



RESEARCH ARTICLE

Marketing Analysis of Innovation Products in Social Media Market Orientation

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Abstract

The purpose of this study is to analyze the obstacles and solutions regarding the marketing analysis of innovation products in social media market orientation. The method used in this study is a qualitative descriptive method. This method is supported by comprehensive secondary data sourced from theoretical books and theoretical practices in journal articles. The research results show that marketing analysis of innovation products in social media market orientation is a crucial approach in the digital era. When companies launch innovative products, whether in the form of new features, environmentally friendly products, or new culinary concepts, social media is no longer just a promotional channel, but rather a strategic ecosystem for understanding and responding to the market. Marketing innovative products within a market-oriented framework on social media requires a radical transformation in how companies interact with their audiences, shifting the focus from simply showcasing advanced features to truly meeting consumers' emotional and functional needs. The most crucial initial step is building a deep, data-driven understanding through active social listening to capture emerging conversations, complaints, and hidden trends within the community.

Keywords

Marketing; Innovation Products; Social Media; Market Orientation.

1 | INTRODUCTION

Marketing economics is a branch of science that deeply integrates microeconomic principles with tactical marketing strategies to analyze how value is created, distributed, and exchanged in the marketplace (Mariani *et al.*, 2023). Essentially, this field views marketing not merely as a promotional or sales activity, but as a complex mechanism influenced by the forces of supply and demand, consumer behavior, and market structure. Companies use marketing economics to understand how consumers allocate their limited resources to satisfy unlimited needs and wants. Through a comprehensive understanding of price elasticity, companies can determine optimal pricing strategies to maximize profits while maintaining customer loyalty amidst intense competition. In a dynamic business landscape, marketing economics also serves as a navigator for identifying market efficiencies and anticipating market failures. Economic analysis in marketing helps organizations map competitor behavior and understand the dynamics of oligopoly or monopolistic competition that often dominate modern industries. By utilizing econometric data and market research, businesses can predict future trends, measure the cost-effectiveness of advertising campaigns, and minimize the risk of economic uncertainty. This information then serves as a crucial foundation for strategic decision-making, from product differentiation and accurate market segmentation to expansion into new markets.

Marketing economics deeply examines how resource allocation decisions at the corporate level interact directly with the psychology and economic rationality of consumers in the marketplace. At the heart of this analysis is the concept of utility, which is a measure of the satisfaction or value consumers derive from consuming goods and services. Companies do not simply produce goods but also design combinations of product attributes that maximize this utility, given consumers' limited budgets. Through a marketing economics approach, marketers can scientifically model demand curves to predict consumers' sensitivity to price changes, income changes, or the presence of substitute products. The success of a marketing strategy depends heavily on a company's ability to read these market signals to avoid overproduction or undersupply, which can harm operational efficiency.

Marketing of innovation products in the modern era demands a dynamic and adaptive approach because products that bring novelty often face a wall of skepticism and incomprehension from potential consumers. When a company launches an unprecedented product or a cutting-edge feature, the primary challenge is not simply selling its utility but rather educating the market about the added value and concrete solutions offered by the innovation (Andirwan *et al.*, 2023). This is where social media plays a crucial role as an interactive communication bridge capable of transforming complex concepts into digestible and engaging narratives for the public. Through digital platforms, geographical and time boundaries are instantly eroded, enabling an innovative idea to reach a specific audience en masse with far greater cost efficiency than traditional, rigid marketing channels. The use of social media for innovative products is no longer limited to one-way advertising but rather focuses on creating a participatory communication ecosystem. Social media provides an ideal platform for demonstrating how products work through rich visual content such as short videos, live streams, and interactive tutorials that directly address consumer skepticism about product functionality. The key advantage of this strategy lies in the platform's ability to facilitate immediate feedback from early adopters, which then serves as valid social proof for other potential consumers. When an innovation is supported by honest reviews, discussions in the comments section, and voluntary sharing of content by the digital community, the product gains a high level of organic credibility, often a key factor in accelerating adoption in competitive markets. Beyond its educational and trust-building tools, social media also serves as a real-time market research laboratory for the development of future innovations. Daily interactions across various platforms generate a wealth of valuable consumer behavioral data, ranging from aesthetic preferences to in-depth critiques of product feature deficiencies. Astute companies can leverage social media algorithms and sentiment analysis to map emerging trends, identify new, untapped market segments, and respond to complaints with impressive speed. Thus, the integration between innovative product marketing and the power of social media creates a sustainable growth cycle, where marketing not only drives short-term sales but also forms a deep emotional attachment between the brand and its loyal consumers in the long term.

