Systematic Literature Review: The Role of Social Media in Improving the Corporate Image

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Abstract— The increasingly rapid development of digital technology is changing the way people, agencies, and companies communicate, social media is one of the digital communication media, tools used to exchange information or communicate in digital format. This research discusses the role of social media in efforts to improve company image. By using the Systematic Literature Review (SLR) method, this research found that social media plays a role in improving a company's image through efficiency, effectiveness, and strategies used in social media. Social media can help improve a company's reputation by monitoring and responding quickly to customer complaints or feedback. However, companies must ensure that the information they provide via social media is accurate and trustworthy. Strategies that can be used to improve a company's image on social media include conveying accurate information, building and strengthening the company's image, using social media for two-way communication, and others.

Keywords— Social Media, Corporate Image, Corporate Image Management.

I. INTRODUCTION

Background

The development of technology with a digital touch is increasingly massive and rapid in the current era. The presence of social media has changed the way we communicate, interact, and access information. Not only individuals, but companies have also adopted social media as an important tool in their communication strategy. Changes in communication styles that occur between companies and the public so that the public can provide direct feedback to the company. This is a very advanced change so companies must be able to quickly respond to this serious matter. Various social media platforms such as Facebook, Twitter, Instagram, LinkedIn, and others, allow companies to interact directly with stakeholders, including consumers, employees, investors, and the general public. This research will explore how a company's social media activities and strategies, such as content shared, interactions with followers, and responses to feedback, can shape the public's perception of the company.

Apart from that, legal and ethical aspects are also important considerations in the use of social media by companies. How companies maintain data privacy, comply with regulations, and avoid controversy are factors that need to be well understood in this context. Company image is one of the most important assets in the business world. A positive image can increase consumer confidence, support business growth, and strengthen the company's position in the industry. Conversely, a negative image can have detrimental impacts, such as decreased sales, loss of customer trust, and serious reputation problems. The Corporate image reflects the company's

perception and reputation in the eyes of the public. Social media, with its power as a global communications platform, has great potential to influence a company's image. The role of corporate management is very necessary in this case, innovative and creative strategies and steps in dealing with this renewable media. Therefore, this research will dig deeper into "The Role of Social Media in Improving Company Image". This will include an analysis of how companies can leverage social media to build a positive image, respond to reputation crises, and measure the impact of social media activity on a company's image.

Through a deeper understanding of the role of social media in corporate image management, this research is expected to provide practical guidance for companies in effectively utilizing social media as a strategic tool to improve their image in the eyes of the public and stakeholders.

Formulation of the problem

Based on the research background that has been described, the following problem can be formulated: What is the role of social media in improving the Company's Image?

II. THEORETICAL BASIS

A. Social media

Definition of Social Media

According to (Dijk, 2006) New media has three concurrent characteristics: multimedia, interactive media, and digital media. They were integrated and interactive and used digital codes in the late twentieth and thirtieth centuries. According to (Evan, 2012) In simple terms, social media consists of text, words, images, videos and other elements designed to be shared. Social media usually refers to a collection of software that allows people and communities to gather, talk, share, and even collaborate or play games. (Doorley & Gracia, 2008).

Based on the definition above, it can be interpreted that social media is a new media that is integrated and interactive and uses digital code and includes the characteristics of new media whose processing results can obtain text, words, images, videos and the like for the purpose of sharing.

New Media Theory

Pierre Levy built new media theory, which explains the evolution of media. New media theory adheres to two perspectives. The first, the social interaction perspective, differentiates media based on how close they are to face-to-face interactions.

Pierre Levy argues that the World Wide Web (WWW) is a flexible and dynamic, open, information environment that allows people to develop new knowledge and engage in a democratic world through empowering and more interactive relationships. According to the second social integration perspective, media is ritualized because it has become a habit, something formal, and has greater value than just the use of media itself, or how people use media to create society. Media is not just a tool for getting information or attracting attention; they also unite us in society and give us a sense of belonging. (Littlejohn & Foss, 2014).

