

## Strategy for Using Instagram as a Digital Marketing Communication Media to Increase MSME Product Sales

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### Abstract

Marketing communication helps MSME businesses to increase sales of their products or services by informing potential customers about the type of product they choose, how they buy it, the benefits they get, and the products and services they offer. Advances in marketing communication currently occur not only traditionally but also digitally through social media such as Instagram. Digital marketing communication that requires social media to reach the wider community and is expected to have an impact on increasing sales of MSME products, so this study aims to determine the strategy for using Instagram as a digital marketing communication medium to increase sales of MSME products. This type of research uses descriptive qualitative with a phenomenological approach that seeks to let reality reveal itself naturally through questions, the research subject tells all kinds of dimensions of his experience related to a phenomenon or event. Furthermore, obtaining objective data, it can be done through field research, by collecting data through observation and interviews, and documentation. Meanwhile, the respondents are MSME actors who use Instagram as a communication medium for the digital marketing of their products/services and are located in Cirebon. In addition, data collection uses documentation in the form of books or documents, journals, the internet, and other sources related to this research. While the data analysis technique in this study uses 3 stages, namely data reduction (data reduction), data presentation (data display), and conclusion drawing (verification). The results of the study explain that the use of the features available on Instagram is very helpful for MSME actors to improve their products. His services. For example, features on photo/video uploads, captions, likes, arroba, comments, hashtags, direct message, live Instagram, location tags, and Instagram stories. From these features, MSME business players always try to maximize it to increase sales of their products/services. Even MSME business people feel the positive impact of increasing sales on the use of Instagram

### Keywords

instagram; marketing communication; product sales



## I. Introduction

Advances in communication and information technology in the digital era have dominated human life and made the development of the internet grow rapidly. So the internet has become a part of modern society's life making it easy to connect to networks both in terms of time and place. Indonesia is one of the countries with the highest internet access in the world, as a country located in the Asia Pacific region, the data shows that the interesting thing about the Asia Pacific is that internet usage in this region continues to increase. Although the percentage of the population has not increased much, the growth of internet penetration is quite rapid. In the past year, for example, total internet penetration

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has grown by 9.2 percent. Meanwhile, the use of social media increased by 9.8 percent in the range from January 2019 to January 2020 (Melinda, Sanusi, and Ayuni, 2020).

In line with research on social media management platforms, HootSuite and social marketing agency We Are Social entitled "Global Digital Reports 2020", stated that almost 64 percent of Indonesia's population is connected to the internet network. The research, which was released at the end of January 2020, stated that the number of internet users in Indonesia had reached 175.4 million people, while the total population of Indonesia was around 272.1 million. Compared to 2019, the number of internet users in Indonesia has increased by about 17 percent, or 25 million users, and will even continue to increase every year.

With the increasing number of social network users in Indonesia, not only for information purposes, social networks are now widely used as a means to boost the economy of entrepreneurs (Yasundari, 2016:209). Economic actors, especially in Micro, Small, and Medium Enterprises view that social networks can reach the wider community, and information is more easily conveyed.

Micro, Small, and Medium Enterprises or commonly abbreviated as MSMEs according to Law No. 20 of 2008 is a stand-alone productive business unit, which is carried out by individuals or business entities in all economic sectors and is an economic activity based on the community based very minimal capital affordability (Tambunan, 2012).

Micro, Small, and Medium Enterprises (MSMEs) are the largest group of economic actors in the Indonesian economy and have proven to be a safety valve for the national economy in times of crisis, as well as being a dynamist of economic growth after the economic crisis. The undeniable reality is that MSMEs (Micro, Small, Medium Enterprises) are the most strategic national economic sector and concern the livelihoods of many people so that they become the backbone of the national economy (Singgih, 2007).

Marketing communications help businesses inform potential customers about the types of products they choose, how they buy them, the benefits they get, and the products and services they offer. According to Kotler and Keller, marketing communication is a means used by economic actors to inform, persuade, and remind consumers, either directly or indirectly, about the products and brands they sell (Kotler and Keller, 2008: 172).

Therefore, marketing communication plays a very important role in communicating everything related to a product or service. Marketing communication is central to how companies allocate strategies, plan, implement and evaluate to maintain or develop their activities in the business world (Reza, 2016: 66).

Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni *et al*, 2020). According to Tjiptono in Marlizar (2020) marketing performance is a function that has the greatest contact with the external environment, even though the company only has limited control over the company's environment. In the world of marketing, consumers are assets that must be maintained and maintained their existence in order to remain consistent with the products we produce (Romdonny and Rosmadi, 2019).

Advances in marketing communications today are not only happening traditionally. Marketers are now using new media such as the internet as an alternative way to reach customers. The existence of the internet provides a new virtual environment for marketing practices (Nasrullah, 2015: 160). So business people use social media for marketing in the field of information and communication technology.

The most popular social media include YouTube, WhatsApp, Instagram, Facebook, and Twitter. From 2020 to 2021, Instagram is the third most popular social media in Indonesia (Beritasatu.com, 2021). After Instagram's success as an application that is used by many people as a business opportunity for users other than for personal use. Currently, many Instagram account users use this application to market and sell products or services, and share images of marketers' products. A study conducted by Simply Measured shows that 54% of companies with world-famous brands are now using Instagram (Baihaki, 2012).

Instagram first appeared in 2010, this application allows users to upload user photos through various Edit applications with various filters offered by Instagram. Throughout the evolution of the digital world, Instagram has continued to make breakthroughs in social networks based on photos and videos. As a result, even Instagram became one of the most popular apps by far (Melinda, Sanusi, and Ayuni, 2020).