The commercial success of an innovative product depends heavily on how effectively the value of its novelty is communicated to a market that is often unfamiliar with the functions or benefits offered. Innovative products carry psychological risks for consumers in the form of uncertainty about their actual use and anxiety about changing old habits (Permadi *et al.*, 2022). Therefore, marketing innovative products cannot be equated with conventional commodity marketing, which only emphasizes price or availability. This approach requires a communication strategy capable of untangling the complexity of new technologies or systems into a narrative relevant to consumers' daily needs. Social media has emerged as a cutting-edge instrument that functions not only as an information distribution channel but also as a space for cultural articulation where innovations can be redefined to align with modern lifestyles and contemporary market expectations. Through the social media ecosystem, the innovation diffusion process, which previously took years, can now be significantly shortened through intensive digital engagement mechanisms. Visual and interactive platforms enable manufacturers to strategize stories that simultaneously engage the emotional and rational sides of audiences. Content that explores the background of product creation, demonstrates solutions to problems directly, and provides testimonials from pioneering users creates transparency that erodes the barriers between corporations and consumers.

Consistent and authentic narratives on social media help shift the public perception of innovative products, from being perceived as a complicated luxury to a pressing need with a solution. The power of organic distribution driven by recommendation algorithms also enables innovative products to reach highly specific market niches previously difficult to reach through conventional mass media. Furthermore, the engagement built on social media creates a two-way marketing structure that provides long-term strategic advantages for the sustainability of innovative products. Consumers in the digital age are no longer passive recipients of products, but rather actively participate as curators, critics, and even loyal brand advocates. Discussions that develop in comment sections, digital community forums, and user-generated content become invaluable primary data sources for evaluating product performance in the real world. This dynamic forces companies to be continuously adaptive and responsive to market input, ensuring that the innovation process does not stop after a product is launched but continues to evolve based on direct feedback from its users. The deep integration between product innovation and social media-based marketing ultimately forms a solid ecosystem circle, where market acceptance is accelerated by the power of digital communication and product development is guided by the real needs of the community that are recorded in real time. The purpose of this study is to analyze the obstacles and solutions regarding the marketing analysis of innovation products in social media market orientation.

2 | BACKGROUND THEORY

2.1 Innovation Products

Innovative products are a tangible manifestation of human creativity that has been successfully converted into practical solutions to various challenges in the modern era (Judijanto and Hutauruk, 2025). The birth of an innovative product never occurs in a vacuum, but rather through a long process of research, experimentation, and a deep understanding of unmet market needs. Unlike conventional products that only offer standard functions, innovative products bring significant added value, whether in the form of time efficiency, reduced operational costs, or improved quality of life for their users. The presence of these products often disrupts existing markets and creates new, more dynamic ecosystems. Companies that consistently innovate typically lead the global competition because they don't just follow trends, but create them. Amidst today's rapid technological developments, the integration of artificial intelligence, environmental sustainability, and user convenience has become a key pillar in designing successful innovative products. Today's products are required not only to be intelligent and interactive, but also to be environmentally friendly and have a low carbon footprint to support the future of the earth. Through a human-centered approach, innovators continue to explore new materials, refine software, and redesign product interactions to make them more intuitive. Ultimately, the success of an innovative product is measured not only by the sophistication of its embedded technology or how high its sales figures in the market, but by the magnitude of the positive impact and transformative change it can provide in simplifying people's daily lives.

