

The Use of Social Media as a Promotional Tool to Increase Revenue for Makeup Businesses

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ABSTRACT

Purpose: This study aims to analyze the effect of social media use as a promotional tool on increasing the revenue of Suryanti Make Up in Bilah Hilir District, Indonesia.

Research Method: This study employed a quantitative approach using a survey method. Data were collected through questionnaires distributed to 130 respondents who had used Suryanti Make Up's services and were aware of its promotional activities on social media. The independent variable was social media use, while the dependent variable was business revenue growth. Data were analyzed using validity and reliability tests, classical assumption tests, and simple linear regression, with assistance from SPSS.

Results and Discussion: The results indicate that social media use has a positive and significant effect on business revenue growth. The research instruments were valid and reliable, and the regression model met the assumptions of normality and heteroscedasticity. These findings show that social media can expand promotional reach, increase customer engagement, and strengthen business visibility in the digital era.

Implications: Business owners should optimize social media-based promotion to attract customers and increase revenue.

Originality: This study contributes empirical evidence on the role of social media promotion in increasing revenue within the makeup services industry in a local business context.

Keywords: social media; digital marketing; business revenue; makeup services; marketing.

1. Introduction

Suryanti Make Up is a well-known makeup service business in Bangun Sari, Labuhanbatu Regency. The growth of this business is evident in its increasing customer base, particularly during wedding seasons and traditional ceremonies. Suryanti Make Up has thrived and competed with similar businesses thanks to its unique approach to service and the quality of the makeup results it delivers. In the current landscape of the beauty services industry, business competition is determined not only by service quality but also by business owners' ability to leverage social media as a digital promotional tool to reach a wider, faster audience.

Advances in information and communication technology have driven digital transformation in business marketing activities. Social media is now considered a more effective, efficient, and flexible promotional tool than conventional methods because it enables rapid, interactive, and continuous dissemination of information without spatial or temporal constraints (Nabillah & Taruna, 2023). Latief



& Murti (2023) explain that social media, particularly Instagram, plays a crucial role in shaping consumer decisions through visual information, digital interactions, and easy access to promoted products or services. The use of social media as a promotional tool offers significant opportunities for business owners to introduce their products or services to a broad audience. Through available features, business owners can display service information, portfolios, customer testimonials, and interact directly with potential customers. This makes social media a strategic promotional tool as it enhances business visibility and expands marketing reach (Risetyaningsih *et al.*, 2023).

In the context of makeup services, promotion plays a crucial role because the service's visual results often influence consumer decisions, the provider's reputation, and customer reviews. Social media is an effective platform for showcasing makeup results, providing service information, and building customer trust through direct communication. Marketing strategies implemented effectively and sustainably can increase customer loyalty and strengthen consumer trust in the services offered (Dewi, 2023). One of the primary indicators of a service business's success is the increase in revenue generated from sustained marketing and promotional activities. Therefore, the effectiveness of social media promotion is important to examine, as it has the potential to influence business revenue growth tangibly. Make Up Suryanti is a makeup service business in Bilah Hilir Subdistrict that has leveraged social media as a promotional platform to introduce its services to the public. Through social media, the business showcases makeup results, provides service information, and interacts directly with potential customers. In terms of promotion, Suryanti Make Up actively utilizes social media platforms such as Instagram and WhatsApp to showcase its makeup portfolio and customer testimonials. Consistency in posting content and quick responses to customers are key digital strategies for boosting consumer interest and trust in the services offered.

Previous research indicates that social media use plays a significant role in promoting service-based businesses and SMEs. Research by Sitanggang *et al.*, (2024) indicates that using Instagram, Facebook, WhatsApp, and TikTok can enhance the effectiveness of makeup service promotions through more interactive digital communication. Yani & Purnomo (2021) also explain that active use of social media can expand the market and increase business profits. Additionally, Zagoto *et al.*, (2022) state that social media marketing offers promising prospects for sales growth by making it easier for consumers to place orders and interact directly with business owners. Other studies in the beauty industry indicate that social media promotions positively impact consumer behavior. Astuti & Wahyudi (2024) found that social media promotions significantly influence purchase intent for beauty products. Afni & Roostika (2024) also explain that social media marketing activities positively affect brand trust and perceived value across various makeup brands, thereby increasing consumer purchase interest. Furthermore, Ningsih *et al.*, (2025) project an increase in sales following the consistent implementation of social media promotion strategies. Although previous studies have shown that social media positively influences promotional activities and consumer behavior, most research still focuses on purchase intention, brand awareness, and digital marketing in general. Previous research has predominantly focused on SMEs in general, so studies specifically measuring the impact of social media utilization on revenue growth for makeup service businesses remain relatively limited. Additionally, most prior studies employed descriptive and qualitative approaches, so quantitative empirical evidence on the relationship between social media and revenue growth in makeup service businesses remains scarce. Based on this research gap, this study aims to analyze the impact of social media utilization as a promotional tool on revenue growth for Suryanti Make Up's makeup services in Bilah Hilir Subdistrict. The novelty of this study lies

