CO-CREATION BUILDING POWER ON SOCIAL MEDIA: CAN INFLUENCERS OR VIRAL CAMPAIGNS DO IT FOR MARKETING PERFORMANCE?

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ABSTRACT

Objective: This research aims to analyze the influence of social media trends, namely the use of viral marketing campaigns and social media influencers, in improving the marketing performance of MSEs by mediating co-creation-building power. Co-creation building power was built as an active response from MSEs to increase co-creation on their social media.

Method: The research used respondents as many as 200 MSEs who actively use social media, utilize viral campaigns, and use influencers in marketing their business. Research data was collected using a questionnaire, which was analyzed using PLS-SEM with data processing via WarpPLS 8.0.

Results and Discussion: The research used respondents as many as 200 MSEs who actively use social media, utilize viral campaigns, and use influencers in marketing their business. Research data was collected using a questionnaire, which was analyzed using PLS-SEM with data processing via WarpPLS 8.0.

Originality/Value: This research analyzes social media trends in MSE marketing based on existing phenomena with the main objective of this research is to analyze the influence of using viral campaigns and influencers on social media on the marketing performance of MSEs through co-creation-building power.

Keywords: Social Media, Influencer, Viral Campaigns, Co-Creation Building Power, Marketing Performance.

RESUMO

Objetivo: Esta investigação tem como objetivo analisar a influência das tendências dos meios de comunicação social, nomeadamente a utilização de campanhas de marketing viral e influenciadores dos meios de comunicação social, na melhoria do desempenho de marketing das MPE através da mediação do poder de construção da cocriação. O poder de construção da cocriação foi construído como uma resposta ativa das MPE para aumentar a cocriação nas suas redes sociais.

Método: A pesquisa utilizou entrevistados de até 200 MPEs que usam ativamente as mídias sociais, utilizam campanhas virais e usam influenciadores no marketing de seus negócios. Os dados da pesquisa foram coletados por meio de questionário, que foi analisado por meio do PLS-SEM com processamento de dados via WarpPLS 8.0.

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Originalidade/Valor: Esta pesquisa analisa as tendências das mídias sociais no marketing de MPEs com base em fenômenos existentes. O objetivo principal desta pesquisa é analisar a influência do uso de campanhas virais e influenciadores nas mídias sociais no desempenho de marketing das MPEs por meio da construção de cocriação. poder.

Palavras-chave: Mídias Sociais, Influenciador, Campanhas Virais, Cocriação Construindo Poder, Performance de Marketing.

CREACIÓN CONJUNTA DE PODER EN LAS REDES SOCIALES: ¿PUEDEN LOS INFLUENCERS O LAS CAMPAÑAS VIRALES HACERLO PARA MEJORAR EL RENDIMIENTO DEL MARKETING?

RESUMEN

Objetivo: Esta investigación tiene como objetivo analizar la influencia de las tendencias de las redes sociales, es decir, el uso de campañas de marketing viral y personas influyentes en las redes sociales, para mejorar el desempeño del marketing de las MyPE al mediar el poder de creación conjunta. El poder de construcción de cocreación se construyó como una respuesta activa de las Mypes para aumentar la cocreación en sus redes sociales.

Método: La investigación utilizó hasta 200 MPE encuestadas que utilizan activamente las redes sociales, utilizan campañas virales y utilizan personas influyentes en la comercialización de sus negocios. Los datos de la investigación se recopilaron mediante un cuestionario, que se analizó mediante PLS-SEM con procesamiento de datos a través de WarpPLS 8.0.

Resultados y discusión: La investigación utilizó hasta 200 MPE encuestadas que utilizan activamente las redes sociales, utilizan campañas virales y utilizan personas influyentes en la comercialización de sus negocios. Los datos de la investigación se recopilaron mediante un cuestionario, que se analizó mediante PLS-SEM con procesamiento de datos a través de WarpPLS 8.0.

