



Systematic Literature Review: Penerapan Media Sosial Sebagai Sarana Knowledge Sharing

Systematic Literature Review: Social Media Implementation as A Tools of Knowledge Sharing

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Abstrak

Latar belakang: Saat ini, media sosial menjadi platform canggih yang dapat memfasilitasi komunikasi dan berbagi pengetahuan mulai dari tingkat pribadi hingga organisasi. Berbagi pengetahuan melalui media sosial memberikan manfaat yang dapat meningkatkan efektivitas dan efisiensi di suatu organisasi. **Tujuan:** Penelitian ini bertujuan untuk memberikan pemahaman lebih dalam mengenai penerapan media sosial sebagai sarana *knowledge sharing* di lihat dari aspek jenis media sosial yang digunakan, aktivitas pada media sosial, dan tantangan dalam menggunakan media sosial sebagai sarana *knowledge sharing*. **Metode:** Penelitian ini menggunakan metode *Systematic Literature Review* (SLR) untuk mengumpulkan dan meninjau studi terhadap penelitian, artikel, jurnal yang terbit pada tahun 2018-2023. Analisis dilakukan pada delapan artikel yang mengungkapkan pemanfaatan media sosial untuk berbagi pengetahuan. **Hasil:** Hasil penelitian menunjukkan bahwa media sosial sebagai sarana untuk *knowledge sharing* dinilai efektif karena dapat menjangkau banyak masyarakat yang terkendala oleh jarak, media sosial juga banyak digemari oleh berbagai kalangan masyarakat dari usia muda sampai usia lanjut. Media sosial dapat digunakan sebagai sarana untuk berbagi pengetahuan. **Kesimpulan:** Jenis media sosial yang paling banyak digunakan sebagai sarana *knowledge sharing* adalah Facebook.

Kata Kunci: Media Sosial; Facebook; Diskusi Grup; Promosi Kegiatan; Berbagi Pengetahuan

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Abstract

Background: Today, social media serves as a sophisticated platform that facilitates communication and knowledge sharing at both personal and organizational levels. Utilizing social media as a media for knowledge sharing favorably enhances the effectiveness and efficiency within an organization.

Objective: The main objective of the study is to provide a profound understanding of social media application as a means of knowledge sharing in terms of the types of social media, activities on social media, and challenges in using social media for knowledge sharing. **Methods:** In practice, the study was conducted through Systematic Literature Review (SLR) method to collect and review studies, articles, and journals published in 2018-2023. The analysis encompassed eight articles discussing social media as a means for knowledge sharing. **Results:** The results signified social media as an effective means for knowledge sharing for the capability of reaching wider audience, and resolving geographical boundaries. Moreover, social media is popular across different age groups, from the young to the elderly. **Conclusion:** Facebook is the leading social media platform for knowledge sharing.

Keywords: Social Media; Facebook; Group Discussion; Event Promotion; Knowledge Sharing

Introduction

Throughout rapidly evolving digital formation era, social media has successfully emerged as an accelerator for communication and information exchange. This phenomenon transforms how people interact, and eventually creates new patterns of habits and practices in producing, as well as consuming information (Castillo et al., 2023; Sugihartati et al., 2020). Covering different platforms such as Facebook, Twitter, LinkedIn, and Instagram, social media acts as a “stage” that unflinchingly connects global communities (Yoon and Zhang, 2018). Transparency and accessibility present as the primary enticement encouraging individual, group, and organizational users to actively participate in collaborative processes of producing and consuming information (Castillo et al., 2023; Sugihartati et al., 2020).

Social media illustrates the sophisticated connectivity among society today, significantly affecting the fusion of production and consumption process among users, thus resulting in interacting dialogues as opposed to the forerunner (Looy, 2022). As a preferred virtual platform, in addition to sharing information, social media allows each individual user to act as an active creator, as well as contributor in developing dynamic collective narrative (Neelakandan et al., 2020; Octafitria, 2016).