Characteristics of Social Media

The following are the characteristics of new media stated by (Lister et al., 2006) in Women & media: a Critical Introduction, namely:

a. Digital (Digital)

In the digital media process, the physical properties of the input data, light and sound waves, are not converted into other objects, but into numbers; that is, to be abstract symbols, rather than analog objects and physical surfaces. Therefore, media processes are brought into the symbolic realm of mathematics rather than physics or chemistry. After being coded numerically, input data in digital media production can immediately undergo mathematical processes such as addition, subtraction, multiplication and division through algorithms contained in the software.

b. Interactive (Interactive)

Interactivity has become one of the main 'value added' characteristics of new media. Where 'old' media offered passive consumption, new media offers interactivity. In general, the term refers to stronger user engagement with media texts, more independent relationships with knowledge sources, individualized use of media, and greater user choice.

c. Hypertexual (Hypertextual)

Hypertext is a work consisting of separate units of material, each of which carries a number of paths to other units.

d. Virtual (virtual)

Virtual Reality is the appearance of three-dimensional images created by a computer so that they look real with the help of certain equipment, which makes the user appear to be directly physically involved in the environment (Saurik et al., 2019).

e. Networked (Network)

These characteristics allow new media to reach a wider audience and create a more dynamic and interactive communication experience.

f. Simulated (Simulation).

The process of creating an experience that is similar to reality, but not completely real. Simulations can be carried out using various media, such as computers, video games, and augmented reality.

Types of Social Media

a. Video Sharing Social Media Application

Video sharing applications are very effective in spreading various government programs. Field visits or meetings, government statements, public policy discussions, and government efforts and struggles to implement trade programs are some examples of programs. (Ermawati et al., 2020).

Before sending, videos must be verified according to standards. Conversely, the government should also examine, foster, and monitor widely distributed videos related to government trafficking programs. So far, there are at least three video-sharing applications to pay attention to, based on the number of users and their communities: YouTube, Vimeo, and Daily Motion.

b. Blog and Microblog Social Media Applications

Blogs and microblogs are applications that allow users to write concisely and in detail about news, opinions, experiences, and daily activities in the form of text, images, videos, or a combination of both. These two applications are very important for conveying information and marketing products. Through these two applications, users can follow the opinions of other people or internet users without having to bother conveying information directly (Kaplan & Haenlein, 2010).

c. Social Media Application Social Network Sharing

Social networks are websites that allow people to create profiles and connect with other people. Because of their interactive nature, social networking sites allow users to upload personal content such as photos, videos, and writing collections, as well as communicate privately with other users through private messages that can only be accessed and managed by the account owner. Social networking sites are very important for building and shaping a brand image because they allow users to upload personal content. In Indonesia, there are at least three well-known and widely used social networking sharing applications. Such as Facebook, Google Plus, and Path. Each has advantages and disadvantages.

d. Professional Network Sharing Application

Users of this application usually consist of academics, students, researchers, government employees, and observers. In other words, they are members of the Indonesian middle class who have a significant influence on the way people think. Therefore, this type of application is very suitable for promoting and disseminating trade missions that require a lot of material research and things that require detailed data. Additionally, it is very effective in disseminating legislation and other regulations. LinkedIn, Scribd, and Slideshare are some of the professional networking applications that are very popular in Indonesia.

e. Photo Sharing Application

Indonesian people use many photo-sharing network applications. This application contains many strange, exotic, funny, or even scary elements, according to its nature, and focuses on more relaxed and less serious social communication. As a result, this application also helps spread government programs. Of course, the material

distributed must match the character of this application as well. Such material may include trade mission visits to unique, exotic places, markets, or specific trading communities. Instagram, Pinterest, Picasa, and Flickr are some of the applications that are very popular in Indonesia.

Company Image

Corporate image is defined as a global evaluation (consisting of a set of beliefs and feelings) that a person has about an organization (Dowling, 2001).

Corporate image defines the character of the organization. The way a company is seen to behave will influence the impression people have of it. Also stated by (Setiadi, 2023) Company image is the public's beliefs, ideas, and impressions of the company through knowledge and experience formed based on the history of beliefs, business philosophy, technology, ownership structure, internal company organs, and ethical and cultural systems.