Originalidad/Valor: Esta investigación analiza las tendencias de las redes sociales en el marketing de las MyPE en función de los fenómenos existentes. El objetivo principal de esta investigación es analizar la influencia del uso de campañas virales y personas influyentes en las redes sociales en el desempeño del marketing de las MyPE a través de la creación conjunta. fuerza.

Palabras clave: Redes Sociales, Influencers, Campañas Virales, Poder de Creación Conjunta, Desempeño de Marketing.

1 INTRODUCTION

The use of social media has increased significantly in recent years (Maksniemi et al., 2022). This is mainly due to increasing internet access worldwide, including in developing countries. In Indonesia alone, the number of social media users is 139 million people or 49.9% of the total population of Indonesia, with internet users of 185.3 million people (66.5% of the total population in Indonesia) data for January 2024 (Datareportal, 2024). Many individuals and
organizations now use social media platforms to communicate, share information, and build networks (Erwin et al., 2022). With this growing popularity, social media has become an important part of daily life for millions worldwide (Rozgonjuk et al., 2020). Not only that, the use of social media is also playing an increasingly large role in the world of business and marketing (Khan, 2022). Many companies use social media platforms to promote their products and services to a wider audience (Rozgonjuk et al., 2020; Erwin et al., 2023). Social media also provides a platform for collaboration between individuals and exchanging ideas in various fields (Khan, 2022). The increasing use of social media shows that this phenomenon is not just a temporary trend but a fundamental change in how humans interact and communicate in this digital era (Rozgonjuk et al., 2020).

The trend of viral marketing campaigns in business on social media has become an increasingly popular and effective strategy for reaching a broad audience (Puriwat & Tripopsakul, 2021). Viral campaigns utilize content that is interesting and easily shared by users, such as funny videos, challenges, or breaking news content, to spread quickly like a virus across social media platforms (Motoki et al., 2020). The success of a viral campaign can have a significant impact on brand awareness and consumer engagement. It can increase the number of followers and potential sales for the company that implements it (Erwin et al., 2023b).

Using influencers in business on social media has become a significant phenomenon in modern marketing (Ooi et al., 2023; Erwin et al., 2023). Many companies collaborate with influencers with large followings to promote their products or services to a broader audience (Lee et al., 2021; Erwin et al., 2023c). This strategy is effective because influencers strongly influence consumer opinions and preferences, so they can help increase visibility and sales for the brands they work with (Godey et al., 2016; Tap Influence, 2017).

All trends in social media can become a force in building collaboration and partnerships between business actors (Erwin et al., 2022; Khan, 2022). By taking advantage of trends such as the use of influencers, viral marketing, and direct interactions with customers via social media platforms, companies can develop co-creation strategies that involve consumers in the product and service development process (Ooi et al., 2023; Jain et al., 2024). This can create stronger bonds between brands and consumers and generate significant added value in business development (Jain et al., 2024). Thus, social media trends allow business actors to adapt to rapid market changes and build collective strength in creating value and innovation (Sohaib et al., 2023).

This research analyzes social media trends in MSE marketing based on existing phenomena. The object of this research is MSEs, seeing that the trend of using social media for
MSEs in marketing their business is also improving (Tutiasri, 2020). With its various existences, social media provides a special space for MSEs to market their business (Achmad et al., 2020). The main objective of this research is to analyze the influence of using viral campaigns and influencers on social media on the marketing performance of MSEs through co-creation-building power.

2 METHODOLOGY

2.1 RESPONDENT

The respondents of this research are micro and small businesses (UMK) that use social media and have used viral marketing campaigns and influencer services for product promotion. Two hundred twenty-five respondents filled out the questionnaire, but the number of respondents who met the requirements was 200 respondents, so the ratio of respondents used was 88.89%. Determination of the number of respondents is by the recommendations provided by Anderson & Gerbing (1988), who suggest at least 150 participants as an adequate sample size; however, Kline (2011) recommends that SEM analysis include at least 200 participants—or at least five cases per parameter for the SEM model used and not complicated. Thus, the number of samples used in this research is 5 (five) times the total parameters that will be determined when preparing the questionnaire later. Ferdinand (2006) also added that in SEM modeling analysis, sample determination is as far as possible by the ideal sample size criteria, namely 100 - 200 samples. Respondents varied in terms of business type, location, and business period in South Sulawesi Province, which was divided into five regions in South Sulawesi Province, namely the Mamminasata Region, Ajattapareng Region, Bosowa Region, South-South Region and Luwu Raya and Toraja Regions. Respondent data collection was carried out in January - May 2024.