Similar to this, according to Carey (2019), social media serves as a medium for online interaction that eliminates spatial and temporal thresholds, enabling users to socialize asynchronously, unrestricted by geographical or temporal confines (Carey, 2019). Eventually, social media greatly impacts daily practices. In a different context, Alves et al. (2016) asserts that social media is not designated as a mere tool for interaction but also a platform for marketing, commerce, and expanding social networks (Alves et al., 2016).

Following the above definitions, social media demonstrates potential and significant role in knowledge sharing (Archer-Brown and Kietzmann, 2018; Nisar et al., 2019). In addition to acting as a platform for interaction, social media emerges as a strategic support for knowledge sharing across diverse organizational levels. Facilitating real-time knowledge sharing enables social media to create collaborative environment, in which knowledge is actively managed and shared for mutual benefit. Social media greatly contributes to the establishment of dynamic and cohesive knowledge communities (Ahmed et al., 2019; Archer-Brown and Kietzmann, 2018).

Furthermore, social media performs as an effective means to accelerate information access. Platform, such as Twitter or LinkedIn facilitates employees and organizations to stay

informed about the updated development within industries, market trends, and other relevant information. This fosters organizations remain relevant and adaptable to fast-paced changes in business environment (Ahmed et al., 2019; Hage et al., 2020; Skarpa and Garoufallou, 2021). The use of social media expands beyond internal aspects to encompass external engagement. Increasingly active consumers in creating products and marketing through social media form new concept of Worth-of-Mouth marketing (Garcia Henche, 2018; Van Reijmersdal et al., 2020). Consumers no longer contribute as merely passive recipients but also key influencers in creating brand image and marketing products to potential consumers.

Following the success in facilitating knowledge sharing, the impact of social media is immensely expanded (Ahmed et al., 2019; Chu et al., 2019). Social media allows employees to actively exchange ideas, perform discussions, and share experiences. Social media resolves barriers in knowledge management, including the need for timely and relevant information, building trust, as well as contributing to knowledge marketing and organizational branding. Organization leverages the platforms to promote expertise, share industry insights, and demonstrate thought leadership. This, eventually enhances the company's image as the leading company in the industry, while enriching the organizational knowledge understanding (Ahmed et al., 2019; Leonardi, 2017).

In terms of company-consumer relationships, social media serves not only as a marketing tool but also as a means to understand consumer needs and feedback. Monitoring and analyzing trends on social media assist organization in identifying possible opportunities and risks, informing business strategies, and leading to knowledge policies. Integrating social media into knowledge sharing practices is required to maximize potential knowledge within organizations (Chu et al., 2019; Mills et al., 2019). Providing a platform that allows collaboration, knowledge sharing, and innovating, social media emerges as a vital element in creating organizations responsive and adaptive to changes. Thus, social media serves as a platform for interaction. Likewise, social media is the key to exchange effective knowledge sharing and building a robust knowledge foundation to address business challenges in the digital era (Chu et al., 2019; Mills et al., 2019). Given a number of definitions and challenges in digital developments and implementing knowledge development, the objective of the study is to investigate the impact of social media on knowledge and to understand how social media integration potentially enriches the knowledge sharing process within an organization (Kianto et al., 2019). By analyzing social interaction changes, information consumption habits, and social media usage, the study aims at identifying potential urgency and positive impacts of knowledge sharing (Ahmed et al., 2019). The study describes and analyzes the types of social media utilized in different knowledge domains, activities on social media for knowledge sharing, including challenges in utilizing social media as a means for knowledge sharing.

In addition to becoming a global phenomenon that brings temporary disruption, social media transforms as a significant evolution in the digital realm with the ability of transforming different structures and ways in which society interacts and lives as users (Neelakandan et al., 2020). In social media, information and ideas are created and subsequently shared through online and virtual networks. The unceasing development of social media applications on smartphones allows instant communication, convenience and speed unrestricted by temporal or spatial thresholds (Looy, 2022). Social media involves diverse platforms, including social networking sites, online communities, user-generated content services such as blogs, video-sharing sites online review or rating sites, and virtual gaming (Voorveld et al., 2018; Zhu and Chen, 2015). Popular social media such as Facebook, YouTube, Twitter, LinkedIn, and

Instagram, have gained global fame, despite the relentless technology development that consistently introduce new platforms (Blaschke, 2017)