Corporate image can be represented as a puzzle consisting of corporate identity, personality, reputation, and values.

An organization's corporate identity lies in its physical manifestations (e.g. logo, company colors, house style, etc.). Personality is the sum of its characteristics as perceived by the outside world and is often described in terms of human characteristics (likable, dynamic, boring, kind, etc.).

Reputation is what people believe based on their own or others' experiences and generally relates to the way an organization conducts its business (e.g. value for money, quality, etc.). Values describe an organization's standards and ethics, and are often included in an organization's mission statement (Jefkins et al., 2004).

So it can be concluded based on the literature above that company image is a global evaluation consisting of beliefs and feelings. Corporate image is the character of an organization, which shapes the impression that people have of it.

Reputation management

Best practices in reputation management according to (Doorley & Gracia, 2013) in Reputation Management. The Key to Successful Public Relations and Corporate Communication is:

1. Understand and respect the components of reputation, including integrity, governance, and communicativeness (transparency).
2. Establish a formal mechanism to measure reputation periodically.
3. Establish formal mechanisms-for example, regular meetings of senior officials, or a "Reputation Management Plan"-to manage reputation on an ongoing basis. The act of establishing and complying with formal mechanisms clearly shows leadership's commitment to protecting reputational assets.
4. Formal mechanisms (e.g., a Reputation Management Plan) can help your organization reconcile its brand reputation and broader corporate reputation with its intrinsic identity (what the organization stands for).

Corporate image management using social media

Corporate Image Management Process.
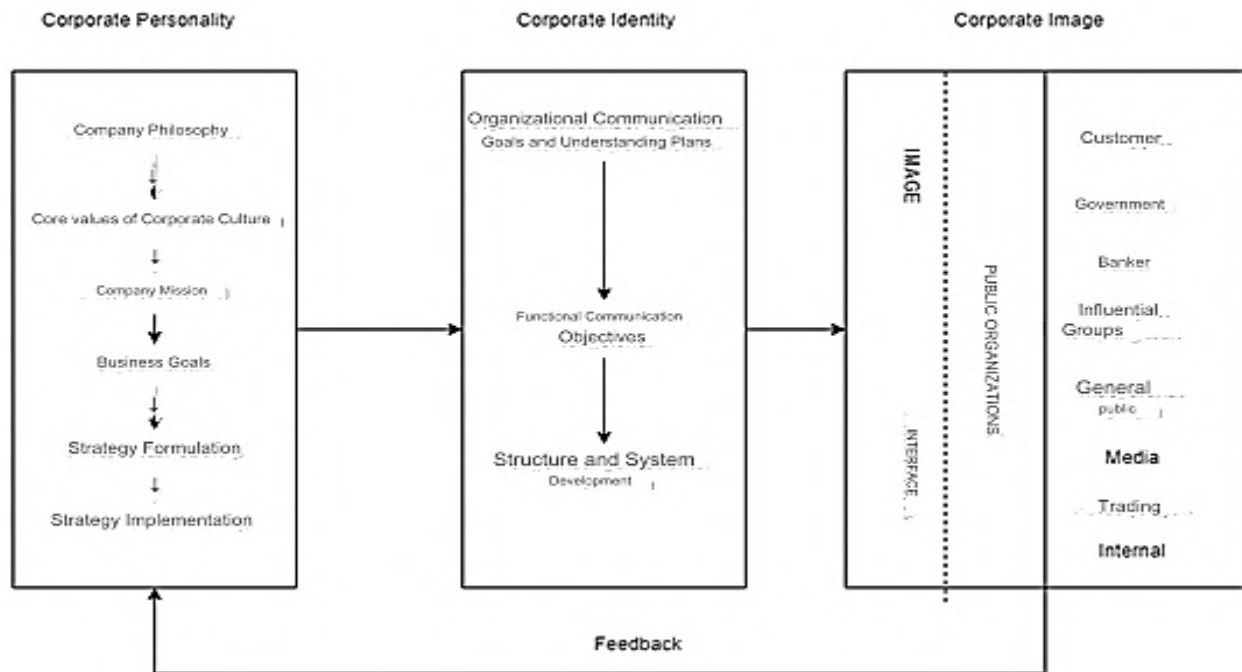
(Abratt, 1989) Provides ideas about corporate image management through three stages which usually focus on management science. First, a company must have unique personal values that differentiate it from its competitors, as depicted in Figure 1. The company's philosophy, strategic planning, and implementation of the company's plans will usually determine those values. This is the stage that broadly discusses the actions taken by the company, its goals and objectives, and the strategies used to achieve these goals. Second, the formulation of a corporate identity must be carried out. This includes reviewing the existing management system to see how it affects the company's image and, if necessary, making design modifications and adding certain activities that affect the company's image. In the third stage, the company looks at how stakeholders use the existing management system. Nearly ten years later, the concept of image management is evolving.

