

## Increasing MSME Sales With Social Media Marketing

Rahma Saiyed  
STIE Wira Bhakti Makassar

Ade Nia Suryani  
Institut Rahmaniyyah Sekayu

Amndiena Nindya Putri  
ITB Stikom Bali

Correspondence : Rahma Saiyed ([rahmayoucan@gmail.com](mailto:rahmayoucan@gmail.com))

Submitted : 30-03-2024, Accepted : 30-04-2024, Published : 30-05-2024

### Abstrak

The purpose of this study is to better understand MSME Alunicorn's Instagram-based digital marketing approach for increasing sales of its headscarf goods. The study was carried out qualitatively, with a case study design. Data collection methods include interviews, observations, and documentation. The study participants were Alunicorn MSME owners and marketing personnel. The study's findings suggest that Alunicorn has utilized digital marketing methods such as content optimization, promotions, and digital consumer services. However, the approach in place is still not optimal in terms of SEO optimization, content variety, promotional frequency, and consumer review management. Alunicorn's digital marketing approach is still limited in terms of human resources and finance. As a result, Alunicorn is encouraged to enhance human resource capacity, digital marketing skills, implement the latest technology, and analyze consumer data in order to optimize its strategy and boost product sales in a sustainable manner.

**Keywords :** Digital marketing strategy, MSMEs, Instagram.

### Introduction

With the evolution of fashion trends in the current era of globalization, headscarf products have become one of the most in-demand items among diverse demographics. This has boosted the popularity of MSME headscarves in a variety of places, including Bandung, which is home to Indonesia's largest headscarf sector. The rise of local MSMEs making headscarves has led to severe competition among business actors; they must be able to promote their products optimally in order to outperform competitors (Yusuf et al., 2023).

Micro, small, and medium enterprises. However, MSMEs confront a variety of issues, one of which is increased competitiveness in the digital age. Alunicorn is one of the local MSME products that uses Instagram to perform digital marketing tactics. Alunicorn is a headscarf brand that originated in Bandung. Fadli Imadudin launched the company in 2014. Alunicorn specializes in the creation of women's headscarves. Their goods are noted for their

simple, minimalist, and trendy designs. Alunicorn offers contemporary and modern headscarves. Alunicorn headscarves are reasonably priced, ranging from IDR 35,000 to IDR 200,000, depending on the type and material.

To increase sales, Alunicorn employs a digital marketing approach that includes Instagram and Tiktok. Alunicorn's digital marketing techniques on Instagram include using paid advertising features, video content, live streaming, attractive product images, promotions, and discounts to enhance sales of headscarves.

## **Literature Riewew**

### **Digitalisasi Strategi Pemasaran**

Strategi menurut (Suganda, 2021) merupakan rencana menyeluruh untuk mengalokasikan sumber daya guna menciptakan posisi yang menguntungkan. Sedangkan pemasaran menurut (Yusuf, 2023) pemasaran merupakan aktivitas manusia yang bertujuan memenuhi keinginan dan kebutuhan melalui pertukaran atau transaksi. Disimpulkan bahwa strategi pemasaran merupakan serangkaian kegiatan yang dilakukan perusahaan untuk mengidentifikasi kebutuhan dan keinginan pelanggan yang belum terpenuhi, kemudian mengukur dan memperkirakan besaran pasar serta potensi keuntungan, lalu menentukan segmen pasar yang akan dituju, serta merancang, mengembangkan dan memasarkan produk yang sesuai untuk memenuhi kebutuhan segmen tersebut (Suryanto, 2021).

### **Instagram**

Menurut (Yusuf, 2022) Instagram merupakan proses pembelian dan penjualan jasa dan barang secara elektronik melalui transaksi bisnis yang terkomputerisasi melalui jaringan internet dan teknologi digital lainnya. Dengan memanfaatkan Instagram, UMKM dapat menjangkau pasar yang lebih luas sehingga berpeluang meningkatkan penjualan produknya. menyatakan pengembangan sistem instagram bertujuan untuk mengubah budaya mereka yang masih bergantung pada pembelian secara konvensional menjadi belanja online, Hal ini dilakukan untuk meningkatkan penjualan UMKM dalam rangka mempromosikan,

memasarkan dan menjual produk kepada pengguna internet melalui website tanpa batas ruang dan waktu dan pelanggan dapat berbelanja kapan saja dan di mana saja ( Sayied, 2022).