in its focus on the relationship between social media use and revenue growth in makeup services, rather than on purchase intention or digital promotion in general, as in previous studies.

The remainder of this paper is organized as follows. Section 2 provides a literature review and hypothesis development. Section 3 presents the research method and design. Section 4 presents the results and discussion; Section 5 provides Concluding Remarks and Recommendations.

2. Literature Review and Hypothesis Development

2.1 Social Media as a Marketing Tool

Social media has evolved into one of the most important promotional tools in the modern digital marketing era. Advances in information and communication technology have driven a shift in promotional strategies from conventional methods to digitally based promotion, which is more interactive, flexible, and capable of reaching a wide audience without geographical limitations. In the context of modern marketing, social media serves not only as a communication channel but also as a strategic platform for building relationships with consumers, strengthening brand image, and enhancing marketing effectiveness. Appel *et al.*, (2020) explain that social media has become a central component of marketing strategies because it enables companies to create real-time, two-way interactions with consumers. Additionally, Bashar *et al.*, (2024) emphasize that social media marketing trends continue to evolve through digital content, influencer marketing, and platform algorithms that increase visibility and consumer engagement with products and services.

In business promotional activities, social media offers various advantages, as it provides a fast, cost-effective, and easily accessible communication medium for both businesses and consumers. Businesses can utilize platforms such as Instagram, TikTok, Facebook, and WhatsApp to showcase products, share promotional information, and build direct interactions with customers. Pellegrino & Abe (2023) state that social media offers significant opportunities for SMEs to enhance competitiveness and expand market reach through digital marketing strategies that are more adaptable to consumer behavior. Additionally, Dash *et al.*, (2023) explain that digitalization and Marketing 4.0 drive companies to integrate social media into their marketing strategies to increase consumer engagement and encourage repeat purchase intent. This indicates that social media is not only used to convey information about products or services but also to create a more personalized and interactive digital experience for consumers.

In the service industry, particularly in beauty and makeup services, social media plays a crucial role because consumer decisions are often influenced by visuals, customer testimonials, and the service provider's reputation. Social media platforms enable makeup service providers to showcase portfolios of makeup results, before-and-after transformation videos, customer reviews, and various visual promotions that capture consumer attention. Afni (2024) explains that social media marketing activities positively impact brand trust and perceived value in the beauty industry, ultimately increasing consumer purchase interest. This finding is reinforced by Al-Sahli's (2024) research, which shows that social media promotions significantly influence purchase intention for beauty products. Thus, social media serves as an effective promotional tool for makeup service businesses by building consumer trust and enhancing service appeal through more engaging, interactive visual communication.

The effectiveness of social media as a promotional tool is also influenced by the quality of content strategies and the business owner's ability to maintain consumer engagement. Consistent,

informative, and engaging content can boost customer loyalty and strengthen the emotional bond between consumers and the brand. Sutrisno *et al.*, (2024) explain that effective social media content strategies can increase brand loyalty by delivering relevant information and maintaining continuous communication with customers. Additionally, Majeed *et al.*, (2022) found that customer satisfaction and customer engagement on social media positively influence repurchase intention. These findings indicate that social media serves not only as a short-term promotional tool but also as a medium for building long-term relationships with consumers. Therefore, the optimal use of social media can help businesses improve promotional effectiveness, expand their market reach, strengthen customer loyalty, and support sustainable revenue growth.