Previous Research

Various studies regarding the role of social media in efforts to improve the company's image have been researched before. Journals and research that discuss similar theories and research subjects are used as references in this research. The following is previous research that discusses communication strategies in conflict:

First, research conducted by Tatak Setiadi (Setiadi, 2023) in the journal Jurnal Representamen Vol 9 No. 01 April 2023 entitled Corporate Image Management through Social Media: Literature Study on Corporate Image and Developments in Media Technology, this research describes corporate image management through social media. The concept of corporate image management was developed by Abratt in 1989 with three stages which tend to be oriented toward management science. In 1998, Nguyen & LeBlanc developed the concept of image related to consumer satisfaction. This article also discusses the values of social media and how companies can utilize social

media to build the desired image. An image management study conducted by Nekmat, et al in 2014 showed that the image management literature in public relations is more directed towards rhetorical and descriptive analysis, but is still lacking in a results-oriented approach to measure the impact of the strategies used in image improvement.

Second, research conducted by Lisa Listyani Winolo, Rudi Sukandar (L. Winolo & Sukandar, 2019) in the journal American Journal of Humanities and Social Sciences Research (AJHSSR) entitled Cabin Crew and Social Media: Negotiating Employees' Emotional Labor and Corporate Image of Citilink Indonesia.

This article shows that social media has become the closest communication tool for cabin crew to express their deepest emotions. Additionally, cabin crew's involvement in deep acting has been considered a type of "good faith" emotional labor because cabin crew understand that all work must begin with sincerity.

This article also discusses the importance of company values and how to communicate them to cabin crew at Citilink Indonesia. Finally, this article highlights the importance of managing emotional labor and corporate image, especially on social media, to maintain a good corporate image and reputation.

Third, research conducted by Patrick Kissel, Marion Buttgen in the Journal of Brand Management (Kissel & Buttgen, 2015), this article discusses the use of social media to communicate recruiter brand identity. This research identifies important factors in attracting potential candidates in the context of social media, such as information search behavior, self-congruence with the recruiter's brand and its employees, and company image.

The results show that self-congruence and information obtained from social media do not have a direct effect on recruiter attraction and application intention, but are completely mediated by a strong company image.
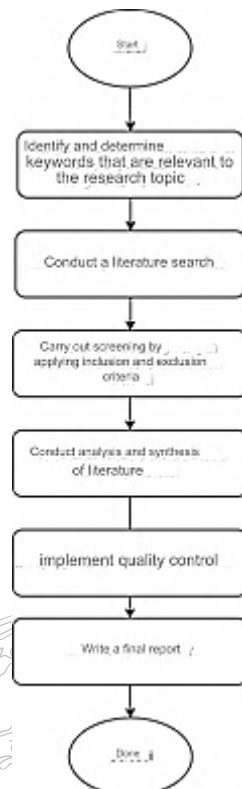
This article also highlights the important role a company's image plays in attracting potential candidates and how social media has changed the way people communicate and search for information during their job search.

The similarity between previous research and this research is that they both want to know effective corporate management strategies to improve the company's image through social media in an organization using qualitative methods. The difference between this research and previous research lies in the theory and objects analyzed.