2.2 Social Media

Social media has transformed into a key pillar in the modern communications ecosystem, radically changing the way people interact, share information, and build communities (Kuncoro, 2024). These digital platforms are no longer simply a means of entertainment to fill spare time, but have evolved into virtual public spaces where social, political, and economic discourse occurs every second. Through connectivity without geographical boundaries, social media allows messages from one part of the world to reach millions of people in other parts of the world in milliseconds, creating a highly dynamic global network. Beyond this convenience, the presence of social media has had a significant dual impact on civilization. On the one hand, it acts as a catalyst for the democratization of information and empowerment of the creative economy, while on the other hand, it triggers new challenges in the form of the massive spread of misinformation and the degradation of mental health due to constant exposure to content. From a commercial and professional perspective, social media has broken down the traditional barriers between producers and consumers by providing a level playing field for both macro and micro businesses. Digital marketing strategies now rely heavily on the ability of platform algorithms to target specific audiences based on user preferences, behaviors, and demographics. This phenomenon has given rise to a new economic ecosystem that has given rise to modern professions such as content creators and influencers who leverage their social capital to influence market decisions. This flexibility has also sparked innovation in how organizations manage their reputations and interact directly with customers, creating more transparent and interactive relationships.

3 | METHOD

The method used in this study is a qualitative descriptive method. Qualitative descriptive research is a scientific approach that aims to understand social or human phenomena in depth, holistically, and as they are without

intervention or manipulation of variables (Tambunan *et al.*, 2025). This approach focuses on describing in detail, systematically, and accurately the characteristics, nature, and dynamics of a context, event, group behavior, or individual experience in a natural setting. Researchers using this method act as the primary instrument in data collection, going directly into the field to interact with participants, conducting careful observations, and conducting in-depth interviews to capture the implicit meaning behind each phenomenon. The philosophical foundation of this method is phenomenology and postpositivism, which believe that social reality is subjective, pluralistic, and constructed by the experiences of the individuals involved. Therefore, it cannot be measured rigidly with numbers or numerical statistics. The data analysis process in qualitative descriptive research occurs inductively and simultaneously from the beginning of data collection to the end of report preparation. After collecting data in the form of field notes, interview transcripts, and supporting documents, researchers perform data reduction by sorting, simplifying, and discarding information irrelevant to the research focus. Next, the filtered data is presented in a concise, logical, and interconnected textual narrative so that readers can grasp a complete picture of the situation being studied (Pandiangan *et al.*, 2024).

The completeness of secondary data sourced from theoretical textbooks and the articulation of theoretical practices in scientific journal articles plays a crucial role in determining the weight and validity of a study. When a researcher relies on these two sources, the completeness aspect is not simply assessed by the number of pages cited, but rather by how the data is able to build a comprehensive theoretical foundation and provide a strong empirical bridge (Yoppy *et al.*, 2023; Pandiangan, 2022). Theoretical textbooks serve as a conceptual blueprint that provides a fundamental understanding of the definition, historical development, and limits of application of a school of thought. Without the comprehensiveness of theoretical textbooks, research analysis will lose direction due to the lack of clear epistemological roots (Kurdhi *et al.*, 2023). On the other hand, scientific journal articles are present to complement the practical dimension of the theory by presenting evidence of its application in the field, variations in methodologies used by previous researchers, as well as contemporary findings that test the extent to which classical theory is still relevant to the dynamics of today's era.

4 | RESULTS AND DISCUSSION

4.1 Results

4.1.1 Marketing of Innovation Products and Social Media

Marketing innovative products in the modern era demands a dynamic and adaptive approach because products that bring novelty often face a wall of skepticism or incomprehension from potential consumers. When a company launches a product that integrates new technology or an unprecedented concept, the primary challenge is not simply selling its functional value but rather educating the market extensively (Permadi *et al.*, 2022). This is where social media plays a central role as an interactive and instant information bridge. Digital platforms no longer function merely as electronic billboards but have transformed into dialectical spaces where manufacturers can demonstrate the real uses of their innovations visually and narratively. The commercial success of innovative products depends heavily on marketers' ability to package complex features into a story that resonates with their target audience's everyday needs through creative and engaging content.

