
STARTUP COMPANY SUSTAINABILITY AFTER THE COVID-19 PANDEMIC IS INFLUENCED BY THE DEVELOPMENT OF USEFULNESS AND INNOVATION IN SOCIAL MEDIA MARKETING: LITERATURE REVIEW

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***Abstract:** The Covid-19 pandemic is a big challenge for the sustainability of startup businesses, especially in terms of maintaining market relevance amidst changes in consumer preferences towards digitalization. This research aims to see how innovation and sustainability in social media marketing strategies impact the sustainability of startup companies after the pandemic. This research uses a literature review method by collecting data from literature, reports related to the research topic, and international journals. The data was analyzed through literature and content analysis, to find patterns and relationships between the progress of social media, the sustainability of development, and the sustainability of startup companies. This study shows that social media marketing strategies are essential to maintain startup competitiveness. The use of digital platforms and analytical data allows for more specific market segmentation and more effective marketing promotions. Customer loyalty has been proven to increase through personalized content and ongoing social media interactions, which are key to business sustainability. This study emphasizes that combining social media innovation and sustainability helps start-ups survive and add value in a competitive business environment in the long term. According to this research, startups can use the findings of this research to build reliable strategies to overcome post-pandemic challenges.*

***Keywords:** Startup, Sustainability, Useful Development, Marketing Innovation, Social Media.*

Abstrak: Pandemi Covid-19 menjadi tantangan besar bagi keberlangsungan bisnis startup, khususnya dalam menjaga relevansi pasar di tengah perubahan preferensi konsumen terhadap digitalisasi. Penelitian ini bertujuan untuk melihat bagaimana inovasi dan keberlanjutan dalam strategi pemasaran media sosial berdampak pada keberlanjutan perusahaan startup pasca pandemi. Penelitian ini menggunakan metode tinjauan pustaka dengan mengumpulkan data dari literatur, laporan yang berkaitan dengan topik penelitian, dan jurnal internasional. Data dianalisis melalui literatur dan analisis konten, untuk menemukan pola dan hubungan antara kemajuan media sosial, keberlanjutan pembangunan, dan keberlanjutan perusahaan startup. Studi ini menunjukkan bahwa strategi pemasaran media sosial sangat penting untuk mempertahankan daya saing startup. Penggunaan platform digital dan data analitik memungkinkan segmentasi pasar yang lebih spesifik dan promosi pemasaran yang lebih efektif. Loyalitas pelanggan terbukti meningkat melalui konten yang dipersonalisasi dan interaksi media sosial yang berkelanjutan, yang merupakan kunci keberlanjutan bisnis. Studi ini menekankan bahwa menggabungkan inovasi media sosial dan keberlanjutan membantu start-up bertahan dan memberi nilai tambah dalam lingkungan bisnis yang kompetitif dalam

jangka panjang. Berdasarkan penelitian ini, startup dapat menggunakan temuan penelitian ini untuk membangun strategi yang andal dalam mengatasi tantangan pascapandemi.

Kata Kunci: Startup, Keberlanjutan, Pengembangan Bermanfaat, Inovasi Pemasaran, Media Sosial.

I. INTRODUCTION

The Covid-19 pandemic has raised major challenges for the sustainability of startup businesses around the world but has also opened the door to new innovations in applications and digital-based marketing strategies that focus on social media. Previous studies show that successful startups are those that quickly adopt digital technology to improve customer interactions and update their business models through applications tailored to consumer needs (Atanasova, 2022; Kraus et al., 2020). Additionally, social media helps startups stay competitive amidst global disruption by helping increase customer engagement (Dwivedi et al., 2021). The success of this strategy shows how important it is to combine innovation and profit in business development, especially in uncertain conditions.

The correlation between sustainable development, social media innovation, and company sustainability after the pandemic is still not discussed in depth, even though many studies have discussed the importance of digitalization and marketing innovation to support startups (Indrajaya et al., 2023). Previous research mostly discussed aspects of technology as a whole and ignored the context of applications and strategies tailored to startup needs (Rahatullah, M, 2019; Saukkonen & Kakouris, 2022). Because these differences raise important questions about how these parts can be integrated to help businesses survive in the ever-changing post-pandemic business landscape.

