

Increasing MSME Sales With Social Media Marketing

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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.

Introuction

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 Rievew

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 di tuju, 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 discussions with Alunicorn's owner, the company is currently heavily selling its headscarf items on Instagram platforms such as Shopee, Lazada, Tokopedia, and TikTok Shop. According to Yusuf et al. (2023), the e-commerce platform is one of the most efficient product marketing tactics for MSMEs in the digital era. The digitization strategy for headgear items comprises the use of digital content such as images and videos to market products online. According to the owner, we submit appealing, high-quality product photographs on the Instagram site that showcase the hood design, special features, or other characteristics in order to attract possible online purchasers. Alunicorn promotes their hijab items digitally with video content such as product presentations, usage tutorials, and brand content, in addition to product images.

Alunicorn uses Instagram's promotional capabilities, such as paid advertising, to improve product awareness and create special discounts and affiliate programs. According to discussions with the owner,

advertising is employed on a monthly budget of up to \$50 million, particularly during programs. Apart from that, Alunicorn makes use of specials and discounts to pique the curiosity of potential buyers. According to marketing staff, promotions are carried out in accordance with seasonal patterns and specific events in order to achieve the best outcomes.

Alunicorn's items are distributed to consumers via Instagram. According to the proprietor, customers can order products through Shopee, Lazada, or Tokopedia, and delivery is handled by logistics firms such as JNE. The marketing team also stated that using Instagram makes it easier to deliver products to diverse places with a broad reach.

Alunicorn communicates with clients digitally via chat tools on social media. To provide the finest service, the owner and marketing staff use chat to answer prospective buyers' concerns and customer complaints. Aside from that, product reviews from purchasers are evaluated for future service enhancements.

According to the author's observations, Alunicorn's digital marketing approach on the Instagram platform has been ineffective in a number of areas, resulting in fluctuating sales. This is consistent with the findings of research (Sugandi, 2022), which say that the barriers to MSMEs' Instagram marketing include a lack of expertise about optimizing digital marketing and inadequate resources. Interviews with Alunicorn's owner and marketing staff reveal that the company faces internal challenges such as a lack of human resources and finance to compete effectively on Instagram. According to (Yusuf et al., 2023), MSMEs have challenges while executing digital marketing strategies due to restricted resources. As a result, Alunicorn has to enhance its human resource capacity and experience of digital marketing in order to build and implement more optimal e-commerce strategies.

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.

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