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The Role of Social Media in Enhancing the Visibility of the Marketing Process – The Case of Local Desert Products Marketed by Women Artisans in Adrar

دور مو اقع التواصل الاجتماعي في تسهيل مرئية العملية التسويقية –المنتوج المحلي الصحراوي لدى النساء الحرفيات بأدرار نموذجا.

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Abstract :

The aim of this study is to examine the role of social media in the marketing of local desert products, as these platforms significantly impact various social and economic aspects. Given their importance, social media platforms contribute to marketing, promotion, improving income, and creating numerous job opportunities. To explore this relationship, we raised the question: How do social media platforms facilitate the visibility of the marketing process for local desert products among women in Adrar?

Based on this, we conducted a field study using a purposive sample of a group of 50 female artisans from the region. The descriptive approach was employed, relying on interviews and electronic survey forms. Our findings reveal that the growing engagement of female artisans with social media is due to their support for platforms that promote local products. These platforms have increasingly become essential alternatives to traditional markets.

Keywords: Marketing; Local Products; Handicrafts .

ملخص:

هدفنا من هذه الدراسة معرفة دور مواقع التواصل الاجتماعي في تسويق المنتوج المحلي الصحراوي، كون أن هاته المواقع تغطي بشكل كبير على مختلف الجوانب الاجتماعية والاقتصادية، نظراً لأهميتها، وكونها تساهم في التسويق والترويج وتحسين المداخيل وتحقيق فرص عمل كثيرة، لاكتشاف هذه العلاقة طرحنا التساؤل الذي كان مفاده كيف لمواقع التواصل الاجتماعي أن تسهل من مرئية العملية التسويقية لدى المنتوج المحلي الصحراوي لدى النساء بولاية أدرار؟

من هذا المنطلق انتهجنا الدراسة الميدانية على عينة قصدية لمجموعة من الحرفيات بالولاية، قدرت بـ 50 حرفية، واتبعنا المنهج الوصفي، باعتمادنا على تقنية المقابلة والاستمارة التي كان توزيعها إلكتروني، حيث توصلنا إلى أنه إقبال العديد من الحرفيات على استعمال وسائل التواصل الاجتماعي راجع إلى تأييد الحرفيات لفكرة وجود مواقع التواصل الاجتماعي التي تدعم المنتجات المحلية، وأنه بات ضروريا لهاته المواقع والمنصات الرقمية أن تصبح بديلا فعالاً للأسواق التقليدية

كلمات مفتاحية: ، التسويق، المنتوج المحلي. الحرفة.

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Introduction :

The widespread prevalence and massive popularity of information and communication technologies, coupled with the advent of advanced tools such as computers, smartphones, and various service-oriented applications (e.g., e-marketing, reading, browsing, etc.), constitute some of the most significant technological innovations that have greatly impacted global economic and social fields. These technologies contribute effectively to the marketing of products and services through internet networks. In Algeria, their importance is evident in enabling social groups, particularly in remote areas, to market their products. Among these groups are artisans, who play a fundamental role in preserving cultural and traditional heritage through their high-quality handcrafted products. Economic development is closely tied to artisans, as they engage in craft activities that enable them to become productive and active members in the handicraft and traditional industries sector. Their efforts also contribute to safeguarding heritage, offering them the opportunity to become influential members in various fields, and highlighting the importance of artisan roles in overall development.

Despite the significance of artisan participation in this sector, they face several challenges in marketing their products, such as limited access to local and international markets, and a lack of awareness about the importance of digital marketing in these desert regions.
Based on this context, the following questions arise:

- Do social media platforms play a role in facilitating the visibility of the marketing process for desert products among women in Adrar?
- Does the use of social media contribute to the speed of executing the marketing process for local desert products among women in Adrar?

Hypotheses:

- The use of social media platforms facilitates the visibility of the marketing process for local desert products among women in Adrar.
- Social media use aids in the rapid execution of the marketing process for local desert products among women in Adrar.

The significance of this study lies in the nature of the problem we are addressing and investigating. It emphasizes the importance of artisans in society and the value of the activities they engage in, considering that every job or craft performed by an individual results in qualitative benefits for both the individual and the community. The role of handicrafts is vital in meeting individual needs and strengthening social relations. The study also aims to highlight the importance of handicraft activities in the community and their significant role in activating commercial processes. Additionally, it emphasizes the social value and prestigious status artisans hold among individuals, fostering stronger bonds and fulfilling the psychological needs of those engaged in crafts, especially women.