2.2 Business growth

Business growth is a key indicator for assessing a business's success in maintaining sustainability and competitiveness amid shifts in the economic environment and advancements in digital technology. In the context of modern business, growth is measured not only by increases in sales or revenue but also by a business's ability to expand its market reach, enhance customer loyalty, strengthen its brand image, and optimize technology-driven marketing strategies. Digital transformation has driven businesses, particularly SMEs, to adapt their business strategies to consumer behavior that is increasingly reliant on technology and digital media. Sharabati *et al.*, (2024) explain that digital marketing has a significant impact on SME performance by enhancing the effectiveness of marketing communication, increasing consumer engagement, and expanding business reach more efficiently. Furthermore, Bashar *et al.*, (2024) emphasize that the development of social media marketing has become a crucial component of business growth strategies, leveraging digital content, interactive communication, and data-driven approaches that are more adaptable to modern consumers' needs.

In efforts to grow businesses, social media and digital marketing offer significant opportunities for entrepreneurs to build a stronger competitive advantage. The use of social media allows entrepreneurs to reach a broader audience without incurring the high promotional costs associated with conventional marketing. Pellegrino & Abe (2023) state that the use of social media makes a significant contribution to the growth of SMEs by increasing business visibility, expanding customer networks, and strengthening relationships with consumers. This is reinforced by Mushi (2024), who explains that digital marketing strategies positively impact business performance in developing countries by increasing promotional effectiveness and enabling businesses to adapt to market changes. Furthermore, Prayogi & Subriadi (2024) emphasize that digital marketing plays a crucial role in driving the growth and competitiveness of SMEs in the era of digital transformation by enabling business owners to develop more innovative, flexible, and consumer-centric marketing strategies.

Business growth is also closely linked to business owners' ability to innovate their business models and leverage digital technology to improve operational efficiency and the quality of customer relationships. Chiarello *et al.*, (2024) explain that business model innovation is a key mediator in the relationship between digital transformation and improved SME performance. This means that the use of digital technology not only aids in business promotion but also drives more effective and sustainable changes in business strategies. Gao *et al.*, (2023) also found that the adoption of e-commerce and digital marketing positively impacts the financial performance and sustainability of SMEs, particularly by enhancing their ability to navigate post-pandemic economic conditions. In the context of digital

marketing, a business's ability to foster active, sustained interactions with consumers is critical to boosting customer loyalty and ensuring sustainability amid increasingly competitive market conditions.

In addition to being influenced by digital technology, business growth is also heavily determined by the quality of promotional strategies and customer relationship management. Consistent, engaging, and relevant social media content strategies can boost customer loyalty and strengthen the business's image in the public eye. Sutrisno *et al.*, (2024) explain that effective social media content strategies can enhance brand loyalty through more intensive and personalized customer communication. Meanwhile, Mahaliani & Masnita (2025) state that digital marketing and promotion significantly improve SME business performance by increasing product appeal, expanding markets, and enhancing consumer interactions. These findings are reinforced by Sundari *et al.*, (2025), who explain that digital marketing improves SME marketing performance by enhancing promotional effectiveness and the business's ability to understand market needs. Therefore, the optimal use of social media and digital marketing can be a key strategy for supporting business growth, strengthening competitiveness, and ensuring long-term sustainability.

2.3 Hypothesis

The term "social media" refers to internet-based digital platforms used to support various communication, information, and promotional activities. Social media enables individuals and businesses to create, share, and distribute content to a wide and interactive audience. According to Andreas Kaplan and Michael Haenlein, social media is an internet-based application that enables users to create and share content, thereby facilitating effective two-way communication. Business growth is the outcome achieved through social media promotional activities, characterized by an increase in customers, rising revenue, and expanded market reach. Business growth can also be seen in the frequency of service orders, customer satisfaction, and word-of-mouth recommendations. By making optimal use of social media, business owners can sustainably grow their businesses and enhance their competitiveness amid increasingly fierce business competition.

Hypothesis: *The Use of social media as a promotional tool has had a positive and significant impact on the growth of Make Up Suryanti.*

3. Research Method

This study employs a quantitative approach using a survey method. The quantitative approach was chosen because this study aims to objectively analyze the impact of using social media as a promotional tool on business revenue growth through numerical data and statistical analysis. According to Sugiyono (2019), quantitative research is a research method grounded in the philosophy of positivism and used to study a specific population or sample through data collection techniques involving research instruments and statistical analysis.