Through social media, the diffusion of innovation can be significantly accelerated by leveraging intelligent algorithms and the power of social networks. Marketers can leverage various content formats such as short-form videos, live broadcasts, and graphic visualizations to reduce the uncertainty typically associated with new products. Two-way interactions in comments or direct messages allow companies to respond to consumer concerns in real time, building trust, and gathering valuable feedback for further product development (Andirwan *et al.*, 2023). Furthermore, strategic collaborations with content creators or influencers with established credibility in a specific field can provide strong social validation for innovative products. When consumers see trusted figures using and experiencing the direct benefits of an innovation, resistance to change is reduced, which in turn drives faster market adoption and creates a viral effect that organically expands marketing reach.

The integration of innovative product marketing and social media creates a new paradigm that changes the way the value of innovation is communicated to the wider public. Innovative products, which naturally bring about changes in lifestyles or solve problems using unconventional methods, require a communication strategy that can break down technical complexity into an easily digestible narrative. Social media acts as a key catalyst in this process due to its visual-based, interactive, and widespread characteristics. Through digital platforms, manufacturers are no longer limited to rigid one-way communication, but can instead create interactive demonstration spaces where consumers can see, understand, and feel the urgency of the innovation before they decide to purchase it. The success of this marketing strategy is largely determined by the marketer's ability to craft a story that appeals to both the emotional and rational sides of consumers, so that new products are not seen as a burden to adapt to, but rather as real solutions to everyday problems.

The depth of this strategy lies in utilizing community-based social media architecture and personalization algorithms

to accelerate the innovation adoption process. In innovation diffusion theory, the greatest challenge is bridging the gap between risk-taking early adopters and the skeptical majority. Social media bridges this gap through transparently presented social proof, whether through honest user reviews, in-depth education by authoritative influencers, or open discussions in digital public spaces. When educational content is combined with the use of audience behavioral data, marketing messages can be highly targeted to the groups of people who need the innovation most. The instant interactions that occur also allow companies to quickly evaluate market perceptions, so that communication strategies can be dynamically adjusted to minimize consumer resistance and create a sustainable wave of adoption in a competitive market.

4.1.2 Obstacles and Solutions

Marketing analysis of innovation products in social media market orientation is a crucial approach in the digital era. When companies launch innovative products, whether in the form of new features, environmentally friendly products, or new culinary concepts, social media is no longer just a promotional channel, but rather a strategic ecosystem for understanding and responding to the market. As it develops, marketing innovation products in social media market orientation faces the following obstacles and solutions.

Table 1. Matrix of Obstacles and Solutions

Obstacles	Impact on Innovation Products	Solutions
Information Overload	Too much comment and trend data complicates decision-making.	Implementation of artificial intelligence-based social media analytics to cluster sentiments such as positive, negative, and neutral.
Too Short Trend Cycles	The innovation product is not yet finished, but social media trends have already changed.	Focus on the core value of the innovation, such as functionality or green sustainability aspects, rather than simply following passing visual trends.
Consumer Skepticism	Consumers are skeptical of new innovation claims, especially premium or environmentally friendly products.	Transparency in the production process is shared through behind-the-scenes content and validation from real user reviews.