III. METHOD

Systematic Literature Review

This research uses Systematic Literature Review (SLR) to find, evaluate, and interpret research findings related to certain research questions, topics, or phenomena. In a systematic literature review, this research uses a qualitative approach to convey qualitative descriptive research findings. This systematic literature review is based on the stages outlined by (Francis, S., Baldesari., 2006) in (Watajdid et al., 2021)

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                    ┌─────────┐
                    │  Start  │
                    └─────────┘
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          ┌──────────────────────────────┐
          │ Identify and determine        │
          │ keywords that are relevant to │
          │ the research topic            │
          └──────────────────────────────┘
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          │ Conduct a literature search   │
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          │ Carry out screening by         │
          │ applying inclusion and exclusion│
          │ criteria                       │
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          │ Conduct analysis and synthesis │
          │ of literature                  │
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Keyword Identification and Discovery

This research investigates the role of social media in improving company image. As a result, researchers set requirements before conducting a literature search, such as:

1) Condition 1 – The emergence of ideas about company image or corporate image in the literature.

2) Condition 2 - The emergence of ideas related to social media. At this stage, researchers determine keywords for conducting literature research, namely corporate image and social media.
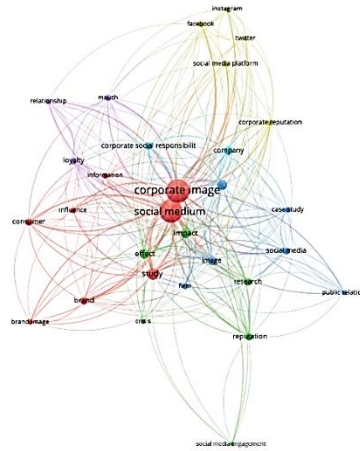
Literature Search

Literature searches were carried out using the Publish or Perish application by entering the keywords social media, and corporate image into the Google Scholar search engine. The choice of a search engine is intended to obtain reputable scientific literature indexed by Google Scholar. The literature search resulted in the discovery of 120 pieces of literature from 2013 to 2023.

Screening and Determination of Criteria

After the literature search process, the researcher carried out a screening process and determining criteria with the help of the Mendeley application to find out the abstracts of the 120 pieces of literature and VOSviewer to find out the relationship between the keywords found in the image below. Based on the screening that was carried out with the help of VOSviewer, the relationship between social media and Corporate Image resulted in a connection. Brand image, consumer, influence, information, study, crisis, effect, impact, reputation, research, social media engagement, firm, image, public relations, role, corporate reputation, Facebook, Instagram, Twitter, loyalty, mouth, relationship, company, corporate social responsibility.

Then the researcher read the abstract and filtered the literature based on the inclusion and exclusion criteria shown in the table below. From the screening process, researchers obtained 10 selected pieces of literature from journal articles indexed by Google Scholar as primary data and supported by secondary data from books, journals, and other articles relevant to the topic.

Inclusion Criteria	Journal of studies that use large and small scale data
	The study discusses social media and company image
	Study journals are included in Google Scholar
Exclusion Criteria	Studies that are not relevant to social media and Company Image

Analysis and Synthesis Process

Literature that meets the criteria will be abstracted and synthesized according to the research topic so that a classification of the role of social media in improving the company's image can be formed.

Quality control

At this stage, the researcher implemented quality control by reviewing selected literature based on Gsrank indexed in Google Scholar according to the topic being studied which can be seen below.
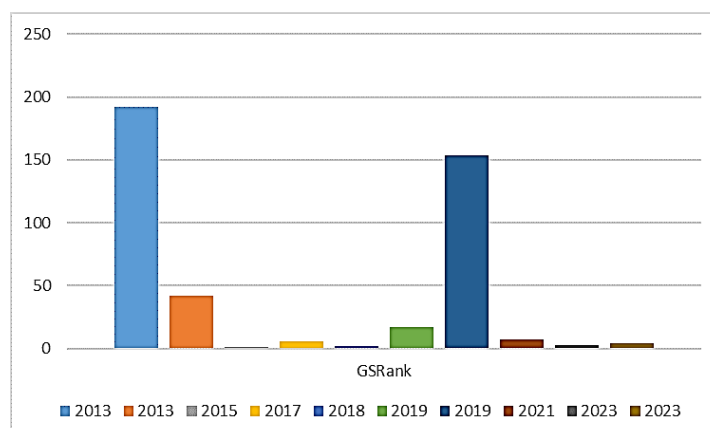
Final report

The final report is intended to provide a complete picture of the results of the analysis and synthesis of the literature that has been included in the inclusion and exclusion criteria. This step will be carried out in the results and discussion section.