This is an associative study aimed at determining the effect of social media utilization, the independent variable, on business revenue growth, the dependent variable. In this study, the term "social media" refers to digital promotional activities conducted on platforms such as Instagram, Facebook, TikTok, and WhatsApp. The population in this study consists of all Suryanti Make Up customers in Bilah Hilir Subdistrict who have used makeup services and are aware of the business's promotional activities via social media. The sampling technique employed was probability sampling

using simple random sampling, ensuring that every member of the population had an equal chance of being selected as a research respondent. The sample size was set at 130 respondents and was used consistently throughout the statistical testing process. The sample size was determined based on the adequacy of quantitative statistical analysis and the characteristics of the study population (Rahmawita *et al.*, 2025).

Data collection was conducted using a questionnaire designed based on the indicators of the research variables. The social media utilization variable was measured using indicators of social media use as a promotional tool, for conveying service information, for interacting with customers, and for disseminating business digital content. Meanwhile, the business revenue increase variable was measured using indicators of increases in the number of transactions, the number of customers, and business revenue following the use of social media as a promotional tool. The measurement scale used was a five-point Likert scale with the following response options: strongly agree, agree, neutral, disagree, and strongly disagree. Before use, the research instrument was tested for validity and reliability to ensure it was suitable as a data collection tool. Validity testing was conducted to determine the instrument's accuracy in measuring the research variables. In contrast, reliability testing was conducted to assess the consistency of measurement results when the instrument is used repeatedly.

The data analysis techniques used in this study consist of descriptive and inferential statistical analysis. Descriptive analysis was used to characterize the respondents and the distribution of responses. Inferential analysis was used to test the effect of social media utilization on business income growth using simple linear regression. Hypothesis testing was conducted via a t-test to determine the effect of the independent variable on the dependent variable, as well as the coefficient of determination (R^2) to determine the magnitude of the independent variable's contribution to the dependent variable. The entire data analysis process was performed using the Statistical Package for the Social Sciences (SPSS) software.

4. Results and Discussion

4.1 Analysis Results

Instrument validation is a test used to measure variables in research that employs questionnaires distributed to respondents to determine whether the questionnaire accurately captures the variables under study. Instrument validation consists of validity and reliability tests.

4.1.1 Validity and Reliability Tests

Validity testing is used to measure the validity or reliability of questionnaire items in a research study. A questionnaire is considered valid if its items accurately measure the research variables. Validity testing in this study was conducted in SPSS by comparing the calculated r-value with the table r-value at the 5% significance level, using a sample size of 130 respondents. The table r-value used in this study was 0.172. If the calculated r-value is greater than the table r-value and the significance level is less than 0.05, the statement item is deemed valid.

In addition to the validity test, this study also conducted a reliability test using Cronbach's Alpha to determine the consistency of the research instrument. According to Wiratna Sujerweni (2014), a research instrument is considered reliable if the Cronbach's Alpha value is > 0.60 .

Table 1. Validity and Reliability Test Results

Variable	Total Item	r calculated	r estimated	Sig.	Cronbach Alpha	Info
Use of Social Media	30	0.257 – 0.947	0.172	<0.05	>0.60	Valid and Reliable
Increase in Business Revenue	30	0.268 – 0.973	0.172	<0.05	>0.60	Valid and Reliable

Source: Data Analysis Results (2026)

Based on the results of the validity and reliability tests in Table 1, all items had calculated r-values greater than the table r-value of 0.172 and significance levels less than 0.05. In addition, all research variables had Cronbach’s alpha values greater than 0.60; therefore, the entire research instrument was deemed valid, reliable, and suitable for use as a research data collection tool.

4.1.2 Test of Classical Assumptions

Classical assumption tests are conducted prior to simple linear regression analysis to ensure that the research data meet the necessary statistical assumptions. The classical assumption tests in this study include tests for normality and heteroscedasticity.

A normality test is used to determine whether the data residuals are normally distributed (Ghozali, 2018). There are two ways to assess whether the residuals are normally distributed in a normality test: graphical and statistical analyses. In this study, the Kolmogorov-Smirnov test was used to assess normality because the sample size was >30. To decide the Kolmogorov-Smirnov normality test, the Asymp. Sig. (2-tailed) value is compared, with a significance level of $\alpha=0.05$.

