on the ability of SMESs to gain a competitive advantage.

Based on this description, this study will examine the impact of innovation, social media, and market orientation on competitive advantage and its impact on the performance of SMESs in Indonesia using a single linear model approach.

2 LITERATURE REVIEW
2.1 COMPETITIVE ADVANTAGE

The goal of strategic thinking and the primary focus in achieving business success is competitive advantage (Hunitie, 2018). If a company successfully designs and implements a value creation strategy, it is said to have a competitive advantage. Superior value creation with competitors will result in a competitive advantage (Dyer, Singh, & Hesterly, 2018). If current and future competitors are unable to imitate, a competitive advantage can be maintained. Competitive advantage is a company's distinct position and a benefit strategy for companies that collaborate to gain a market advantage over competitors. Companies with competitive advantages will dominate both existing and future markets, so competitive advantage is essentially the basic ability of the company that is superior to or not owned by competing companies (Cennamo, 2021). Companies must have a significant competitive advantage in order to survive in the face of intense competition.

Competitiveness is the ability to produce goods and services that meet international standards, and at the same time maintain a high and sustainable level of income, or the ability of a region to generate high levels of income and employment opportunities while remaining open to external competition (Hendra Dwi Prasetyo, 2023). Competitive advantage stems from a company’s strategic choices to seize market opportunities. A business strategy, also called competitive strategy, is usually developed at the divisional level, and emphasizes improving the competitive position of a company’s
products/services in the specific industry/market segment served by the division. The division’s business strategy may focus on increasing profits in the production and sale of products and service (Ida Farid, et al., 2022).

2.2 SOCIAL MEDIA

According to (Kaplan & Haenlein, 2012), social media is a collection of Internet-based applications that build on the foundations of Web 2.0 technologies and allow for the creation and exchange of user-generated content. According to (Greenhow & Galvin, 2020), social media is a collection of mobile or web-based technologies that allow people to interact with and share various types of content. Organizations use various social media platforms for a variety of purposes, including marketing, public relations, employee recruitment, research, product testing, criticism, and financing (Aggarwal, Gopal, Sankaranarayanan, & Singh, 2011). Social media encompasses a wide range of online applications such as social networking sites (SNS), blogs, forums, microblogs, photo and video sharing services, product/service reviews, and online communities. Individuals can use social media to help them share information and create content (Kim & Johnson, 2016). Social media attracts information seekers in search of information about the products or services they intend to purchase, resulting in an increase in consumer purchase intentions. Social media influences a company's brand position, brand awareness, customer loyalty, and purchasing decisions (Nisar & Whitehead, 2016). As a result, social media has been regarded as an effective platform for businesses to connect with a large number of potential customers in order to disseminate business information.

2.3 INNOVATION

(Habib, Kristiansen, Rana, & Ritala, 2020) state that innovation is a level of change in the development of new products and the introduction of new products into the market. Meanwhile, (Zarrabi, Poursadegh, & Jafarvand, 2013) define an innovation strategy as the development of an evolving strategy, new product category, service, or business model that changes and generates significant new value for consumers, customers, and businesses. According to (Kahn, 2018), marketing innovation is the introduction of new or improved processes, services, or products. According to (Lee & Falahat, 2019), various companies implement new processes in order to compete with other companies and to satisfy their customers. To create opportunities for long-term survival, businesses must
understand consumer needs and expectations, as well as product and service designs. Product innovation is inextricably linked to marketing innovation. Marketing innovation aims to revitalize a company's market position, particularly so that companies can more easily enter the market and increase sales turnover. Marketing innovation is defined as the implementation of a new marketing method that involves significant changes to product design, packaging, placement, promotion, or pricing. Marketing innovation is used in this context to open new markets, meet consumer needs, and reposition products to increase sales.

2.4 MARKET ORIENTATION

Market orientation, in general, refers to the fundamental orientation that governs a company's relationship with its market, and more specifically with its customers (Bamfo & Kraa, 2019). In the relationship between orientation and market, two terms converge: market orientation (market orientation) and market oriented (market orientation). The first refers to the implementation of the marketing concept, while the second refers to an organization's actions that are consistent with the marketing concept (Kohli & Jaworski, 1990). The main component of market orientation is customer focus (customer focus). According to the conventional wisdom, a consumer focus entails gathering information from customers about their needs and preferences. However, in order to become a market-oriented organization, actions must be taken based on market research (market intelligence), not just on the opinions of consumers who are mentioned. A consumer-oriented company that understands what consumers want will be able to make its offerings more appealing. Market orientation demonstrates a critical behavior associated with the creation of superior value for consumers (Branstad & Solem, 2020).