IV. RESULTS AND DISCUSSION

Important Journal Publications

In the literature review, there were 10 pieces of literature selected out of 120 to analyze the role of social media in developing corporate communications managers to improve their image. It can be seen in the picture below that from 10 pieces of literature, the first research regarding the use of social media in improving company image and corporate identity was published in 2013 with two pieces of literature while the others were in 2015, 2015, 2017 with one piece of literature each, 2019 as many as two literatures, 2021 one journal and 2023 two literatures. This shows that there is not enough research on the topic of social media on corporate image.
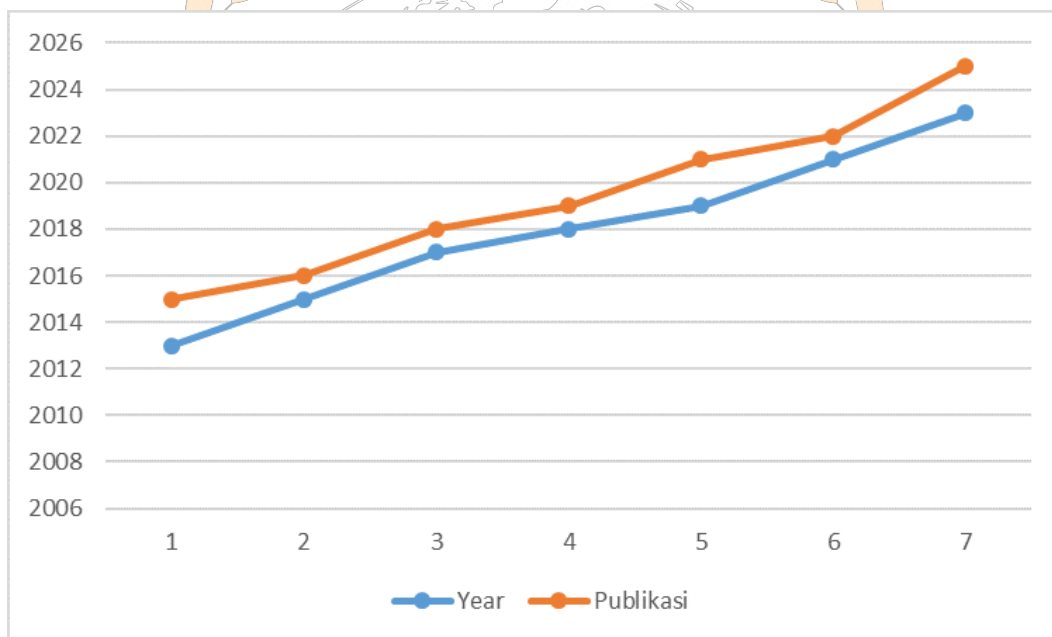
From the results of a review of 10 selected pieces of literature, synthesis results were obtained regarding the role of social media in efforts to improve the company's image which were classified into four as shown in the table below.

No	The Role of Social Media on Company Image
1	Digital Communication Media
2	The efficiency of social media in improving company image
3	The effectiveness of social media in efforts to improve the company's image on social media.
4	Strategy to improve the company's image on social media