Table 2. Results of the Normality Test

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			30
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		3.29803776
Most Extreme Differences	Absolute		.094
	Positive		.081
	Negative		-.094
Test Statistic			.094
Asymp. Sig. (2-tailed) ^c			.200d
Monte Carlo Sig. (2-tailed) ^e	Sig.		.696
	99% Confidence Interval	Lower Bound	.684
		Upper Bound	.707

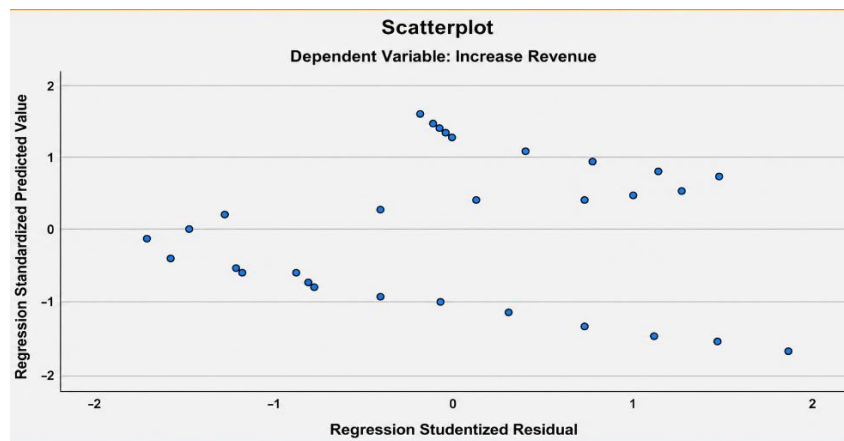
Source: Data Analysis Results (2026)

The basis for decision-making is to examine the probability value *p*, with the following conditions:

- If the value of Asymp. Sig. (2-tailed) is greater than 0.05, then the assumption of normality is met.
- If the Asymp. Sig. (2-tailed) If the value is less than 0.05, then the assumption of normality is not met.

Based on the results of the Kolmogorov-Smirnov normality test in Table 2, the Asymp. Sig. (2-tailed) value is 0.200. This value exceeds the significance level of 0.05; therefore, the research data are normally distributed and satisfy the assumption of normality. In addition to statistical analysis, normality tests were conducted using histograms and normal probability plots (P-Plots). Based on the histogram, the data distribution is bell-shaped, while the normal P-Plot shows that the residual points follow a diagonal line. This indicates that the research data is normally distributed and suitable for use in simple linear regression analysis.

A test for heteroscedasticity was conducted to determine whether the regression model residuals exhibited heteroscedasticity. The heteroscedasticity test was performed using a scatterplot.



Source: Data Analysis Results (2026)

Figure 1. Heteroscedasticity Test

Based on the scatterplot, the residual points are randomly distributed above and below the zero line and do not form any specific pattern. This indicates that the regression model used in this study does not exhibit heteroscedasticity, making it suitable for use in this research.

4.1.3 Hypothesis Testing

Simple linear regression analysis was used to measure the effect of social media use on revenue growth at Suryanti Make Up. This analysis was used to determine the direction of the relationship and the magnitude of the independent variable's effect on the dependent variable.

Hypothesis testing is used to determine whether the independent variable affects the dependent variable and, in the regression model, the magnitude of that effect. This study uses simple linear regression to predict the extent of social media's influence on Suryanti Make-Up's business revenue. The calculations for this test were performed in SPSS 26, and the hypothesis test results were obtained using a partial t-test. The following are the results of the hypothesis testing.

Table 3. Results of Simple Linear Regression Analysis

Variable	B	Std. Error	Beta	t	Sig.
Constant	-6.199	8.994	–	-0.689	0.496
Use of social media	1.112	0.042	0.981	26.647	<0.001

Source: Data Analysis Results (2026)

4.1.4 Partial Test (t-Test)

Partial tests were conducted to determine the partial effect of independent variables on the dependent variable using the t-test statistic. Decisions were based on comparing the p-value to a significance level of 0.05 and the calculated t-value to the critical t-value. The critical t-value in this study was 2.0452.