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This research aims to see how innovation and sustainability in social media marketing strategies have an impact on the sustainability of startup businesses after the Covid-19 pandemic. The main focus of this research is to find important methods to increase the benefits of startups through digital approaches and how advances in social media can be used to maintain and increase the customer base (Dr. Jasneet Kaur, 2024). Therefore, this research is expected to provide new, relevant knowledge for startups about how targeted and impactful innovation can create value in the long term.

This research emphasizes that data and theory-based methods are essential to overcome business challenges after the pandemic. This is done by identifying innovative and sustainable social media marketing strategies. Changes in consumer preferences and increasing expectations for digital technology can cause many startups to lose their competitive edge if they do not have an effective strategy (Hodijah et al., 2024; Irena Dinar Vania Sasikirana et al., 2024). Therefore, this research not only helps develop marketing management theory, but also offers practical solutions to help startups develop in a global business environment that is increasingly growing rapidly.

II. LITERATURE REVIEW

Startups are new business entities founded with the aim of creating innovative value, in a dynamic and high-risk environment. Startups tend to use a high-tech approach. Startups tend to use a high-tech approach because of their ability to adapt to market changes (Assylbekkyzy & Turmanov, 2024; Hodijah et al., 2024). Strategic efforts to balance economic, social and environmental sustainability are part of developing startup sustainability (de Faria et al., 2021). Companies can increase their customer interactions, expand market reach, and gain competitive advantage through business innovation on social media (Dwivedi et al., 2021; Ms. K. Lakshmi Revathi et al., 2024).

Innovative and adaptive resource management strategies are essential for startup sustainability after Covid-19. Companies that can adopt sustainability into their business strategy tend to have higher resilience in facing crises (Martins et al., 2024). On the other hand, social media can be used as a useful tool for marketing because it can attract customers with relevant content (Krishnamurthy, 2018). This shows how important it is to maintain a sustainable competitive advantage by combining sustainability and innovation.

After the pandemic, startups can see increased operational efficiency, use of digital technology, and emphasis on social value. According to research, organizations that adopt a sustainability approach into their operational practices experience a significant increase in resilience to external disruptions (Martins et al., 2024). Apart from that, diversifying business models can increase economic sustainability and social sustainability. On the other hand, increasing community and customer value can increase social sustainability (Kusuma, 2023).

Startups must develop sustainability by using economic, social and environmental strategies to ensure long-term sustainability. Environmentally friendly products and services and the adoption of resource-saving technologies are usually the first steps in developing this business (Martins de Souza et al., 2024). Strengthening value for all stakeholders, including society at large, business partners and customers is necessary in this approach (Jankalová et al., 2024).

Marketing via social media continues to evolve, with platform algorithm optimization, content personalization, and the use of analytical data to aid decision-making (Dwivedi et al., 2021). Startups that use social media well show better market results. Especially true for getting new customers and retaining old customers (Hilong, 2023). Companies can carry out promotions in real time through this approach, which can increase marketing effectiveness and efficiency (Diana & Nuvriasari, 2024).

III. RESEARCH METHOD

By paying attention to the growth and decline trends in startup business performance, this research concentrates on the resilience of startups after the Covid-19 pandemic. The study shows that, although some startups experienced great growth during the pandemic due to the increasing need for digital services, many faced major challenges after the pandemic ended, especially in maintaining customer base and market relevance. This phenomenon indicates continuous changes in consumer preferences and the need to adopt sustainable business strategies (Adaobi et al., 2023; Nascimento et al., 2023). Therefore, This research aims to find the main methods that can help startups survive after the pandemic.

This literature study discusses several cases regarding the impact of the Covid-19 pandemic on the development of startup sustainability. The primary data type comes from relevant literature from international journals indexed Q1 to Q4. In addition, this research analyzes literature that discusses how social media-based business strategies can increase the

value of startup companies after the pandemic (Dwivedi et al., 2021). On the other hand, secondary data was obtained from literature and reports that discuss how sustainable business models supported by digital marketing can help startups increase their business value (M Palime_Int J Management Reviews - 2024 - Palmié - Digital-sustainable Business Models Definition Systematic Literature Review. PDF, n.d.)