1) Information Overload

In the dynamic landscape of innovative product marketing based on a social media market orientation, the phenomenon of information overload emerges as a double-edged sword that dominates interactions between producers and consumers. When a company launches an innovative product that introduces new technology or a previously unheard-of concept, social media is often the primary channel due to its ability to disseminate content massively and quickly (Pandiangan, 2023). However, the sheer volume of data produced every second on these digital platforms creates a highly congested environment, where thousands of marketing messages compete for the attention of the same audience. For consumers, endless exposure to reviews, demonstration videos, technical specifications, and price comparisons can actually trigger cognitive fatigue. Rather than being enlightened by the novelty offered by these innovative products, consumers often feel overwhelmed and confused due to the human brain's inability to process large amounts of information simultaneously, which can ultimately lead to decision-making paralysis or delayed purchases. From a market-oriented perspective, this information overload also distorts the feedback that companies desperately need to refine their innovative products. Social media generates a constant stream of public opinion, complaints, and praise in the form of comments, mentions, and hashtags (Andirwan *et al.*, 2023). When this raw data is overwhelming and unstructured, marketers struggle to separate valid market signals from mere digital noise. This risks companies misreading trends or misprioritizing product features that their core consumers truly desire. Furthermore, reliance on constantly changing social media algorithms forces marketers to continually produce content to stay visible in users' feeds, inadvertently exacerbating the information overload in the digital ecosystem. Failure to filter and present information concisely and relevantly can erode consumer trust, as they are more likely to ignore overly complex messages and turn to competitors' products with simpler, more easily understood communications.

2) Too Short Trend Cycles

The phenomenon of accelerating trend cycles in the social media ecosystem is now a crucial and confusing challenge for marketers of innovative products. When a company launches a product loaded with technological updates or unique concepts, they no longer have the luxury of time to enjoy a stable market introduction phase because the current market orientation is completely controlled by algorithms hungry for novelty. Social media has transformed consumer behavior into a constant stimulation seeker, where a product can become a global sensation in a matter of hours thanks to viral content, only to be forgotten the following week when a new trend emerges (Judijanto and Hutauruk, 2025). This rapid turnover is eroding the traditional product life cycle curve that typically allows companies to recoup research and development costs. As a result, conventional marketing strategies that rely on careful, long-term planning often become obsolete before the campaign itself is even executed. Faced with the reality

of this highly dynamic social media market, innovators are forced to completely shift their marketing paradigm from one focused on in-depth product value recognition to a momentum management strategy. Innovative products that require complex market education often lose out to ordinary products packaged in the narrative of a rising trend. Marketers are required to be able to predict the wave of digital conversation, insert their innovation into a popular aesthetic or challenge, and then be ready to pivot quickly when audience attention begins to shift (Pandiangan *et al.*, 2025). The negative impact of this excessively short cycle is the emergence of consumer fatigue and wasted company resources, because the cost of creating original innovation is often not commensurate with the shelf life of the trend that supports it in digital media. Ultimately, the success of innovation marketing in the modern era is no longer determined by how sophisticated or powerful the product is in the long term, but by how agile marketers are in riding, exploiting, and abandoning a trend just before it dies.

3) Consumer Skepticism

Consumer skepticism in the context of marketing innovative products on social media is a complex psychological and behavioral phenomenon, in which consumers exhibit a natural tendency to doubt, distrust, or question claims of the usefulness and authenticity of a new product being offered. When a company launches an innovative product through social media marketing, they are often faced with a highly critical audience with access to abundant information (Kuncoro, 2024). Therefore, marketing claims that appear exaggerated or too grandiose will immediately trigger consumers' mental defenses. On the one hand, social media provides an excellent platform for marketers to demonstrate the novelty and superiority of their products visually and interactively. However, on the other hand, the characteristics of social media, which is filled with sponsored content, collaborations with influencers that sometimes feel inorganic, and the prevalence of fake reviews actually reinforce this skepticism, as consumers recognize the strong commercial motives behind every post that passes through their timelines. This condition requires companies that adopt a social media market orientation to go beyond simply bombarding information or one-way promotions, but rather to understand the roots of consumer doubts in order to develop more transparent and evidence-based communication strategies. Innovative products, inherently, carry a higher level of uncertainty and risk for consumers because they lack a long track record in the market. Therefore, when these products are promoted in a digital space filled with distractions and visual manipulation, consumer skepticism will increase significantly as a self-protection mechanism from financial and functional losses (Permadi *et al.*, 2022). To overcome this obstacle, marketers must be able to wisely utilize the dynamics of social media by prioritizing authentic social proof, facilitating open two-way dialogue, and responding honestly and quickly to public criticism or doubts. Because failure to manage skepticism on digital platforms can easily lead to negative sentiment going viral and hindering the overall innovation adoption process.