Digital Communication Media

Digital media is media that is encoded in digital format and can be read by machines. In other words, digital media can be interpreted as a container that can accommodate data in the form of numbers or digits. The concept of digital media is binary, namely 0 and 1 using discrete waves. Digital media can be created, viewed, distributed, modified, and persisted on digital electronic devices. Digital processes use algorithmic logic. Jenkins stated that digital media is "media that allows user interaction and participation (Jenkins, 2006). Social media is a form of digital communication media that is efficient in improving a company's image. Through social media, companies can interact directly with customers, promote products or services, and build strong relationships with the audience. In addition, social media also allows companies to monitor and respond quickly to feedback or complaints from customers, which can help in improving the company's image. However, the use of social media in company image management must carried out carefully and strategically to avoid potential image loss (Abratt, 1989). Social media is a platform or tool used to convey content or information via the internet or digital technology. This includes various formats, such as websites, social media, blogs , videos, emails and more. Digital media allows users not only to retrieve information but also to actively participate in content creation (Kissel & Buttgen, 2015). Digital communication media are platforms or tools used to exchange information or communicate in digital format. This includes various types, such as social media, email, instant messaging applications, and websites. Digital communication media enable individuals and organizations to share and receive information in real-time, reach a wider audience, and interact with other users. Digital communication media also play an important role in marketing and advertising, allowing companies to reach consumers directly and personally. Apart from that, digital communication media are also used for personal purposes, such as sharing photos, videos and thoughts, as well as for interacting with friends and family (L. L. Winolo & Sukandar, 2019). Digital media is a platform or tool that uses the internet and digital technology to communicate and convey information. This includes websites, email, apps, social media, and more. This type of digital content allows users to create, view, distribute, modify and publish various types of content (Feroza & Misnawati, 2021). So it can be interpreted based on some of the literature above regarding digital communication media, namely digital media is media that is presented in a digital format that can be read by machines and accommodates data in the form of numbers or digits. Digital media also has the ability to be created, viewed, distributed, and changed, and can persist on digital electronic devices. Algorithmic logic is used to run digital processes. Social media, a type of digital communication media, can help improve a company's reputation by monitoring and responding quickly to customer complaints or feedback. The use of digital media not only allows them to retrieve information but also to actively participate in content creation.

The efficiency of social media in improving company image

Social media has become an efficient communication channel for companies in an effort to improve their image. Through social media, companies can convey job-related information, strengthen their image, and enter a dialogue with potential candidates earlier in their job selection process. Studies show that information obtained from social media does not have a direct effect on perceived employer attractiveness and intention to apply, but is completely mediated by a strong company image. This shows that social media can be used efficiently to build and strengthen

a company's image, which in turn can increase employer attractiveness and application intentions from job seekers.

However, it is important to note that information from company-controlled career sites may be considered less credible than information from social media platforms that are independent of the company. Therefore, companies must strive to ensure that the information they provide via social media is accurate and trustworthy. In addition, this study also found that higher levels of perceived attractiveness increased the intention to apply on social networks. This suggests that social media can be used efficiently to increase employer attractiveness, which in turn can increase the number of applications a company receives (Kissel & Buttgen, 2015). Social media has become an effective tool for improving a company's image. This is because companies can interact directly with their audiences and customers, building stronger relationships and increasing trust. Additionally, social media allows companies to share news and updates as well as information about their goods and services. All this can help create a better image of the company. So it can be concluded from the literacy above that social media has become an effective communication tool for companies to improve their reputation. By using social media, companies can provide relevant information, enhance their reputation, and engage in dialogue with younger candidates throughout their hiring process. However, it is important to note that information from sensitive situations may come from independent social media platforms. Companies must ensure that the information they receive from social media is accurate and usable. Social media can also provide information about a company's history, culture, and products, helping to create a better reputation. Social media platforms can help companies reach a wider and more positive audience, increasing their visibility and reputation by addressing concerns and addressing customer concerns. Companies must also use social media strategically and with a clear strategy, as content that is too controversial can damage their reputation. Additionally, social media platforms allow companies to reach a wider and more diverse audience, which helps them increase their visibility and reputation by hearing and responding to customer feedback. It's also important to remember that companies must utilize social media strategically and with care.