2.2 MEASUREMENT

This research instrument is a questionnaire, measured using a Likert scale (5 scales). Starting with scale 1, which shows disagreement with the statement in the questionnaire, the most agreed scale is scale 5. Each statement in this research is made based on the indicators of each variable used, namely, the independent variables are viral marketing campaigns and social
media influencers, the mediating variable is co-creation building power, and the dependent variable is marketing performance.

2.3 ANALYSIS

The analysis used in this research is the Partial Least Square - Structural Equation Model (PLS-SEM); the reason for using PLS-SEM is that the data obtained is not normally distributed (Nadkarni & Gupta, 2007). PLS-SEM is considered more potent for testing models with non-normal data and also focuses on prediction, which can support the objectives of this research. Data processing uses WarpPLS Version 8.

3 RESULT AND DISCUSSION

3.1 RESULTS

After processing the data using WarpPLS Version 8, the model fit and quality indices were obtained as follows; Average path coefficient (APC)=0.310, P<0.001, Average R-squared (ARS)=0.461, P<0.001, Average adjusted R-squared (AARS)=0.455, P<0.001, Average block VIF (AVIF)=1.320, acceptable if <= 5, ideally <= 3.3, Average full collinearity VIF (AFVIF)=2.054, acceptable if <= 5, ideally <= 3.3, Tenenhaus GoF (GoF)=0.550, small >= 0.1, medium >= 0.25, large >= 0.36, Simpson's paradox ratio (SPR)=1.000, acceptable if >= 0.7, ideally = 1, medium = 1, R-squared contribution ratio (RSCR)=1.000, acceptable if >= 0.9, ideally = 1, Statistical suppression ratio (SSR)=1.000, acceptable if >= 0.7, Nonlinear bivariate causality direction ratio (NLBCDR)=1.000, acceptable if >= 0.7 therefore the research model can be said to be appropriate and further analysis can be carried out.

The next step taken was testing the research instrument. This testing is carried out by testing the validity and reliability of the instruments used. Validity testing is essential to ensure that the instruments used are valid, and reliability testing is also necessary. Measuring the validity of this research uses convergent validity indicators (by looking at loading factor value and average variance extracted/AVE) and determinant validity (Hair et al., 2017). The required loading of an actor value of≥ 0.70 (Hair et al., 2017) is supported by Hulland (1999), who states that the loading factor used is above 0.70, especially for social research. In this study, the loading factor values for each construct or indicator were all above 0.70 (can be seen in Table 2). Meanwhile, the required AVE value is ≥ 0.5, so it can be said to be valid (Hair et al., 2017).
The AVE value for each variable in this study is above 0.5 (can be seen in Table 2). The next validity test is seen from the results of *determinant validity*; determinant validity compares the square root of AVE with the correlation between constructs (Table 2). The square root value of AVE must be greater than the correlation between constructs (Hair et al., 2017). Table 2 shows that the instrument developed is valid because the square root value of AVE is greater than the correlation between the constructs.