The study aims to achieve the following objectives:

• Understand the motivations and needs driving artisans to use e-marketing via social media.
• Highlight the positive and negative effects of female artisans' use of social media in the marketing process.

• Determine whether social media allows female artisans to assert their economic position in the marketing of local products.

As is well-known, the research topic often dictates the approach used in the study. Among the various methods applied in social sciences, we have chosen the descriptive approach as the most suitable for this research.

1.. Defining the Concepts of the Study:

Every language consists of concepts and terms used by specialists, and each term may have several synonyms. This necessitates clarifying and explaining the main concepts with linguistic, terminological, and procedural definitions.

1.1.. Marketing

Linguistic Definition: The source of the word "marketing" comes from the verb "to market," which means transferring goods from the producer to the consumer. It refers to the activity of selling goods or services.

Terminological Definitions: Several definitions of marketing exist, but they all converge on a similar goal. Some of the most well-known definitions include:

- Marketing is all activities that lead to creating spatial utility (transferring goods from one place to another), temporal utility (storing and displaying goods at a later time), and possession utility (transferring goods from the producer to the consumer). (Al-Berzadji, 2007, p. 37)
- Marketing is a human activity aimed at satisfying human needs and wants through exchange processes. (Al-Omr, 2005, p. 19).
- Marketing is the process of exploring consumers' desires and needs and translating them into goods and services. (Al-Omr, 2005, p. 20)
- Procedural Definition**:** Marketing refers to a set of activities and processes aimed at understanding consumers' desires and needs. It includes executing marketing activities such as advertising and promotion, and is carried out by evaluating sales and customer satisfaction.

1.2.. Local Product

A product is first defined as anything that individuals receive through an exchange process, or anything available in the market for exchange purposes.

It is also defined as a set of tangible and intangible characteristics that make up the product, which reflects the consumer's need or desire and helps achieve the organization's objectives while minimizing harm to the environment and society. (Al-Sama'ani, 2007, p. 180).

Procedural Definition: A product is anything that can be offered to satisfy a particular need or desire of the consumer through an exchange process, either monetary or in-kind.

1.3.. Handicraft

Linguistic Definition: According to Lisan al-Arab, "handicraft" is derived from the word "Ihtiraf," which means to earn a living. It refers to a person who earns through their craft. "Ihtiraf" means to engage in an occupation or craft. The craftsman is someone who works by hand, and "hifrah" refers to the craft or occupation of a person.(Manzur, 371).

Terminological Definition: Handicraft is defined as the special skill or ability to create things manually. It refers to industries where production is characterized by manual labor, individual effort, and acquired skills. It uses simple tools and is practiced by a small number of workers, often in cities and villages. (Al-'Alamiya, 1999, p. 174).

Procedural Definition: Handicraft refers to activities with a manual nature, involving the production of various goods based on the field of the craft (e.g., henna painting, incense, traditional foods, sewing, pottery-making, etc.).

2..The Geographical Location of the Desert Market

The Touat region is one of the oldest inhabited areas in southern Algeria, as evidenced by numerous archaeological findings and historical sources. These sources indicate that the Phoenicians and Romans used the Touat route in their commercial relations with the south. Historically, Touat was known for encompassing three regions, among the desert areas that had a strong and distinct presence in the trade of desert caravans, due to its geographical location at the center of the Sahara Desert. It serves as a crossing point linking the north, south, east, and west in a vast geographical area, enabling it to play a leading role in this field for centuries, up until the end of the 19th century.

The geographical location of the local desert market spans three regions (Touat, Tidikelt, and Gourara). In the past, these three regions were collectively referred to as the Touat region, located 1500 kilometers from Algiers. It was established under the 1974 administrative division. The region is bordered to the north by El-Bayadh Province, to the northwest by Béchar Province, to the west by Tindouf Province, to the south by Mali, to the southwest by Mauritania, to the southeast by Tamanrasset Province, and to the northeast by Ghardaïa Province. (Houtiya, 2007).

3.. The Concept of the Local Desert Market:

The local market represents a dynamic space where individuals in the community come together to exchange goods and services. Its role extends beyond trade to reflect the social and cultural interactions between the population. It is considered an ideal place to foster social interaction, where

sellers and buyers communicate, thus building social relationships and strengthening community bonds.

The market also reflects the cultural identity of the community through the products displayed, which embody the shared customs, traditions, and values. On the other hand, the local market plays a vital role in enhancing the local economy by supporting small and medium-sized businesses, thereby providing job opportunities and increasing interaction between individuals. It also contributes to fulfilling the basic needs of the population and promoting their social sustainability. Furthermore, the market serves as an environment for the exchange of knowledge and experiences among individuals, making it a strategic meeting point that reflects the dynamics of the community.