On top of becoming a global trend, social media emerges as a force steering consumer behavior (Nyagadza, 2022). The ability to provide authentic information from across the world at all times enables customers to compare and interact effectively, creating dynamic two-way communication (Costa-Sánchez and Guerrero-Pico, 2020; Morgan, 2020; Tombleson and Wolf, 2017). The merits of marketing through social media varies from larger range, inexpensive costs, speed, interactivity, and increasing connectivity, enabling business direct interaction and engagement with consumers (Nisar et al., 2019). Apart from expanding the scope, social media eliminates geographical, temporal, and spatial thresholds, thus, allowing marketers to directly reach a large number of consumers (Ahmed et al., 2019; Kim et al., 2019).

Equipped with a number of different features, social media portrays as a potential platform for knowledge sharing at individual, group, and organizational levels (Chu et al., 2019; Eid and Al-Jabri, 2016). Having the power of creating and rapidly distributing information through online networks, social media creates an environment that allows individuals and communities to interact, learn, and share knowledge. Platforms such as social networking sites, blogs, and video-sharing services enable users to publish ideas, perspectives, and discoveries, creating virtual spaces for information exchange (Eid and Al-Jabri, 2016; Lee and Ma, 2012). The fast-paced and interactive social media allows individuals with similar interests or goals to discuss and collaborate. This dynamic two-way communication impetuses the exchange of ideas, solutions, and viewpoints from diverse perspectives. Furthermore, social media platforms commonly support features such as comments, reactions, and content sharing, all of which enhance engagement and participations in the knowledge sharing process (Eid and Al-Jabri, 2016).

As described by Desouza and Paquette (2011), knowledge involves individual's beliefs in interpreting and managing information by integrating the information with other information, interpreting the information, and ultimately taking action (Desouza et al., 2011; Katrini, 2018). Further, on dissemination level of knowledge, the term "knowledge sharing," according to Kleinnijenhuis et al. (2005) is a reciprocal process where individuals exchange both tacit and explicit knowledge to create new knowledge or solutions (Chu et al., 2019; Kleinnijenhuis et al., 2005). In this case, knowledge sharing involves not merely giving and collecting knowledge, but also creating a culture of social interaction encompassing the exchange of knowledge, experiences, and skills among employees within an organization. In contrast, Pasaribu (2009) defines knowledge sharing as a culture of social interaction involving the exchange of knowledge among employees, experiences, and skills across departments or the entire organization, establishing the base for cooperation.

Knowledge sharing is significantly impactful, particularly in enhancing the individual learning capabilities. Through knowledge sharing practices, employees gain individual benefits, including improved learning abilities through externalization, internalization, socialization, and participation in Community of Practice (CoP) (Hernández-Soto et al., 2021; Jørgensen et al., 2020). Each individual is largely favored from improving the learning abilities and readiness to address rapid changes at work and organizational environments, minimizing the risk of failing to advance in business developments (Jørgensen et al., 2020). As the primary benefit for each individual, enhanced learning capabilities and readiness to adapt to changes, serve as crucial factors in attaining job satisfaction. Employees engaged in different knowledge sharing effectively address challenges and respond to changes at work, thus minimizing

turnover rates within the organization. Additionally, knowledge sharing enhances revenue and profits, fostering a dynamic and adaptive environment for organizational growth (Hernández-Soto et al., 2021). Thereby, knowledge sharing improves individual capability, moreover, contributes to the success and sustainability of an organization in navigating the relentlessly evolving dynamics of business (Sweet et al., 2019).

Research Methods

The study employs Systematic Literature Review (SLR) approach with qualitative method to synthesize (summarize) the findings in form of qualitative descriptive results. The synthesis (summarizing) method is referred to as “meta-synthesis.” By definition, “meta-synthesis” is a technique for integrating data in order to develop new theories or concepts, or to attain a more profound and comprehensive level of understanding (Perry and Hammond, 2002). The research design, thereafter, involves different stages: planning (identifying research questions and limitations), conducting (finding and identifying relevant references, extracting, and synthesizing data), and reporting (translating the findings into an article) (Torres-Carrión et al., 2018).