**Table 2**

*Validity and Reliability Testing*

<table>
<thead>
<tr>
<th>Variables and Indicators</th>
<th>Loading</th>
<th>AVE</th>
<th>Cronbach's Alpha</th>
<th>Composite Reliability</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Viral Marketing Campaigns (VMC)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VMC 1</td>
<td>0.866</td>
<td>0.634</td>
<td>0.903</td>
<td>0.923</td>
</tr>
<tr>
<td>VMC 2</td>
<td>0.765</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VMC 3</td>
<td>0.724</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VMC 4</td>
<td>0.866</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VMC 5</td>
<td>0.769</td>
<td></td>
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<tr>
<td>VMC 6</td>
<td>0.783</td>
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<tr>
<td>VMC 7</td>
<td>0.790</td>
<td></td>
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<tr>
<td><strong>Social Media Influencers (SMI)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SMI 1</td>
<td>0.845</td>
<td>0.682</td>
<td>0.948</td>
<td>0.955</td>
</tr>
<tr>
<td>SMI 2</td>
<td>0.862</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>SMI 3</td>
<td>0.844</td>
<td></td>
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<tr>
<td>SMI 4</td>
<td>0.796</td>
<td></td>
<td></td>
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<tr>
<td>SMI 5</td>
<td>0.867</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SMI 6</td>
<td>0.758</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>SMI 7</td>
<td>0.835</td>
<td></td>
<td></td>
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<tr>
<td>SMI 8</td>
<td>0.825</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SMI 9</td>
<td>0.815</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SMI 10</td>
<td>0.806</td>
<td></td>
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</tr>
<tr>
<td><strong>Co-Creation Building Power (CCBP)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CCBP 1</td>
<td>0.825</td>
<td>0.680</td>
<td>0.932</td>
<td>0.944</td>
</tr>
<tr>
<td>CCBP 2</td>
<td>0.807</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CCBP 3</td>
<td>0.870</td>
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<tr>
<td>CCBP 4</td>
<td>0.826</td>
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<tr>
<td>CCBP 5</td>
<td>0.713</td>
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<tr>
<td>CCBP 6</td>
<td>0.859</td>
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<td></td>
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<tr>
<td>CCBP 7</td>
<td>0.826</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CCBP 8</td>
<td>0.859</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>Marketing Performance (MP)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MP 1</td>
<td>0.899</td>
<td>0.633</td>
<td>0.916</td>
<td>0.932</td>
</tr>
<tr>
<td>MP 2</td>
<td>0.845</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MP 3</td>
<td>0.780</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MP 4</td>
<td>0.758</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MP 5</td>
<td>0.750</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MP 6</td>
<td>0.694</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MP 7</td>
<td>0.849</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>MP 8</td>
<td>0.772</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*source: results of researchers’ data processing*
The next test is reliability testing, which can be seen from internal consistency testing, namely Cronbach's alpha /CA and composite reliability /CR values. Each required value is ≥ 0.60 (Hair et al., 2017). Based on the data testing results, Cronbach's alpha and composite reliability values were each above 0.60 (Table 3). Hypothesis testing is based on the results of data analysis by processing via WarpPLS version 8; the indicator used is paying attention to the β value (a positive β value indicates a positive influence while a negative β value indicates a negative influence) (Hair et al. 2017). The second indicator used is the ρ value (a ρ value below 0.05 indicates a significant influence, while a ρ value of more than 0.05 indicates an insignificant influence) (Hair et al., 2017).

### Table 3

Validity of Determinants

<table>
<thead>
<tr>
<th>Variable</th>
<th>(1)</th>
<th>(2)</th>
<th>(3)</th>
<th>(4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Viral Marketing Campaigns (1)</td>
<td>(0.796)</td>
<td>0.472</td>
<td>0.447</td>
<td>0.642</td>
</tr>
<tr>
<td>Social Media Influencers (2)</td>
<td>0.472</td>
<td>(0.826)</td>
<td>0.272</td>
<td>0.735</td>
</tr>
<tr>
<td>Co-Creation Building Power (3)</td>
<td>0.447</td>
<td>0.272</td>
<td>(0.824)</td>
<td>0.334</td>
</tr>
<tr>
<td>Marketing Performance (4)</td>
<td>0.642</td>
<td>0.735</td>
<td>0.334</td>
<td>(0.796)</td>
</tr>
</tbody>
</table>