Historically, the desert local markets were key locations for caravan trade and served as hubs for international commerce in earlier times. Western Sudan was one of the primary sources for some of these goods (Jafari & Abou, p. 3).

The commercial importance of Touat began in ancient times, as confirmed by archaeological sources and research, which prove without a doubt that the Sahara Desert has always been a focal point for trade since the Carthaginian and Roman eras. The Berber tribes in the desert oases, including Touat, played an active intermediary role in trade between Sudan and the northern trade centers. The region's commercial importance continued after the arrival of Islam, with even stronger commercial relations, especially after the establishment of the Masmuda and Ibadite states in Tihert, and the flourishing of their trade relations with Western Sudan (Al-Tamar, 1983, p. 96).

With the rise of the Almoravid state in the 11th century and the fall of the Ghana Kingdom, the western desert trade route declined, and the focus shifted to the central desert. As a result, caravans heading south had to pass through Touat. Traders from the region played an important role in commerce both within the area and beyond. This role, which began in the 18th century, is one of the reasons why Jews settled in the area and engaged in trade (Fouzi, 2004, p. 68). The people of Touat exploited their strategic location at the intersection of northern and southern markets, with many acting as intermediaries in the goods exchanged between these markets. Over time, Touat transformed from a transit

point into a profitable commercial market, known for its affordable prices, variety of goods, and the regular movement of caravans (Jedi, 2018, p. 43).

Touat became famous for its many markets, the most notable of which were the Tamantit market, mentioned by many historians including Ibn Khaldun, as it was the capital of Touat for centuries; the Boudah market, referenced by Ibn Battuta; the Tikwararen, Ain Salah, and Timmi markets, and also the Tsabit and Oqroud markets mentioned by Al-Ayashi(Al-Ayashi, 2006, p. 80).

Dumas said of these markets: "Touat has several markets: a fabric market, a spice market, a food market, a slave market, a tobacco market, and a livestock market" (Bekrat, 1853, p. 15).

4.. Desert Handicrafts in Greater Touat:

Historically, the region of Touat was known for its historical and cultural significance, with a diverse array of handicrafts, customs, and traditions, forming a shared Arab-Berber heritage between the three regions. It is rich in traditional industries that showcase the craftsmanship and skills of its people, reflecting their ability to thrive in the harsh desert environment. The traditional crafts in these regions are unique, and among the most distinguished are:

- **Agricultural Craft**: Despite the challenging climatic conditions, agriculture was considered one of the most important crafts. Some of the region's most renowned crops include date palms, wheat, and barley, which were known for their quality and competed with hard wheat from northern regions. The area also became known for its commercial crops, such as henna, especially in the areas of Inzegmir and Sali, where production spread throughout the entire Touat region due to increasing demand.
- **Perfume Craft**: The region of Tidikelt, particularly "Oulfa," is famous for producing high-quality incense. The craft of incense-making (referred to as "Hek al-Atriya") is one of the distinctive handicrafts of the area. Known incenses from the region include "Serghina incense," "Jawwi incense," and "Qamari incense." While each type of incense has slightly different ingredients, they share a similar preparation process (Maryam A., 2025).

5.. Methodological Procedures of the Study:

1.5.. Study Areas

- **1.1.5.. Geographical Area**: The geographical focus of our study is Adrar Province, located in the southwest of Algeria, utilizing the Facebook platform in a page dedicated to the women of the province.
- **2.1.5.. Temporal Area**: From February 2025 to May 2025.
- **3.1.5.. Human Area**: The human focus of our study is on female artisans working in various types of traditional crafts.

2.5.. Study Sample: A purposive sample was selected for the study.

3.5.. Study Tools: Our study relied on two main techniques: an electronic survey distributed via a Facebook page, and interviews conducted with various artisans from the region to enrich the theoretical aspect and assist in analyzing and interpreting the practical aspect.

6.. Presentation and Analysis of Study Data:

Table 1: *Distribution of Respondents by Age*

Age Range	Frequency	Percentage (%)
(18-28)	34	68
(29-39)	15	30
40 and above	1	2
Total	50	100

Source: Adapted from SPSS Program Results

From the results presented in the table, it is clear that the largest age group is between 18 and 28 years, representing 68% of the sample, followed by 30% in the 29-39 age range, and the smallest group (2%) is in the 40 and above range.