### **Understanding Shopping Interest**

Interest in shopping develops when someone is stimulated by the product they are paying attention to, which leads to a desire to buy and own that product. Purchase interest represents the consumer's desire to obtain a product that is deemed necessary. To pique consumers' interest in purchasing, variables such as a readily accessible location and prices that cater to various demographics can be essential considerations. (Yusuf, 2023).

### **Method**

This research takes a qualitative approach. According to (Sugiyono, 2020), qualitative research method is a research method used to examine the condition of natural objects. In this method, the researcher acts as a key instrument, and the data collection technique is carried out by triangulation, namely by combining various data collection techniques. Data analysis is inductive, which means that data is acquired and then evaluated to draw conclusions. Instead of generalization, qualitative research findings stress meaning.

With a total of 32 employees, the sample selection criteria include parties who actively participate in planning and implementing Alunicorn's digital marketing strategy on the Instagram platform. The research technique begins with preparation, followed by data gathering, analysis, interpretation, and conclusion drafting. Data was gathered through in-depth interviews, observations of digital marketing activities, and documentation of sales data and Alunicorn's digital marketing operations. In-depth interviews were done based on an interview outline that included questions about Alunicorn's Instagram digital marketing strategy. The data analysis results were used to address research questions on Alunicorn's Instagram-based digital marketing strategy for increasing hijab product sales.

## Results and Discussion

Based on an interview with the owner of Alunicorn, Alunicorn is currently aggressively marketing its headscarf products on various Instagram platforms such as Shopee, Lazada, Tokopedia, and TikTok Shop. According to (Yusuf et al., 2023), e-commerce platforms are an effective product marketing strategy for MSMEs in the digital era. The digitalization strategy for headscarf products includes utilizing digital content in the form of photos and videos to market products online. The owner stated that they upload attractive, high-quality product photos on Instagram, highlighting the headscarf design, special features, or other details to attract the attention of potential online buyers. In addition to product photos, Alunicorn also creates video content such as product showcases, usage tutorials, and brand content to promote its headscarves digitally.

Alunicorn utilizes promotional features on Instagram, such as paid advertising, to increase product visibility and offer special offers and affiliate programs. Based on an interview with the owner, advertising is used with a budget of up to 50 million rupiah per month, especially during programs. Furthermore, Alunicorn also utilizes promotions and discounts to attract potential buyers. According to marketing staff, promotions are conducted taking seasonal trends and specific events into consideration to achieve maximum results.

Alunicorn's product distribution to consumers is done through Instagram. According to the owner, customers can order products through Shopee, Lazada, or Tokopedia, and shipping is then handled by logistics services such as JNE. The marketing staff added that utilizing Instagram facilitates product distribution to various regions with a wide reach.

Alunicorn interacts with customers digitally through social media chat features. The owner and marketing staff respond to potential buyers' questions and complaints through chat to provide the best service. Furthermore, product reviews from buyers are monitored for further service improvements.

Based on the author's observations, Alunicorn's digital marketing strategy on Instagram is not optimal in several areas, resulting in fluctuating sales. This aligns with research findings (Sugandi, 2022), which states that obstacles faced by MSMEs in Instagram marketing include a lack of knowledge about digital marketing optimization and limited resources.

Interviews with the owner and marketing staff of Alunicorn also revealed that they face internal obstacles such as limited human resources and capital to compete optimally on Instagram. According to (Yusuf et al., 2023), limited resources are a challenge for MSMEs in implementing digital marketing strategies. Therefore, Alunicorn needs to increase its human resource capacity and knowledge related to digital marketing to design and implement strategies more optimally in e-commerce.