Source: results of researchers’ data processing

There are seven hypotheses in this research, namely H1, H2, H3, H4, H5, H6, and H7. 2 (two) hypotheses of which show a direct influence, namely H1 and H2, are accepted. Viral Marketing Campaigns have a positive and significant influence on marketing performance (H1) (β= 0.324, ρ <0.001) as well, and social media influencers have a positive and significant influence on marketing performance (H2) (β= 0.553, ρ<0.001). Meanwhile, the third hypothesis (H3) was rejected because, based on the data processing results, it showed an insignificant effect (β= 0.086, ρ= 0.109). Each hypothesis showing the influence of the independent variable on the moderating variable is accepted. The fourth hypothesis (H4) is accepted (β= 0.427, ρ<0.001), which means viral marketing campaigns can have a positive and significant influence on co-creation building power. The fifth hypothesis (H5) is accepted (β= 0.158, ρ=0.011), which shows a positive and significant influence from social media influencers on co-creation building power, although not as substantial as the influence from viral marketing campaigns.
The hypotheses indicating the mediation of co-creation building power between the independent and dependent variables are H6 and H7. Based on the results of hypothesis testing show that co-creation building power cannot mediate the independent variable from the dependent variable. The sixth hypothesis (H6) was rejected because it showed insignificant results ($\beta=0.037$, $\rho=0.231$), meaning that co-creation building power cannot mediate the effect of viral marketing campaigns on marketing performance. The seventh hypothesis (H7) was also rejected because it showed insignificant results ($\beta=0.014$, $\rho=0.393$), which means that co-creation building power cannot mediate the influence of social media influencers on marketing performance.

Table 4

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Results</th>
<th>Accepted/Rejected</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1 = Viral marketing campaigns positively and significantly influence marketing performance.</td>
<td>($\beta=0.324$, $\rho&lt;0.001$)</td>
<td>H1 Accepted</td>
</tr>
<tr>
<td>H2 = Social media influencers positively and significantly influence marketing performance.</td>
<td>($\beta=0.553$, $\rho&lt;0.001$)</td>
<td>H2 Accepted</td>
</tr>
<tr>
<td>H3 = Co-creation Building Power positively and significantly influences marketing performance.</td>
<td>($\beta=0.086$, $\rho=0.109$)</td>
<td>H3 Rejected</td>
</tr>
<tr>
<td>H4 = Viral Marketing Campaigns positively and significantly influence Co-Creation Building Power.</td>
<td>($\beta=0.427$, $\rho&lt;0.001$)</td>
<td>H4 Accepted</td>
</tr>
<tr>
<td>H5 = Social media influencers positively and significantly influence Co-Creation Building Power.</td>
<td>($\beta=0.158$, $\rho=0.011$)</td>
<td>H5 Accepted</td>
</tr>
<tr>
<td>H6: Co-creation building power mediates the effect of viral marketing campaigns on marketing performance</td>
<td>($\beta=0.037$, $\rho=0.231$)</td>
<td>H6 Rejected</td>
</tr>
<tr>
<td>H7: Co-creation building power mediates the influence of social media influencers on marketing performance</td>
<td>($\beta=0.014$, $\rho=0.393$)</td>
<td>H7 Rejected</td>
</tr>
</tbody>
</table>

Source: results of researchers' data processing
3.2 DISCUSSION

Social media trends always attract business actors’ attention so that they can be utilized in business marketing activities (Joshi et al., 2023). The growing trend is expected to contribute to business activities, especially promotions, and sales (Appel et al., 2020; Joshi et al., 2023). Various trends can be used, including viral marketing campaigns and social media influencers (Erwin et al., 2023b). It is also hoped that these two trends can increasingly work with the co-creation building power of MSE actors (Booth & Matic, 2011; Kim et al., 2021; Oktaviani & Wahyuni, 2022; Kuswibowo & Darmawan, 2022; Motoki et al., 2022; Erwin et al., 2023b; Ooi et al., 2023; However, based on the results of this research, it was found that co-creation building power could not have a good influence on the use of this trend on the marketing performance of micro and small businesses. This result is in line with the research of Heidenreich et al. (2015). However, the use of viral campaigns and social media influencers has been proven to positively and significantly influence the marketing performance of MSEs. The results of this research support the findings of Puriwat & Tripopsakul (20210, Cheung et al. (2022), Ozuem & Willis (2022), and Kaur et al. (2023).