The study was conducted from October 25th, 2023 to November 2nd, 2023. In this case, identifying research questions and limitations were performed with PICOC (Population, Intervention, Comparison, Outcomes, and Context) approach by Petticrew (2006).

Table 1. PICOC approach

Criteria	Scope
Population	Study on the implementation of social media as a means of knowledge sharing in Indonesia
Intervention	Limitations in implementing social media as a means of knowledge sharing
Comparison	No comparison provided
Outcome	The implementation of social media as a means of knowledge sharing in Indonesia
Context	Review on the results of research investigation

Source: Analysis by the researcher

Referring to the scope of the research, the research questions (RQ) are formulated as follows:

- RQ1 : What types of social media implementable for knowledge sharing?
- RQ2 : What social media activities are utilized for knowledge sharing?
- RQ3 : What are the challenges in using social media for knowledge sharing?

The information seeking strategy in this study involved search terms formula, utilizing literature sources from online databases, establishing inclusion and exclusion criteria, and accessing the quality of the research. Regarding search terms, references for this study were collected using Publish and Perish, incorporating title words and title keywords relevant to the keywords. In addition, literature resources were derived from Google Scholar which provides extensive scope and open access, supported by Publish or Perish. In this case, the citation limit encompasses publications from 2018 to 2023 or the past six (6) years, from the time the research was conducted. Additionally, criteria for inclusion and exclusion were determined to select scholarly works suitable for addressing the research questions. Detailed criteria for inclusion and extension the study is presented in Table 2.

Table 2. Inclusion and exclusion

Inclusion	Exclusion
All scholarly works published in Bahasa Indonesia	Scholarly works published in Bahasa Indonesia
All scholarly works published in the past 6 (six) years, from 2018 – 2023	Scholarly works published prior to or following 2018-2021
Scholarly works focusing on the research topic.	Scholarly works outside the scope of the research topic

Source: Analysis by the researcher

The following step involved assessing the research quality. In Systematic Literature Review, the data were evaluated based on Quality Assessment (QA) as follows:

QA1 : Describing the types of social media implementable for knowledge sharing

QA2 : Describing the social media activities for knowledge sharing

QA3 : Describing the challenges when using social media for knowledge sharing

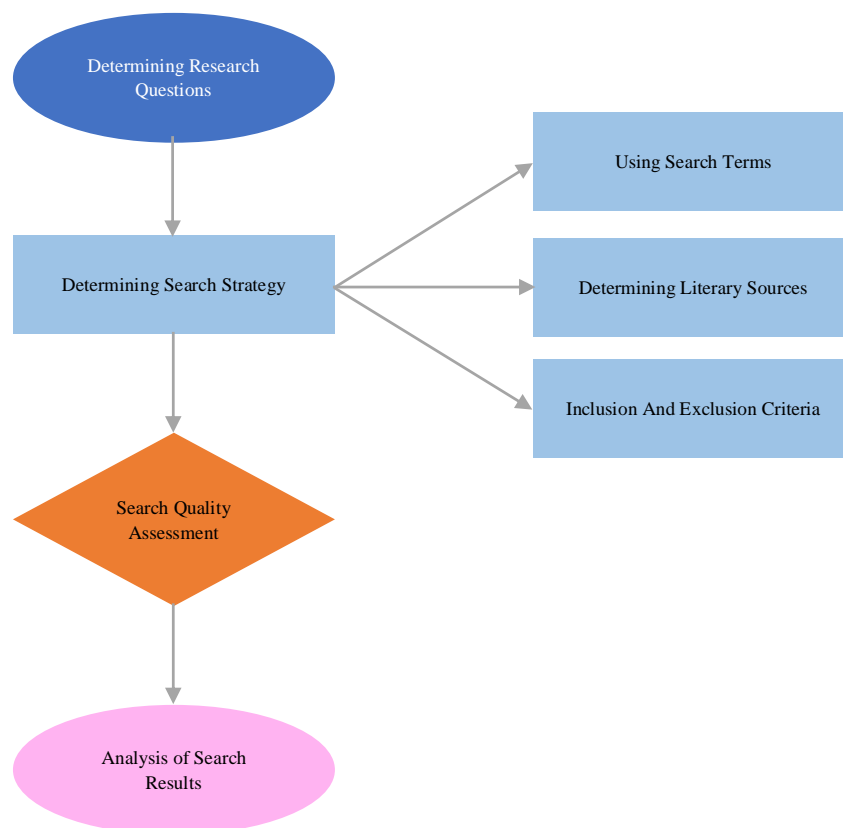


Figure 1. Sequence of collecting data

Results and Discussion

The search through Google Scholar using Publish or Perish for 6 (six) years from 2018 to 2023, discovered 159 articles related to the search keywords. Furthermore, the search conducted through Universitas Indonesia repository for 4 (four) years from 2018 to 2021, revealed 11 articles. The next step involved selecting articles based on the research’s inclusion and exclusion criteria. Eight articles were identified as part of inclusion criteria and relevant

to the focus of the study that involved the strategy of preserving cassette tapes in digital form through media conversion in Indonesian organizations.

Types of Social Media for Knowledge Sharing

The analysis on selected relevant articles to the type of social media signified that the most widely used social media platform for knowledge sharing was Facebook. Tailoring specific needs and objectives, each institution employed distinctive method and approaches to identify the most effective social media platform knowledge sharing. Results of analysis on several articles, different institutions were identified to utilize a number of different platforms for knowledge sharing. Libraries, for instance, utilized social media platforms such as Facebook, Instagram, WhatsApp, Twitter (X), and YouTube for knowledge sharing. Other research institutions, however, utilized platforms such as ResearchGate and LinkedIn as mediums for sharing information related to articles or studies.

Table 3. Articles suitable for the criteria

Code	Title	Author	Year	Method	Social Media Platform
A1	Manfaat media sosial sebagai sarana <i>knowledge sharing</i> dalam membentuk kreativitas menuju ekowisata kampung kopi di Desa Mekarbuana Kecamatan Tegalwaru Kabupaten Kerawang	Enjang Suherman	2023	Qualitative	Facebook
A2	Evaluasi pemanfaatan media sosial sebagai sarana <i>knowledge sharing</i>	Setiawan Assegaff	2017	Quantitative	Facebook
A3	Analisis faktor pendukung <i>knowledge sharing</i> menggunakan whatsapp dan line grup saat pandemi covid 19	Edy Prihantoro	2022	Quantitative	WhatsApp group and Line group
A4	Media sosial wadah untuk berbagi pengetahuan antar perpustakaan Solo Raya	Rahmat	2018	Qualitative	Facebook, Instagram, Twitter(X)
A5	Social Media for knowledge sharing: A Systematic Literature Review	Yunis Ali Ahmed	2022	Qualitative	Facebook, Blogs, Flickr, Youtube, and Twitter(X)
A6	Pengaruh sosial capital terhadap pemanfaatan sosial media untuk <i>knowledge sharing</i> pada generasi Z	Feby Fitrianto Sudarsono	2020	Quantitative	WhatsApp, Instagram, Youtube, Facebook, dan Line
A7	<i>The role of knowledge sharing, social media, and trust in job performance</i>	Abdul rohman	2023	Quantitative	WhatsApp, Facebook, Telegram, Line and the likes
A8	<i>Information sharing behaviour</i> di media sosial	Nurul Fikriati	2020	Qualitative	Youtube, Facebook, Twitter (X), Instagram, LinkedIn, and ResearchGate

Source: Analysis by the researcher

Social Media Activities for Knowledge Sharing

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Analysis on selected articles signified that in the process of knowledge sharing, each institution employed distinctive process tailored to specific goals and needs. Social media activities were conducted through group discussions where members engaged in question-and-answer sessions, sharing different information via groups, creating content on social media platforms, viewing available content on social media, and utilizing platforms such as streaming on social media to share information to wider audiences