Businesses must have a strong social media strategy because wrong content or poor customer response can damage their reputation (Feroza & Misnawati, 2021). With this, social media has become an efficient and effective communication tool for companies to improve their reputation. By using social media, companies can provide relevant information about their jobs, enhance their reputation, and engage in dialogue with younger candidates during their hiring process. However, it is important to note that information from sensitive situations may come from independent social media platforms. Companies must be aware that the information they receive from social media is authentic and usable. Additionally, social media can provide information about their history, culture and products, helping to create a better reputation. Social media platforms can help companies reach a more positive and sustainable audience, increase visibility and reputation, and maintain their reputation. Companies must also use social media strategically and with a clear strategy, as controversial content can damage their reputation. Social media platforms can also help companies reach a wider and more engaging audience, increasing their visibility and reputation by addressing concerns and addressing public opinion. In conclusion, social media has become an effective communication tool for companies.

Strategy to improve the company's image on social media

Here are some strategies that can be used to improve a company's image on social media:

a. Conveying Accurate and Credible Information: Information conveyed via social media must be accurate and trustworthy. This is important because inaccurate or misleading information can damage the company's image.

b. Building and Strengthening Company Image: Social media can be used to build and strengthen company image. This can be done by conveying consistent messages about the company's values and mission.

c. Using Social Media for Two-Way Communication: Social media allows companies to communicate directly with their audience. Companies can use this to listen to feedback from audiences and respond promptly.

d. Increase Employer Attractiveness: Social media can be used to increase employer attractiveness. This can be done by showing a positive work environment and providing information about career opportunities in the company.

e. Using Engaging Content: Interesting and relevant content can help grab the audience's attention and build a positive image of the company. This content can be articles, videos, infographics, or other types of content that can provide value to the audience. Managing Response to Criticism: The way a company responds to criticism or negative feedback on social media can also affect their image. Companies should respond professionally and try to resolve the problem as quickly as possible.

f. Using Influencers: Working with influencers who have large and relevant audiences can help improve a company's image on social media.

g. Using Paid Advertising: Paid advertising on social media can help companies achieve a good reputation (Kissel & Buttgen, 2015).

Likewise, corporate image management is a strategic and ongoing process that involves various elements within the organization. The following are several strategies that can be used to improve the company's image:

a. Articulation of Company Philosophy: This is the first step in the image management process. Management needs to develop an understanding of the company's identity, what it believes in, and what the company stands for.

b. Strategic Management: It involves the formulation and implementation of strategic plans that reflect the company's philosophy.

c. Communications: The communications department must ensure that all company communications, both formal and informal, are supported by the applicable company philosophy.

d. Image Research: This involves monitoring and assessing the company's image in the eyes of the public and stakeholders. This can be done through surveys, interviews, or other research methods.

e. Systems Management: This involves managing various management systems that impact a company's image, such as training, performance appraisal, issues management, quality control, and industrial relations.

By implementing these strategies, companies can effectively manage and improve their image in the eyes of the public and stakeholders (Abratt, 1989).

So it can be interpreted from the above literature regarding management strategies in improving the company's image through social media that social media can be used to increase the company's presence in the public market and stakeholders. Strategies include providing accurate and reliable information, building and promoting a company image, using social media for direct communication, encouraging positive working conditions, using relevant content, responding to criticism professionally, working with influential figures, and using legal documents.

Corporate image management is a strategic process that involves understanding identity, strategy, communication, critical research, and systems management. By following this strategy, a company can effectively communicate and increase its presence in public markets and stakeholders. This includes creating a clear corporate identity, implementing strategic planning, promoting communications, conducting critical research, and implementing various management systems. By implementing this strategy, a company can effectively increase its presence in public markets and stakeholders.

V. CONCLUSION

Based on the discussion above, it can be concluded that although there is not much literature regarding the role of social media in improving the company's image, social media is an efficient and effective tool in improving the company's image and has various dimensions of effectiveness within it. Social media has become an effective and efficient tool for improving a company's reputation. It enables business communications that deal directly with customers, promote goods or services, and build strong relationships with stakeholders. However, corporate social media use requires clear planning and communication.

Providing accurate and reliable information, promoting business communications on social media, providing relevant content, and using ethical language are some strategies. Understanding corporate identity, strategically planning strategies, communicating well, conducting critical research, and managing various management systems are all examples of brand image management.

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