Using social media influencers for micro and small businesses provides good results; influencers have a broad reach on today’s popular social media platforms (Lee et al., 2021; Erwin et al., 2023c). By using relevant influencers for the target market, MSEs can expand their visibility effectively (Tanwar et al., 2022; Ooi et al., 2023; Amoah et al., 2023). Influencers build trust among their followers, potentially turning followers into loyal buyers and consumers, thereby increasing sales and profits for MSEs (Godey et al., 2016; Tap Influence, 2017; Ki & Kim, 2019). Compared to traditional advertising, recommendations from trusted influencers are often more convincing and can increase sales conversion rates (Ligariaty & Irwansyah, 2021; Erwin et al., 2023c). Collaboration with influencers can help MSEs to create exciting and relevant content, reach a more engaged audience, and ultimately strengthen their brand image in the eyes of consumers; these results support research from Schouten et al. (2021), Erwin et al. (2022) and Tanwar et al. (2022).

In contrast to the use of viral and influencers, the Co-creation Building Power outlined in this research cannot positively influence the marketing performance of Micro and Small Enterprises; the same thing was obtained from research by Heidenreich et al. (2015) where the co-creation process requires resources and time which may be limited for MSEs (Widjojo et al., 2020). Active participation in co-creation activities, such as collecting consumer feedback or collaborating with other parties, can distract from the focus on core business activities.
(Heidenreich et al., 2015). MSE actors may need more support regarding access to networks and resources needed to conduct co-creation effectively (Ranjan & Read, 2021). This can make it difficult for MSEs to establish partnerships to drive co-creation strategies (Widjojo et al., 2020; Ranjan & Read, 2021). MSEs also have more immediate marketing priorities and need to focus on more direct efforts to increase their sales and brand visibility (Gronholdt & Martensen, 2006; Morgan, 2012; Varadarajan, 2020; Propheto et al., 2020; Farandori & Anwar, 2021; Sukardi et al., 2021; Khalayleh & Al-Hawary, 2022). Co-creation strategies may need to be simplified or more direct to meet the urgent marketing needs of MSEs (Heidenreich et al., 2015; Widjojo et al., 2020; Ranjan & Read, 2021).

However, based on research results, the use of viral campaigns can contribute to the co-creation building power of MSEs themselves (Oktaviani & Wahyuni, 2022; Kuswibowo & Darmawan, 2022; Motoki et al., 2022; Erwin et al., 2023b). Campaigns that go viral tend to invite active participation and interaction from consumers (Puriwat & Tripopsakul, 2021; Kaur et al., 2023). Engaging in viral content or ideas opens up opportunities for co-creation where consumers can contribute to further product or service development (Erwin et al., 2023b). In addition, viral marketing can help MSEs build strong communities around their brands (Hendijani Fard & Marvi, 2020). With an involved community, MSEs can more easily encourage co-creation by involving community members in discussions and new ideas (Hendijani Fard & Marvi, 2020; Erwin et al., 2023b). The success of viral marketing often depends on high consumer engagement and the emotional impact built through the campaign (Octaviani and Wahyuni, 2022). This creates a strong foundation for sustainable co-creation as involved consumers tend to be more open to contributing to further development (Sohaib et al., 2023; Brown et al., 2024). Therefore, viral marketing campaigns can act as an initial trigger for Co-Creation, Building Power for Micro and Small Enterprises by driving consumer participation and building engaged communities (Dobele et al., 2005; Grewal & Chahar, 2013; Puriwat & Tripopsakul, 2021; Kaur et al., 2023).