From the data analysis, we can conclude that the largest age group is between 18 and 28 because this group is the most youthful, more engaged with social media platforms, and has greater familiarity with technology.

Table 2: *Distribution of Respondents by Educational Level*

Educational Level	Frequency	Percentage (%)
Secondary	7	14
University	43	86
Total	50	100

Source: Adapted from SPSS Program Results

From the results shown in the table above, we observe that 43 respondents (86%) have a university level of education, while 7 respondents (14%) have a secondary level of education. This is due to the high level of education and the lack of job opportunities, which has led them to engage in handicraft work to meet their needs.

Table 3: *Handicrafts Practiced by Artisans*

Handicraft Practiced	Frequency	Percentage (%)
Sewing	10	20
Cooking	15	30
Other Crafts	25	50
Total	50	100

Source: Adapted from SPSS Program Results

From the table, we see that 50% of the respondents engage in various crafts, 30% practice cooking, and 20% practice sewing. We conclude that women in the local community do not limit themselves to a single craft but rather innovate and adapt to the market's needs.

Table 4: *Duration of Craft Practice by Artisans*

Duration of Craft Practice	Frequency	Percentage (%)
Less than 1 year	4	8

More than 1 year	27	54
More than 5 years	19	38
Total	50	100

Source: Adapted from SPSS Program Results

From the table above, we notice that 54% of artisans have been practicing their craft for more than one year, while 38% have been practicing for more than five years. This indicates the continuity of handicraft activities. We can infer that artisans view their crafts as a primary source of income rather than a temporary hobby, which helps women assert themselves despite the challenges they face.

Table 5: *Ownership of Smartphones by Artisans*

Own Smartphone	Frequency	Percentage (%)
Yes	50	100
No	0	0
Total	50	100

Source: Adapted from SPSS Program Results

From the results shown in the table, it is evident that all 50 respondents (100%) own a smartphone, which reflects the advancement of technology in the region.

Table 6: *Use of Social Media by Artisans*

Use of Social Media	Frequency	Percentage (%)
Yes	49	98
No	1	2
Total	50	100

Source: Adapted from SPSS Program Results

From the table above, 49 respondents (98%) use electronic applications, while one respondent (2%) does not. This indicates that the majority of artisans

are keeping up with digital developments, with very few opting not to use these tools.

Table 7*: Most Frequently Used Applications by Artisans*

Social Media Platform	Frequency	Percentage (%)
Facebook	30	60
Instagram	12	24
WhatsApp	5	10
Other Electronic Apps	3	6
Total	50	100

Source: Adapted from SPSS Program Results

From the table above, it is clear that 60% of the respondents use Facebook, the largest percentage, while 24% use Instagram (12 artisans). This is because Facebook holds a prominent place in the lives of artisans, enabling them to interact, communicate, and display their products while engaging with customers.

Table 8: *Contribution of Social Media in Marketing Local Products*

Contribution of Social Media in Marketing	Frequency	Percentage (%)
Yes	49	98
No	1	2
Total	50	100

Source: Adapted from SPSS Program Results

From the table above, we notice that 98% (49 respondents) confirmed that electronic applications contribute to the marketing process. This high percentage indicates a strong awareness of the role of technology in the economic life of female artisans, reflecting their integration into the digital world.

Thus, we can infer that nearly all artisans agree that social media platforms help market local products, which motivates them to use these platforms to promote their products.

Table 9: *Use of Social Media for Sales by Respondents*

Use of Social Media for Sales	Frequency	Percentage (%)
Yes	39	78
No	11	22
Total	50	100

Source: Adapted from SPSS Program Results

From the table above, we observe that 78% of the respondents reported selling their products via social media, showing that these platforms have become an effective alternative to traditional markets. Female artisans now have a direct way to reach customers without intermediaries.

Table 10: *Advantages of Selling Through Social Media*

Advantages of Selling	Frequency	Percentage (%)
Ease of Marketing	10	20
Guarantee of Reaching the Community	19	38
Time and Effort Saving	10	20
Total	39	78

Source: Adapted from SPSS Program Results

From Table 10, we see that the most cited advantage is "guaranteeing the product reaches the community" (38%), followed by "saving time and effort" (20%) and "ease of marketing" (20%). We can conclude that artisans have started to realize the practical benefits of digital marketing, not only in reaching customers but also in organizing their time and effort.

We infer that most artisans are increasingly focusing on social media platforms to develop their marketing processes and widely promote their products. The small group who reject this approach may do so because they are not interested in development or lack experience in using technological tools, sticking to traditional methods of marketing.