Based on the results of the t-test in Table 3, the social media utilization variable has a significance value of <0.001, which is smaller than 0.05. Additionally, the calculated t-value of 26.647 is greater than the critical t-value of 2.0452. These results indicate that social media utilization has a positive and significant effect on Suryanti Make Up's business revenue. Thus, the research hypothesis stating that social media utilization affects business revenue growth is accepted.

4.1.5 Coefficient of Determination (R²)

The coefficient of determination measures the extent to which the independent variables explain the dependent variable in a research model. The coefficient of determination ranges from 0 to 1, with values closer to 1 indicating that the model explains the dependent variable better.

Table 4. Coefficient of Determination Results (R²)

Model	R	R Square	Adjusted R-Square	Std. Error of the Estimate	PRESS	Durbin-Watson
1	0.981	0.962	0.961	3.356	359.500	

Based on the results of the coefficient of determination test in Table 4, the R-squared value is 0.962. This indicates that the social media usage variable accounts for 96.2% of the variation in business revenue growth, with the remaining 3.8% explained by other variables outside the research model.

A high R-squared value indicates a very strong relationship between social media usage and business revenue growth. However, these results must be interpreted with caution due to the possibility of shared perceptions among respondents regarding questionnaire items or high intercorrelation among research indicators, which could inflate the coefficient of determination.

4.2 Discussion

Based on the research findings, the use of social media as a promotional tool has a positive and significant impact on Suryanti Make Up's revenue. The findings indicate that social media can help business owners expand their promotional reach, enhance customer engagement, and strengthen their business presence amid the increasingly competitive beauty services industry. In the makeup services industry, social media is an effective promotional tool, allowing business owners to showcase their makeup portfolios, customer testimonials, service information, and visually engaging content that quickly and widely captures the attention of potential customers. Additionally, social media facilitates direct communication between business owners and customers, making the promotional process more interactive and responsive than conventional methods. Thus, the use of social media serves not only as a digital communication medium but also as a marketing strategy capable of delivering tangible impacts on business revenue growth.

The findings of this study support the concept of digital marketing, which explains that social media can enhance business visibility, expand market reach, and strengthen the relationship between business owners and consumers. In the makeup services industry, visual appeal is a key factor

influencing consumers' decisions when choosing a service. Consumers tend to focus on makeup results, visual quality, and customer reviews before deciding to use a particular service. Therefore, social media platforms such as Instagram, Facebook, TikTok, and WhatsApp serve as relevant promotional channels because they can present visual information in a more engaging and easily accessible manner for consumers. The findings of this study align with the views of Kotler & Keller (2016), who state that digital marketing plays a crucial role in building relationships with consumers and enhancing a business's value through more effective and interactive communication. Additionally, the research by Rizkiana *et al.*, (2023) also indicates that the utilization of digital marketing via social media can enhance a business's competitiveness and expand its market reach. Thus, the results of this study reinforce the view that social media is a highly important promotional tool for supporting the development of visual-based service businesses, such as makeup businesses.

The findings of this study also demonstrate that social media offers broader benefits beyond merely serving as a tool for promoting products or services. The use of social media enables business owners to build a professional image, increase customer trust, and strengthen emotional bonds with consumers through more intensive and sustained communication. In practice, consumers do not merely evaluate the quality of makeup results displayed on social media; they also assess how business owners respond to customer inquiries, convey service information, and maintain consistency in the promotional content they post. The more active and consistent the use of social media, the greater the business's opportunity to gain recognition among the general public. This situation indicates that the success of digital promotion is determined not only by the presence of social media accounts but also by the quality of content management and consumer interaction. Therefore, social media serves as a strategic tool that helps makeup service businesses maintain their market presence and enhance the appeal of their services amid increasingly dynamic market competition.

The findings of this study are also consistent with previous studies showing that social media positively influences business development and consumer behavior. The study by Tolan *et al.*, (2021) finds that social media promotion significantly affects consumer purchasing decisions. Additionally, the study by Hati *et al.*, (2022) indicates that Instagram is an effective promotional tool for services, as it can increase interest in using them through visually appealing content. The study by Abidin & Rohmah (2024) also explains that visual and video-based social media are highly effective at promoting makeup services by increasing consumer interest in the services offered. Furthermore, the study by Rosyidi *et al.*, (2025) indicates that digital content innovation on social media can enhance the appeal of promotions and strengthen a business's image in consumers' eyes. Thus, the findings of this study do not contradict previous research but rather reinforce the empirical evidence that the use of social media makes a significant contribution to increasing revenue for beauty service businesses.