Instagram has become a social media has many opportunities to provide business to its users. And upload a photo of the product you have marketing and use a catchy headline. Instagram is a promotional media that many use online as a website that offers online goods and services for almost all needs. Get it online through Instagram. It is used by several large Instagram account owners for online business. The use of Instagram as a marketing medium and through businessmen / MSMEs can upload photos and share them with the public. It is even easier for online entrepreneurs to promote their products or merchandise. Selling via Instagram because the first goal is the closest people, such as relatives and friends on campus.

Based on the above study, digital marketing communication requires social media to reach the wider community and is expected to have an impact on increasing sales of MSME products, so this study aims to determine the strategy for using Instagram as a digital marketing communication medium to increase sales of MSME products.

## II. Research Method

This type of research uses descriptive qualitative. Qualitative descriptive This research is descriptive qualitative, namely analyzing, describing, and summarizing various conditions, and situations from various data collected in the form of interviews or observations about the problems studied that occur in the field (Yusuf, 2017).

The approach that the researcher uses in this research is a phenomenological approach that seeks to let reality reveal itself naturally through questions, the research subject tells all kinds of dimensions of his experience related to a phenomenon or event. In other sources, it is said that the phenomenological approach is descriptive which aims to reveal awareness and the world of life (Hasbiansyah, 2008).

Furthermore, obtaining objective data, it can be done through *field research*, namely by going directly to the field in collecting data by conducting observations and interviews with MSME actors in Cirebon. In addition, data collection uses documentation in the form of books or documents, journals, the internet, and other sources related to this research.

While the data analysis technique in this study uses 3 stages, namely data reduction (*data reduction*), data presentation (*data display*), and conclusion drawing (*verification*).

### III. Results and Discussion

Marketing communication helps MSME businesses to increase sales of their products or services by informing potential customers about the type of product they choose, how they buy it, the benefits they get, and the products and services they offer. Advances in marketing communications today are not only happening traditionally. Marketers are now using new media such as the internet as an alternative way to reach customers. The existence of the internet provides a new virtual environment for marketing practices (Nasrullah, 2015: 160). So MSME business actors use social media in marketing their products.

Throughout the evolution of the digital world, Instagram has continued to make breakthroughs in social networks based on photos and videos. As a result, even Instagram became one of the most popular apps by far (Melinda, Sanusi, and Ayuni, 2020). Instagram has become a social media has many opportunities to provide business to its users. And upload a photo of the product you have marketing and use a catchy headline.

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Therefore, the strategy for using Instagram as a digital marketing communication medium to increase sales of MSME products can be varied by either maximizing the Instagram feature or by using business actors to attract consumers to be interested in using their products/services.

No less important in determining marketing goals, this strategy can use marketing communications. The importance of a communication strategy in doing marketing is a determining factor in the success of what you want to convey or what is the goal. In achieving the success of effective communication activities, much is determined by the determination of communication strategies, because without a communication strategy that is carried out well in an agency and company, it will not achieve the desired goal (Melinda, Sanusi, and Ayuni, 2020).

Based on interviews and observations made, MSME business people think that setting targets to achieve sales targets must be carefully considered. Therefore, MSME business actors must understand what they offer to consumers, such as to whom the product is used, the benefits of the product/service, and the quality offered.

Furthermore, the strategy carried out by MSME actors on Instagram social media in selling is very easy, the coverage area is very wide and sales are always increasing, because their business only uses photo and video uploads, easy to face competition, and very easy to access using various features on Instagram so that more and more people know the products that are being sold, precisely the benefits of Instagram for MSME actors as a place to do business, and are supported by various good promotions, with the application of interactive marketing on Instagram to interact with customers to maintain good relationships sustainable.

In addition, based on the information obtained by MSME actors, the features available on Instagram are very helpful for MSME actors to improve their products. His services. For example, features on photo/video uploads, captions, likes, arroba, comments, hashtags, *direct message*, *live* Instagram, location *tags*, and Instagram stories. From these

features, MSME business actors always try to maximize it to increase sales of their products/services. Even MSME business people feel the positive impact of increasing sales on the use of Instagram. According to Melinda, Sanusi, and Ayuni (2020), the selection of Instagram as an online marketing medium carried out by business owners, greatly helped increase the sales results of the @Iwishop\_\_ account.

In line with the research of Kusuma and Sugandi (2018), the implementation of the use of Instagram as a digital marketing communication medium carried out by Dino Donuts is by utilizing the photo and video features, comments, captions, location, hashtags, tagging and Instagram ads for social media maintenance, as well as followers. and like for social media endorsement. Evaluation of the use of Instagram is the result of increased sales and successful opening of store branches and outlets spread across Bandung, Jakarta, Bekasi, and Bogor.

Meanwhile, according to Mauliana, Tayo, and Kusumaningrum (2021), in implementing digital marketing communications for the sale of MSME products, three steps can be applied, namely in the form of planning (problem analysis, audience analysis, goal setting, selection of media and communication channels, and plan development) or activities to be achieved), implementation ( allowing photo and video features, comments, captions, locations, hashtags/hashtags, tagging, and Instagram ads. For social media approval activities, this is carried out through support from celebgrams or influencers to increase the number of followers and likes *Social media activation* is carried out through the creation of unique online activities that aim to create word of mouth (WoM) and evaluation effects (results from increased visits and sales).

#### IV. Conclusion

Marketing communication helps MSME businesses to increase sales of their products or services by informing potential customers about the type of product they choose, how they buy it, the benefits they get, and the products and services they offer. Advances in marketing communication currently occur not only traditionally but also digitally through social media such as Instagram. Digital marketing communication that requires social media to reach the wider community and is expected to have an impact on increasing sales of MSME products, so this study aims to determine the strategy for using Instagram as a digital marketing communication medium to increase sales of MSME products.

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