Table 11: *Disadvantages of Selling Through Social Media*

Disadvantages of Selling	Frequency	Percentage (%)
Lack of Seriousness	15	30
Misuse of Product Images	2	4
Pressure from Extended Phone Use	7	14
Difficulty Communicating with Customers	12	24
Total	50	100

Source: Adapted from SPSS Program Results

From the table above, we notice that the most common disadvantage is "lack of seriousness" (30%), reported by 15 artisans, followed by "difficulty communicating with customers" (24%), mentioned by 12 artisans. This suggests an imbalance between artisans and customers in the digital environment, where traditional commitment in transactions is absent, leading to frustration and negatively impacting the artisan's confidence in sustaining their online business.

Table 12: *Respondents' Opinion on the Availability of Security, Speed, and Ease on Social Media Platforms*

Suggestions	Frequency	Percentage (%)
Yes	44	88
No	6	12
Total	50	100

Source: Adapted from SPSS Program Results

From the table above, we see that 88% of respondents indicated that these features (security, speed, and ease) are available, which reflects that artisans now consider social media platforms to be suitable and safe for their activities. This also marks a shift in women's perceptions of technology, which was once seen as a complex world but has now become a tool that offers safety and operational efficiency.

We can infer that there is strong interest in expanding and embracing digital tools among artisans, reflecting their awareness of the importance of digitization in overcoming geographical barriers.

Table 13: *Respondents' Opinion on the Contribution of Electronic Applications in Direct Sales Without Intermediaries*

Suggestions	Frequency	Percentage (%)
Yes	36	72
No	14	28
Total	50	100

Source: Adapted from SPSS Program Results

From the table above, we observe that 72% of the respondents agreed that electronic applications play a significant role in eliminating intermediaries, thus avoiding the complexity of the sales process.

Table 14: *Respondents' Opinion on the Advantages of Direct Selling Without Intermediaries Through Electronic Applications*

Advantages	Frequency	Percentage (%)
Reducing costs	13	26
Saving time and effort	25	50
Quick profit	12	24
Total	50	100

Source: Adapted from SPSS Program Results

From the table above, it is clear that 50% of the artisans confirmed that selling without intermediaries saves time and effort. Meanwhile, 26% mentioned that it reduces costs, and 24% highlighted that it leads to quick profits. We can infer that the majority of artisans believe that direct selling without intermediaries is more beneficial, as it offers financial returns, saves effort, and connects them directly with customers.

We also conclude that most respondents see one of the key advantages of social media marketing as its ability to reach a wide audience across different regions, enhancing their opportunities for marketing and promoting their

products. However, another group believes that electronic marketing is easier, as they prefer to avoid the hassle of traditional, in-person sales.

Table 16: *Respondents' Opinion on Facing Challenges When Selling Without Intermediaries Through Electronic Applications*

Suggestions	Frequency	Percentage (%)
Yes	21	42
No	29	58
Total	50	100

Source: Adapted from SPSS Program Results

From the table above, it is evident that 58% of respondents indicated that they have not faced challenges when selling without intermediaries through electronic applications, while 42% reported encountering difficulties. This suggests that most artisans did not experience issues with marketing their products independently.

Table 18: *Respondents' Opinion on the Contribution of Providing Product Information in Enhancing Marketing Through Electronic Applications*

Suggestions	Frequency	Percentage (%)
Yes	47	94
No	3	6
Total	50	100

Source: Adapted from SPSS Program Results

From the table above, it is clear that 94% of respondents answered "Yes," indicating that providing information about products contributes to increasing marketing through electronic applications. Only 6% answered "No," suggesting that most artisans recognize the importance of clear product information to enhance their engagement with electronic marketing.

Table 19: *Respondents' Opinion on the Information They Emphasize Including on Products When Marketing Through Electronic Applications*

Information Included on	Freq	Percenta

Products	uency	ge (%)
Product details	41	82
Customer reviews	9	18
Total	50	100

Source: Adapted from SPSS Program Results

From the table above, it is evident that 82% of respondents emphasize including product details when marketing through electronic applications, while 18% focus on including customer reviews. This suggests that the majority of artisans prioritize product specifications such as price, color, and size, which reduces misunderstandings and disputes between the seller and the customer. Meanwhile, some artisans rely on customer feedback to build trust and proceed with marketing.