In addition to supporting prior research, the findings of this study also indicate that social media plays a crucial role in helping small and medium-sized enterprises adapt to changes in consumer behavior in the digital era. Consumers today tend to seek information about products and services via social media before making a purchase decision. In the context of the makeup industry, social media provides consumers with the convenience of viewing makeup results, comparing service quality, and obtaining information on prices and service packages more quickly. This indicates that social media has become an integral part of the consumer decision-making process; consequently, business owners who can effectively leverage it have a greater opportunity to expand their customer base and increase revenue. In other words, social media functions not merely as an additional promotional tool but has become a central component of modern digital marketing strategies.

Prior to hypothesis testing, the research instrument was validated through validity and reliability tests to ensure it was suitable for use as a data-collection tool. The test results indicated that all statement items met the criteria for validity and reliability, making them suitable for use in the study. Additionally, the results of the classical assumption tests showed that the research data met the normality assumption and did not exhibit heteroscedasticity. This indicates that the research model met the necessary statistical assumptions, allowing the regression analysis results to be used to explain the relationship between social media utilization and business revenue growth more accurately and reliably. With these classical assumptions met, the research findings are more reliable in explaining the influence of the research variables.

The research results also indicate that social media use is strongly associated with business revenue growth. This finding suggests that social media plays a dominant role in supporting increased business revenue for Suryanti Make Up. However, these results must still be interpreted with caution because a very strong correlation in survey-based social research may be influenced by shared respondent perceptions of questionnaire items or by strong inter-indicator relationships within the study. Additionally, other factors such as service quality, service pricing, beauty trends, customer loyalty, and consumer experience may also influence business revenue growth, even though they were not included in this research model. Therefore, the findings of this study should be understood as an empirical illustration of the strong relationship between social media utilization and business revenue growth, without disregarding the possibility that other factors may also influence business development.

5. Concluding Remarks and Recommendation

This study aims to analyze the effect of using social media as a promotional tool on Suryanti Make Up's revenue in the Bilah Hilir District. The study employed a quantitative survey method, in which questionnaires were distributed to respondents who had used Suryanti Make Up's services and were aware of the business's promotional activities on social media. Data analysis was performed using simple linear regression to assess the relationship between social media use and business revenue growth. The results indicate that the use of social media has a positive and significant effect on Suryanti Make Up's revenue growth. These findings indicate that using social media as a promotional tool can help business owners expand their marketing reach, increase consumer engagement, and strengthen the appeal of their services amid the increasingly competitive digital marketing landscape. Additionally, consistent and interactive use of social media can enhance business visibility, making it easier for the business to be recognized by the general public.

This study offers important theoretical and practical implications for the development of digital marketing in visual-based service businesses such as makeup. Theoretically, this study reinforces the concept of digital marketing, positioning social media as an effective promotional tool to support business growth and increase revenue. This study also offers empirical contributions by focusing its analysis on the relationship between social media utilization and increased revenue for makeup service businesses, rather than merely on purchase intention or digital promotion in general. In practice, the study's findings can serve as a basis for beauty service business owners to further optimize social media as a promotional tool by managing creative, consistent, and interactive content. Furthermore, this study suggests that digital transformation through social media can be a relevant marketing strategy for small and medium-sized enterprises (SMEs) to enhance their competitiveness in the digital era.

Although this study yields positive results, it still has several limitations. This study used only one independent variable—social media utilization—and thus cannot account for other factors that may influence business revenue growth, such as service quality, service pricing, customer loyalty, brand image, and consumer satisfaction. Furthermore, the study was conducted on a single makeup service business, so the findings cannot be broadly generalized to all beauty service businesses. The use of data based on respondents' perceptions via a questionnaire also allows for common perceptions among respondents regarding the research questions. Therefore, future research is recommended to include other relevant variables, expand the research scope to various types of service businesses, and employ more complex analytical methods to provide a more comprehensive understanding of the factors influencing business revenue growth through digital marketing.

Statement of Use of Generative AI

During the preparation of this work, the author used ChatGPT to assist in improving clarity and readability of the text. The author reviewed and edited the output and takes full responsibility for the content of the publication.

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