Any contribution from co-creation building power in improving marketing performance in this research could not show good results (Heidenreich et al., 2015), but this is different from the research of Sudarti & Wardhiani (2021). Co-creation building power cannot correctly mediate the influence of viral marketing campaigns on the marketing performance of Micro and Small Enterprises; this result is different from research from (Armanto & Gunarto, 2023; Barile et al., 2021; Sohaib et al., 2023). The main focus of co-creation is the collaborative process between business actors and consumers to develop new products or services (Pham et al., 2023; Mathialagan & Kuthambalayan, 2023). This differs from the primary goal of viral
marketing campaigns, which focuses on spreading messages or content quickly and widely (Kaur et al., 2023; Erwin et al., 2023b). Co-creation also requires time, resources, and active involvement from consumers, which may be inconsistent with the rapid and often unplanned nature of viral marketing campaigns (Barile et al., 2021; Sohaib et al., 2023; Brown et al., 2024). Moreover, viral marketing campaigns tend to be more top-down, where messages or content are promoted to the audience without in-depth interaction with consumers directly, so they do not always support a co-creation process based on active interaction and collaboration (Puriwat & Tripopsakul, 2021; Malodia et al., 2022). Thus, the differences in the nature and objectives between co-creation building power and viral marketing campaigns make it difficult for co-creation to effectively mediate the influence of viral marketing campaigns on the marketing performance of Micro and Small Enterprises (Heidenreich et al., 2015; Barile et al., 2021; Puriwat & Tripopsakul, 2021;)

Likewise, co-creation-building power cannot correctly mediate the influence of social media influencers on MSE marketing performance. These results also support research from Heidenreich et al. (2015) regarding the contribution of co-creation. Co-creation focuses more on active collaboration between business actors and consumers in producing new ideas or products, while the influence of social media influencers is more related to the more passive promotion of brands and products to the audience (Sohaib et al., 2023; Ooi et al., 2023; Jain et al., 2024). Collaboration with social media influencers tends to be top-down, where the influencer promotes products or services to their followers without being directly involved in the co-creation process (Enke & Borchers, 2021; Erwin et al., 2022). This makes the relationship between co-creation-building power and the influence of social media influencers separate and not well connected. This differs from research conducted by (Cheung et al., 2022; Ozuem & Willis, 2022; Erwin et al., 2023b). The main focus of social media influencers is on marketing and promotion (Delbaere et al., 2021; Ligariaty & Irwansyah, 2021), while co-creation building power is more related to product or service development through consumer participation (Barile et al., 2021; Chowdhury et al., 2023; Sohaib et al., 2023; These differences in the goals and approaches of each strategy make it difficult for co-creation building power to effectively mediate or combine the influence of social media influencers in improving the marketing performance of Micro and Small Enterprises which is not in line with Delbaere et al. (2011), Hodijah et al. (2021) and Cheung et al. (2022). As a result, integration between co-creation-building power and the influence of social media influencers can face challenges in stimulating increased marketing performance for MSEs. This result does not support research from Booth & Matic (2011), Kim et al. (2021), Ooi et al. (2023), and Salfin et al. (2024).
4 CONCLUSION

Existing research has found that using viral campaigns and influencers to improve marketing performance and co-creation has proven effective. However, in contrast to the co-creation building power built in this research, it does not provide good results for increasing marketing performance. Moreover, when it mediates between viral marketing and influencers on marketing performance, it cannot contribute well. Marketing strategies such as viral marketing campaigns and social media influencers have great potential to positively influence marketing performance for Micro and Small Enterprises (MSEs). Viral marketing campaigns can help MSEs reach a wider audience at a relatively low cost, build brand awareness, and increase consumer engagement. On the other hand, social media influencers can have a significant impact by leveraging their reach and trust on social media platforms to promote MSE products or services to their followers, increasing consumer engagement and potentially increasing sales.

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