

Abstract

Social media has become a widespread tool for businesses, offering an affordable and accessible digital platform. Particularly for small businesses facing budget constraints, limited expertise, and competition from larger companies, social media provides an opportunity to overcome these challenges. On the other hand, the growth of the tourism industry in Bali has led to increased participation of women entrepreneurs who establish businesses based on personal experiences. Social media marketing can be utilized by these women entrepreneurs to boost business performance by raising product or service awareness, generating interest among the target market, and fostering consumer loyalty. This study adopts a quantitative research approach, employing non-probabilistic sampling through simple random sampling. The sample comprises tourism business owners located in Bali who have previously utilized social media marketing. The respondent of this study is 175 respondents. The collected data was analyzed with descriptive statistical analysis using IBM SPSS statistic version 25. The results indicate that content sharing has a significant influence on the sales performance of a tourism business. Besides that, the findings highlight the importance of implementing a strong customer relationship management approach. This approach focuses on building and maintaining positive relationships with customers, which can contribute to improved sales outcomes.

Keyword: Social Media Marketing, Women Entrepreneurs, Tourism Business, Bali