4.2 Discussion

The implications of product innovation marketing analysis within a social media market orientation framework fundamentally transform how companies design, launch, and maintain their product positioning in the modern marketplace. When organizations integrate innovation analytics with a social media-centric approach, they move beyond relying on rigid historical data to leveraging real-time data generated organically by their audiences. This market orientation forces companies to be constantly adaptive to rapidly shifting trends, where consumer voices can directly impact a product's reputation within seconds. In-depth marketing analytics within this digital ecosystem redefines traditional market segmentation into more dynamic and emotionally engaged community clusters (Andirwan *et al.*, 2023). Companies are forced to view consumers not merely as passive sales targets but as co-creative partners who actively provide feedback, criticism, and testimonials. This accelerates the product development lifecycle because failures or shortcomings of innovative features can be immediately identified and addressed based on public sentiment captured across various digital platforms.

Furthermore, the implications of this synergy significantly impact communication strategies and brand positioning in the market. Marketing innovative products can no longer be done in a one-way or top-down manner; instead, it must be dialogic and interactive to build authentic trust. Social media provides a platform for innovation narratives to be conveyed through relevant, educational, and entertaining content, which in turn can convert casual users into loyal brand advocates. Sharp data analysis of engagement metrics, platform algorithms, and consumer browsing behavior enables companies to allocate their marketing resources much more efficiently and precisely. The long-term impact is the creation of a sustainable competitive advantage, where companies not only successfully launch unique new products but also succeed in building a responsive, adaptive market ecosystem that maintains a strong emotional connection with its mass base.

Marketing analytics for innovative products applied to social media market orientation triggers a profound paradigm shift in how companies manage market intelligence and respond to consumer needs. When innovation no longer emerges from closed doors but from open dialogue in the digital space, marketing analytics serves as a bridge that translates the buzz of social media conversations into measurable business strategies. A key implication is seen in companies' ability to instantly monitor sentiment, enabling early detection of market acceptance or rejection of an innovation before large-scale

investments are made. This social media orientation demands exceptional organizational flexibility, as the data flowing every second requires marketers to continually align product value propositions with fluid and changing audience expectations. Consequently, the boundaries between market research, product development, and public relations have blurred into a single, continuous process that directly influences each other.

Another profound impact touches on consumer psychology and market power dynamics, where consumers now hold complete control over the narrative of an innovative product. Through careful social media analysis, companies can identify key opinion leaders and grassroots communities that wield significant influence in spreading or distorting a new product's reputation. Successful innovation in this ecosystem is no longer simply about products with the most advanced technical specifications, but rather products that spark conversations, build emotional engagement, and solve real problems frequently voiced by users on their timelines (Permadi *et al.*, 2022). Companies are being forced to abandon rigid mass marketing approaches and shift to microtargeting strategies based on behavior, specific interests, and real-life interactions. Ultimately, this integration between innovation analysis and digital market orientation not only secures a higher level of product adoption, but also transforms the company's internal structure into a more responsive, data-driven, and humanistic entity in the face of increasingly competitive global competition.

5 | CONCLUSIONS AND FUTURE WORK

The research results show that marketing analysis of innovation products in social media market orientation is a crucial approach in the digital era. When companies launch innovative products, whether in the form of new features, environmentally friendly products, or new culinary concepts, social media is no longer just a promotional channel, but rather a strategic ecosystem for understanding and responding to the market. Marketing innovative products within a market-oriented framework on social media requires a radical transformation in how companies interact with their audiences, shifting the focus from simply showcasing advanced features to truly meeting consumers' emotional and functional needs. The most crucial initial step is building a deep, data-driven understanding through active social listening to capture emerging conversations, complaints, and hidden trends within the community. When an innovative product is introduced, the market often faces uncertainty or doubt, so companies must craft a marketing narrative centered on human stories and compelling visual education, rather than confusing technical jargon. This narrative must be able to simplify the complexity of the new value offered by the product, while linking it directly to solutions to everyday problems faced by the target market.

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