This research began by using international journal databases such as Scopus, Google Scholar, and ScienceDirect to find relevant literature. The data collection method involves reading and analyzing literature from journals that are relevant to the research topic. This applies to journals indexed by Scopus in the first to fourth quarters. Each article was analyzed to find empirical data, theory and best practices to understand the influence of social media strategy innovation and sustainability development on startup sustainability (Karani & Mshenga, 2021). This technique ensures that the data used in research is valid and relevant.

In this research, data analysis was carried out by analyzing literature content. A collection of international journals is critically evaluated to find patterns, trends, and differences in the past (Snyder, 2019). In addition, content analysts are used to process the data that has been collected to identify the relationship between the progress of social media strategies, the sustainability of startup companies, and the development of sustainability. This method provides in-depth insight into the important components that can support startup sustainability after the pandemic.

IV. RESULTS AND DISCUSSION

Based on literature sources, changes in consumption patterns and customer needs have made the sustainability of startup businesses after the Covid-19 pandemic change and become a big challenge. Some startups face difficulties in maintaining their business models. However, some results apply innovative strategies such as digitalization and product diversification (Aldreitsch et al., 2024; Kraus et al., 2020). For example, technology companies are showing greater resilience by using digital platforms to reach a wider range of customers (Haidzaideh et al., 2024). However, sustainability remains an important issue for this business, especially amidst increasingly fierce competition.

Startups that are successful in maintaining sustainability after the pandemic usually use an approach that is centered on improving relationships with customers through innovation and technology. Studies show that digitalization opens up new opportunities for market growth and allows them to survive (Dwivedi et al., 2021). Additionally, businesses that incorporate environmental and social sustainability into their business plans tend to be more respected by consumers (Meirai, 2024).

In fact, maintaining an adaptive and sustainable business model is the main problem facing startups after the pandemic. Only startups that can adopt digital and innovation-based strategies can survive (Rubio-Andrés et al., 2024). This reality is related to the research topic, namely how sustainability development can increase startup resilience (Dei-EIsteibain-EIscobair et al., 2024). Startups have used social media-based marketing strategies as an important tool to increase customer engagement and expand their market. Studies show that the use of social media helps businesses generate additional value through interactive promotions and content personalization (Deiwi et al., 2024). This strategy has become even more important after the pandemic when customers prefer to interact digitally.

For startups, the use of social media as a primary marketing tool tends to have higher levels of customer engagement. This contributes to the level of sustainability of their business (Alliyari, n.d.; Bryłai et al., 2022; Dwivedi et al., 2021). Companies can use platform algorithms to target specific audiences. This helps startups maintain the sustainability of their business and increase customer loyalty (Zhou, 2022). According to research, the sustainability of startups is highly dependent on their ability to use technology-based marketing strategies, especially social media (Dwivedi et al., 2021; Haidzaideh et al., 2024; Indrajaiyai et al., 2023). Facts show that many startups will lose their competitive edge in the rapidly changing business environment after the pandemic if they do not implement this strategy.

Analytical data helps social media marketing strategies develop to find out market trends and customer preferences in real-time. AI study examines that this strategy allows startups to respond more quickly to market changes and become more flexible (Singh et al., 2024). This method also allows businesses to build long-lasting customer relationships. Startups can predict customer behavior and change their

marketing strategies to meet changing market needs by using analytical data (Paula et al., 2024). This provides a significant competitive advantage, especially in terms of maintaining business stability after the pandemic.

According to data from relevant literature, social media-based marketing strategies combined with analytical data are essential for startup sustainability. Facts show that startup companies that do not adopt this approach tend to face great difficulties in maintaining market relevance (Dwivedi et al., 2021; SHIRAITINAI et al., 2024). This confirms that the author's research results are relevant to the problem that is the focus of the research.

The research results are presented in table form based on the purpose of the writing, relating to the sustainability of startup businesses after the Covid-19 pandemic and social media-based marketing strategies.