Innovation can mediate the strong relationship between business strategy and competitive advantage (Ida Farid, et al., 2022). Utilization of the potential of Indonesian MSMEs needs to be optimized through synergy between government policies and business actors upstream and downstream. The linkages built make MSMEs in Indonesia have strong competitiveness global competition. Economic development cannot be implemented widely without it synergy of strength (Hendra Dwi Prasetyo, 2023).
3 METHODOLOGY

This study uses an explanatory research approach to examine the influence of social media, innovation, and market orientation on competitive advantage. The study was conducted in the province of East Java, Indonesia. The population of this study is SMEs in East Java. The sample size used amounted to 294 SME entrepreneurs. Primary data in the form of questionnaires are distributed directly to respondents, to facilitate the process of collecting data in accordance with the operational variables studied. According to (Newbert, 2008), competitive advantage is measured using three indicators and nine question items. According to (Qalati, Yuan, Khan, & Anwar, 2021), social media is measured using three indicators described with nine questions. Innovation is measured by four indicators and explained by eight questions based on (Zahra & Das, 1993) and (Atalay, Anafarta, & Sarvan, 2013), while Market Orientation is measured by three indicators and six question items based on (Narver, Slater, & Tietje, 1998).

Variable is derived into questionnaire form using 5 Likert scales, the score used; 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree. After respondents completed the questionnaire, then the data was analyzed using Smart Pls to obtain reliability test results by looking at the Cronbach alpha value > 0.7 realistic questionnaire, and < 0.7 unrealistic questionnaire. After the model was declared fit, a hypothesis test was carried out based on probability values p < 0.05 showing a significant effect and p > 0.05 showing an insignificant effect.

4 RESULT AND DISCUSSION

Following the collection of all data and information, the data processing stage can begin immediately. The Smart pls 3.0 program is used to process the data. Table 1 shows a summary of descriptive statistics from each respondent based on the stages of data processing that have been completed:

<table>
<thead>
<tr>
<th>Description</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Man</td>
<td>138</td>
<td>47</td>
</tr>
<tr>
<td>Woman</td>
<td>156</td>
<td>53</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&lt;24 years</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>25-34 years</td>
<td>168</td>
<td>57</td>
</tr>
<tr>
<td>35-44 years</td>
<td>108</td>
<td>37</td>
</tr>
<tr>
<td>&gt;44 years</td>
<td>8</td>
<td>3</td>
</tr>
<tr>
<td>Education</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Table 1 shows that 53.1% of SME owners indicate that the scope of SMEs is more women. Women own SMEs because they want to earn money but need more flexible work hours and locations so that their household affairs are not disrupted, so entrepreneurship is the best option. Women who enjoy the art of beauty, flexibility, thoroughness, liking details, following market trends, and constantly updating information through social media or social networks find it easier to manage their SMEs.

Table 1 shows that the majority of SME owners are between the ages of 25 and 34, accounting for 168 of the 294 respondents (57%). This age range is included in the criteria for the productive age of SME owners; this is closely related to the characteristics of this generation, who were born with technological mastery such as an understanding of the internet to design products and market their products through internet networks including social media (social media), the ability to adapt in the current era with product innovation and product differentiation, and the ability to read market trends.

Table 1 shows that high school graduates have the highest level of education, followed by bachelor's degrees. Most of these high school graduates were unable to attend college due to financial constraints, though some had pursued it long before graduating from high school due to their parents' efforts. Because the opportunity to apply for jobs is limited by the needs of the organization being applied for, both in terms of education, type of work, and number of positions, they are more tenacious and persistent in managing their business. Meanwhile, those with diplomas or bachelor's degrees who work in small and medium-sized businesses continue their education to expand their knowledge and skills as their business grows and progresses. The owners of these SMEs are mostly students at private universities, where they attend evening or weekend classes.

According to table 1, as many as 55.1% have owned SME ownership of SME companies for 5-10 years. SMEs during this ownership period indicate that these SMEs have been able to survive by responding to consumer needs and are relatively well established and stable. The consistency of SME owners in terms of ownership and focus...
in their field is at stake. Ownership for 5-10 years affects the owners' maturity in terms of process innovation, product innovation, and innovation implementation.

Furthermore, following the mapping of the respondent's profile, the analysis was continued with a multivariate analysis that included evaluation of the measurement model as well as evaluation of the structural model. The measurement model evaluation is used to test the validity and reliability of the instruments used in this study, whereas the structural model evaluation is used to test the relationship between research variables.

Evaluation of the measurement model includes:

Table 2. Result of Reliability

<table>
<thead>
<tr>
<th>Variables</th>
<th>Cronbach Alpha</th>
<th>Composite Reliability</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media (X1)</td>
<td>0.915</td>
<td>0.930</td>
<td>Reliable</td>
</tr>
<tr>
<td>Innovation (X2)</td>
<td>0.941</td>
<td>0.950</td>
<td>Reliable</td>
</tr>
<tr>
<td>Market Orientation (X3)</td>
<td>0.888</td>
<td>0.915</td>
<td>Reliable</td>
</tr>
<tr>
<td>Competitive Advantage (Y)</td>
<td>0.917</td>
<td>0.931</td>
<td>Reliable</td>
</tr>
</tbody>
</table>

Source: researcher

According to table 2, all question items and their indicators have met the reliable criteria, as the overall Cronbach alpha and composite reliability values are greater than 0.7. All instruments are also declared valid because they have an AVE value greater than 0.5, as shown in table 3.