Table 4. Utilizing Social Media for Knowledge Sharing

Code	Social media activity	Activity organizer
A1	Posting information on necessary knowledge to the locals, opening discussions in forums via Q&A chat	Community service by students
A2	Forum group discussion	Lecturers and researchers' forum
A3	Distance learning, discussion	Faculty of Communication Sciences, Universitas Gunadarma
A4	Discussion, sharing activities between libraries, supporting the promotion by the libraries for the community, sharing contents related to information and knowledge using social media platform	Library
A5	Conducting discussion and Q&A forums, leveraging groups and streaming to share information	Research institution
A6	Group discussion, expressing opinions to make collective decision, create policy, utilize the group as a medium for Q&A on knowledge, and to share content	Students
A7	Utilizing social media platforms for tacit and explicit knowledge sharing, such as posting research articles and similar contents, filling knowledge-based content through social media platforms for public use, conducting Q&A as well as discussion via social media, delivering material through social media streaming, both internally and externally	Research and development institution
A8	Posting beneficial content for the public, FGD, sharing knowledge through content streaming	Researchers or professionals

Source: Analysis by the researcher

Challenges When Using Social Media for Knowledge Sharing

Findings from a number of articles implied diverse challenges in using social media. One of the main factors contributing to these challenges and obstacles was the technological illiteracy prevalent among the general public, therefore, requiring extensive public awareness campaigns on technological advancements. Furthermore, some users focused solely on a single social media, such as Instagram, WhatsApp, or Facebook, for the availability of group features that facilitate effortless knowledge sharing. This, in fact, posed a challenge for social media users who sought to share knowledge on other platforms and be less dependent on group discussions on social media.

Moreover, equalizing the generational gap was necessary for effectively using and utilizing social media platforms. Each social media platform offers distinct advantages for knowledge sharing in addition to utilizable existing features. Users, however, frequently overlooked hidden or disregarded features that were unexpectedly greatly advantageous.

Table 5. Challenges in knowledge sharing

Code	Challenge
A1	A considerable number of local residents remained unfamiliar with the digital world, including the use of social media as a means of knowledge sharing, requiring officials to provide a more comprehensive understanding on the optimal use of social media
A2	Some participants focused merely on a single social media platform, such as Facebook, resulting in minor engagement with other platforms.
A3	Disparities in social media usage, in which Line and WhatsApp were the most utilized social media, leading to inconsistencies in information sharing.
A4	Minimum usage of Facebook feature, such as group feature, restricted effective knowledge sharing.
A5	Minimum usage of social media features
A6	Primary attention was directed to Instagram, while other social media platforms were kept to a minimum engagement for knowledge sharing.
A7	Extensive engagement to group sharing
A8	Less effective knowledge sharing activities due to lack of information disclosure

Source: Analysis by the researcher

The results of Research Questions or RQ successfully identified information on the types of social media platforms utilized for knowledge sharing, activities in social media for knowledge sharing, as well as challenges in using social media for knowledge sharing from 2018-2023.

Table 5. Data analysis results

Aspect	Data analysis results
Types of social media platform implementable for knowledge sharing	The types of social media for knowledge sharing vary depending on the user's specific needs, level of efficiency, and the objective of the ongoing activity. Social media platforms that offer collective features, such as group feature, were among the most widely used social media platforms, including Facebook, LinkedIn, and Blogs – commonly employed by researchers and professionals. Generation Z, on the other hand, predominantly utilized Instagram and Twitter (X) for knowledge sharing.
Social media activities for knowledge sharing	The primary social media activities for knowledge sharing involved group discussions and content creation using social media to reach broader audiences. Moreover, streaming was employed to extend wider public views.
Challenges in using social media for knowledge sharing	The challenge was in the lack of digital literacy on social media among the majority of the society, and inability to utilize the full potential of diverse features available in social media platforms.

Source: Analysis by the researcher

Conclusion

The findings suggest the most commonly used social media platform to support various knowledge processes is Facebook (see article A1, A2, A4, A5, A6, A7, and A8 on Facebook usage). The most frequent activity by social media is discussion (see article A4, A6, and A8). The analysis, additionally, outlines challenges in utilizing social media for knowledge sharing, primarily due to less exploration on features available in social media. The findings signify the necessity to raise public awareness or to introduce social media features by program organizers, and/or relevant activities using social media as a means of sharing information.

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