Aspect	Research result	Reference
Changes in Consumer Preferences	In the wake of the pandemic, consumer preferences are shifting towards digital interactions, increasing the need for social media-based marketing innovations.	(Hadizadeh et al., 2024; Irena Dinar Vania Sasikiran et al., 2024)
Digitalization and Adaptation of Technology	Startups that adopt digitalization strategies and technology integration such as AI for customer data analysis have a greater chance of survival	(Assylbekkyzy & Turmanov, 2024; Hodijah et al., 2024)
Effectiveness of Social Media Based Marketing	Social media allows startups to reach a wider audience with lower marketing costs, increasing ROI (Return on Investment).	(Ms. K. Lakshmi Revathi et al., 2024)
Use of analytical data for market segmentation	Analytical data enables more specific market segmentation,	(Paula et al., 2024; Singh et al., 2024)

	increasing the relevance of marketing promotions.	
The Effect of Marketing Innovation on Customer Loyalty	Interactive promotions in social media based on personalized content increase customer loyalty towards startups	(Dwivedi et al., 2021; Zhou, 2022)
Relevance to Startup Sustainability	Social media-based marketing strategies help increase startup resilience in a competitive market after the pandemic.	(SHIRATINA et al., 2024)
Benefits of Long-Term Relationships	Social media has become a platform for creating long-term relationships with customers through consistent and relevant communication.	(Dr. Jasneet Kaur, 2024; Ms. K. Lakshmi Revathi et al., 2024)
Post-pandemic Consumption Trends	Digitalization is a key factor in post-pandemic customer preferences.	(Dr. Jasneet Kaur, 2024; Dwivedi et al., 2021)
The Role of Social Media	Media Sosial memberikan nilai tambah melalui promosi interaktif.	(Dewi et al., 2024)
Sustainable Business Model	Adaptive and sustainable business models are the main focus of post-pandemic startups.	(Rubio-Andrés et al., 2024)
Market Trend Analysis	Data analytics helps respond to market trends in real-time.	(Paula et al., 2024)
Consumer Behavior Prediction	Analytics data predicts customer behavior and changes marketing strategies.	(Singh et al., 2024)
Added Value of Social Media	Social media-based strategies provide significant additional value to startups.	(Dewi et al., 2024; Dwivedi et al., 2021)

Product Diversification	Product diversification increases the economic sustainability of startups.	(Audretsch et al., 2024; Kraus et al., 2020)
Operational Efficiency	Digitalisasi meningkatkan efisiensi operasional startup.	(Diana & Nuvriasari, 2024)
Competitive Advantage	Digital technology provides competitive advantage through data-driven strategies.	(Dwivedi et al., 2021)
Product Innovation	Innovative startups are able to survive better in the market.	(Rubio-Andrés et al., 2024)
Consumer Relations	Social media strengthens relationships with consumers through interactive communication.	(Dewi et al., 2024)
Data-Driven Strategy	The use of analytical data for social media-based marketing strategies increases promotional effectiveness.	(Cao, 2024)

V. CONCLUSION

This article discusses the sustainability and innovation of social media-based marketing strategies which are essential to support the sustainability of startups after the Covid-19 pandemic. This research shows that startups that integrate digital technology and content personalization to increase customer interaction can survive well. With this strategy, companies can identify more accurate customer preferences, design marketing promotions that suit the target market, and maintain customer loyalty in the long term by using analytical data and social media platform algorithms. In addition, this research shows that integrating environmental, economic and social sustainability into business models can increase resilience to market changes. Companies benefit from this strategy in addition to helping them survive amidst disruption and create additional value in an increasingly competitive market.

This study emphasizes that startups should adopt social media as the main tool to encourage more relevant and personalized interactions with customers. Businesses can remain relevant in the digital era by responding to changing market trends in real time through technology-based marketing innovations. By emphasizing social value, product diversification, and increased operational efficiency, this research emphasizes the importance of sustainability as a key to long-term success. Startups can build stronger relationships with customers using this method and strengthen their position in the global market after the pandemic. The conclusions of this research are relevant for startups in implementing strategies to maintain their competitiveness in this challenging era.

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