Table 3. Result of AVE

<table>
<thead>
<tr>
<th>Variables</th>
<th>AVE</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media (X1)</td>
<td>0.596</td>
<td>Valid</td>
</tr>
<tr>
<td>Innovation (X2)</td>
<td>0.703</td>
<td>Valid</td>
</tr>
<tr>
<td>Market Orientation (X3)</td>
<td>0.642</td>
<td>Valid</td>
</tr>
<tr>
<td>Competitive Advantage (Y)</td>
<td>0.599</td>
<td>Valid</td>
</tr>
</tbody>
</table>

Source: researcher

Table 4. Hypothesis Testing

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Path Coef.</th>
<th>t-statistic</th>
<th>p-value</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media</td>
<td>0.275</td>
<td>5.094</td>
<td>0.000</td>
<td>Accepted</td>
</tr>
<tr>
<td>Innovation</td>
<td>0.434</td>
<td>8.035</td>
<td>0.000</td>
<td>Accepted</td>
</tr>
<tr>
<td>Market Orientation</td>
<td>0.114</td>
<td>2.597</td>
<td>0.010</td>
<td>Accepted</td>
</tr>
</tbody>
</table>

Source: researcher
According to table 4, the coefficient of the social media path to competitive advantage is 0.275, with a statistical $t$ value of $5.094 > 1.96$ and a $p$-value of $0.000 < 0.05$, implying that social media has a positive and significant effect on competitive advantage. Resource Based View theory explains that a company's competitive advantage is determined by how they manage their resources. This study's findings are consistent with the findings of (Lee & Falahat, 2019) and (Bakri, 2017), who discovered that the use and capabilities of digital and internet technologies such as social media as promotional media and customer service have a significant effect on a company's competitive advantage. This indicates that the company's management and information technology capabilities through social media will provide a competitive advantage.

According to table 4, the coefficient of the innovation path to competitive advantage is 0.434, with a $t$-statistic value of $8.035 > 1.96$ and a $p$-value of $0.000 < 0.05$, implying that innovation has a positive and significant impact on competitive advantage. The end result of implementing innovation is to ensure that its products have a competitive advantage. Excellence in competition is achieved by being superior in terms of cost, can reduce the cost of production because it is achieved effectively and efficiently, there are no defective products in the process; excels in the creation of goods to a point that its competitors cannot create. The findings of this study are consistent with (Satwika &
Dewi, 2018) and (Amesho, Edoun, Naidoo, & Pooe, 2021) research, which found that innovation has a positive and significant effect on the competitive advantage of SMEs.

According to table 4, the market orientation path coefficient towards competitive advantage is 0.114, with a statistical t value of 2.597 > 1.96 and a p value of 0.010 < 0.05, implying that market orientation has a positive and significant effect on competitive advantage. Theoretically and conceptually, when a company executes market orientation flawlessly, there must be a positive impact on competitive advantage. Consumer orientation, competitor orientation, and coordination between functions are measurable indicators that create conditions in which the company can see itself and its competitors. How a company's management synchronizes consumer and competitor orientation creates conditions for the company to know exactly what it will do to gain a competitive advantage. The findings of this study are consistent with the findings of (Fahmi & Mudiantono, 2019) and (Oktavinus, Zaid, & Yusuf, 2018).

In the business and marketing activities of MSMEs, they must always apply: a) Idealism, which is able to build a healthy business, both the organization and the business. b) Market/consumer orientation, requires the ability to seek breakthroughs to anticipate consumer tastes. c) Profitable sales volume d) Coordination and integration/marketing activities (Hendra Dwi Prasetyo, 2023). The result of the study provides empirical evidence on the importance of innovation to improve the firms’ competitive advantage position (Ida Farid, et al., 2022).

5 CONCLUSION

Based on the findings of the discussion, it can be concluded that social media, innovation, and market orientation can increase the competitive advantage of SMEs. SME entrepreneurs must have management skills and company information technology through social media to promote as an effort to get a competitive advantage identity so that it is easily recognized by the market. Innovations made by SME entrepreneurs in effective and efficient product development are able to produce products that are difficult to imitate by competitors so as to create competitive advantages. The importance of SME entrepreneurs in understanding market orientation so as to be able to know consumer needs and competitors' abilities in order to gain a competitive advantage in winning business competition.
However, this study has limitations because not all respondents are willing to fill out questionnaires. Another limitation is that the study was only conducted in one province. Further research can be carried out with a wider area coverage in order to get comprehensive results, and research can also be developed using indicators that are different from the findings of this study.
REFERENCES