## Conclusion

According to the research findings, Alunicorn has used digital marketing techniques on the Instagram platform, such as improving photo and video content, exploiting promotional features, and digital paid advertising. However, the approach in place is still not optimal in terms of SEO optimization, content variety, promotional frequency, and consumer review management. Aside from that, adopting Alunicorn's digital marketing strategy still faces internal challenges such as insufficient human resources and finance. As a result, it is required to enhance human resource capacity, digital marketing knowledge, embrace cutting-edge technology, and evaluate consumer data in order to design a more optimal digital marketing strategy capable of increasing Alunicorn product sales in a sustainable manner.

## References

Bhairawa, P. P., Suryanto, S., Sinta, N., Ida, W., & Yan, R. (2022). Using convergent parallel mixed methods and datasets for science, technology, and innovation policy dynamics research in Indonesia. *ASEAN Journal on Science and Technology for Development*, 39(2), 61-68.

Istikomah, I., Saputra, G. W., & Yusuf, M. (2022). Marketing Mix Strategy and Financial Capabilities in Improving Sharia Stock Investment. *Journal of Applied Management and Business Administration*, 1(1), 21-27.

Nurfauzi, Y., Taime, H., Hanafiah, H., Yusuf, M., & Asir, M. (2023). Literature Review: Analisis Faktor yang Mempengaruhi Keputusan Pembelian, Kualitas Produk dan Harga Kompetitif. *Management Studies and Entrepreneurship Journal (MSEJ)*, 4(1), 183-188.

Saepudin, A., Prihadi, M. D., Asmala, T., & Yusuf, M. (2022). WORK FROM HOME (WFH) POLICIES ARE BEING IMPLEMENTED AT THE BANDUNG CITY PUBLIC WORKS DEPARTMENT. *Journal of Research and Development on Public Policy*, 1(1), 42-50.

Sekarningrum, B., Suprayogi, Y., & Yunita, D. (2020). Penerapan Model Pengelolaan Sampah “Pojok Kangpisman”. *Jurnal Kumawula*, 3(3), 548-560.

Suganda, U. K., Egiani, D., & Sugiarti, I. (2021). The Influence of Product Quality and Brand Image on Customer Loyalty Of “Little Hanna” Muslim Clothing. *Review of International Geographical Education Online*, 11(3), 1498-1503.

Suganda, U. K., Oktavia, P., & Fridayanti, V. D. (2021). The Effect of Experiential Marketing and Service Quality on Customer Loyalty of Domino's Pizza in Cirebon City. *Review of International Geographical Education Online*, 11(6), 772-777.

Sugiono, D. (2020). Metode penelitian administrasi.

Suherman, D., Sugandi, Y. S., & Alexandri, M. B. (2021). Aktor Politik dan Kolaborasi Quadruple Helix dalam Pembentukan Daerah Otonomi Baru Kabupaten Garut Selatan. *Politicon: Jurnal Ilmu Politik*, 3(1), 60-87.

Sukaesih Kurniati, P., & Suryanto, S. (2021). Accounting information systems in Indonesia: A case study. *Management & Accounting Review (MAR)*, 20(2).

Suryanto, S., & Kurniati, P. S. (2022). Analisis Perdagangan Internasional Indonesia dan Faktor-Faktor yang Memengaruhinya. *Intermestic: Journal of International Studies*, 7(1), 104-122.

Syafrini, D., Nurdin, M. F., Sugandi, Y. S., & Miko, A. (2022). Transformation of a coal mining city into a cultured mining heritage tourism City in Sawahlunto, Indonesia: A Response to the Threat of Becoming a Ghost Town. *Tourism Planning & Development*, 19(4), 296-315.

Yusuf, M., & Matiin, N. (2022). Analysis of the Effect of the Marketing Mix on Purchasing Decisions. *International Journal of Economics and Management Research*, 1(3), 177-182.

Yusuf, M., Saiyed, R., & Sahala, J. (2022, December). Swot Analysis in Making Relationship Marketing Program. In *Proceeding of The International Conference on Economics and Business* (Vol. 1, No. 2, pp. 573-588).

Yusuf, M., Saiyed, R., & Sahala, J. (2022, December). Swot Analysis in Making Relationship Marketing Program. In *Proceeding of The International Conference on Economics and Business* (Vol. 1, No. 2, pp. 573-588).