Table 20: *Respondents' Evaluation of the Speed of Marketing Using Electronic Applications*

Marketing Speed Evaluation	Freq uency	Percenta ge (%)
Very Fast	11	22
Fast	12	24
Average	25	50
Slow	2	4
Total	50	100

Source: Adapted from SPSS Program Results

From the table above, we see that 50% of the respondents rate the marketing speed as average, 24% rate it as fast, and 4% rate it as slow. This variation can be attributed to their individual experiences with electronic marketing, as well as the differences in the parties involved in the marketing process, including the availability of the network.

Table 21*: Respondents' Opinion on the Influence of Marketing Speed on Their Decision to Trade Through Electronic Applications*

Influence of Marketing Speed on Decision to	Freq	Percenta

Trade	uency	ge (%)
Yes	33	66
No	17	34
Total	50	100

Source: Adapted from SPSS Program Results

From the table above, we observe that 66% of respondents stated that marketing speed affects their decision to trade through electronic applications, while 34% disagreed. This indicates that artisans are concerned with the speed and flexibility of the marketing process to ensure that the sales process runs smoothly, which helps them retain their customers and boost product sales.

Table 22: *Respondents' Opinion on the Features Available on Sales Platforms That Make Marketing Faster*

Available Features	Freq uency	Percenta ge (%)
Instant notifications	22	44
Easy user interface	15	30
Multiple options	13	26
Total	50	100

Source: Adapted from SPSS Program Results

From the table above, 44% of respondents emphasize the importance of instant notifications in sales applications to speed up the sales process, while 30% highlight the importance of an easy user interface and 26% appreciate multiple options. We can conclude that all the mentioned features play a key role in speeding up the marketing process, particularly instant notifications, which display on the screen without needing to open the application. This helps users who might forget to check their orders after exiting the app.

Table 23: *Respondents' Suggestions for Improving the Speed of Marketing*

Suggestions	Freq uency	Percent age (%)
Quick response	10	20

Include all product information	6	12
Simplify product order form	4	8
No suggestions	30	60
Total	50	100

Source: Adapted from SPSS Program Results

From the table, we can see that 60% of the respondents provided no suggestions for improvement, while 20% suggested quick responses, 12% suggested including all product information, and 8% recommended simplifying the product order form. We can infer that all these suggestions are important because delays in responding can disrupt the marketing process, and any lack of product information may cause conflicts between the parties involved. Furthermore, a complicated interface slows down the process, hindering effective marketing.

7.. Study Results:

Based on the findings from the first hypothesis and the indicators and dimensions related to our hypothesis, we have arrived at the following results, as outlined in the previous tables, through statistics and percentages:

1. A very large percentage of the respondents use social media platforms.
2. Respondents believe that social media platforms provide security, speed, and ease.
3. There is an impact on the speed of marketing, which has influenced their decision to use social media as a means to market their products.
4. A large percentage of respondents believe that social media platforms contribute to the marketing of local products.
5. One of the advantages of selling via social media is that it helps ensure the product reaches the community.

From the results, expressed through numbers and percentages, we conclude that the use of social media has significantly facilitated the visibility of the marketing process for local products. This has been achieved to a large extent, as indicated by the artisans' desire and confirmation that platforms are helpful in promoting and marketing their products on a broader scale, thereby spreading local culture.

Respondents have embraced technological developments and increasingly rely on these platforms for various purposes, particularly in marketing, as they provide time and effort savings, reduce costs, and enable quick profits.

Thus, it can be said that the use of social media plays a significant role in the marketing of local products. This was demonstrated by the electronic survey, field study, and data from the tables and percentages. Social media platforms have proven to be effective in marketing and promoting local products.

8.. Conclusion:

This study aimed to explore the role of social media platforms, which have become a powerful tool in marketing local products, especially in light of the digital transformation taking place globally today.

Current experiences have shown that despite the limited spread of desert products in traditional markets, there are significant opportunities to reach a wider audience via electronic platforms.

Our study reveals that social media platforms are particularly directed toward marketing local products, especially those made by female artisans in desert areas. This contributes to cultural promotion, income improvement, and encourages women producers to continue and develop their businesses. Additionally, it reduces costs and accelerates the visibility of the marketing process.

Despite several challenges, such as limited digital training and inadequate infrastructure in some areas, solutions are available. The most important of these solutions includes institutional support, organizing educational workshops, and developing simple applications suited to the local user's needs.

Finally, we hope that this study, even in a small way, raises awareness of the importance of supporting desert local products and leveraging technology to serve them. This will ensure they are not confined by geography or limited usage but become part of the national and global economy in the future.

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