

MICRO, SMALL, MEDIUM ENTERPRISES (MSMEs) DEVELOPMENT THROUGH INSTAGRAM DIGITAL CONTENT, DESCRIPTIVE QUALITATIVE ANALYSIS @Bagja.id

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Abstract

Social media is now not only a platform for sharing photos and videos but has become a channel for MSMEs to promote their products. This research will discuss how the @bagja.id account uses visual and narrative content on Instagram to build a strong brand image and increase the visibility of the MSMEs it represents. This research method uses a descriptive qualitative method in which a social phenomenon will be analyzed and interpreted and then connected with relevant theories. The results of this research show that the management of an MSME account must be managed well by paying attention to the use of hashtags, copywriting, and building interaction with followers. The important thing to pay attention to is how the process of building interaction with followers in account management is very important because this can build brand awareness. Based on an analysis of the @Bagja.id account, it can be concluded that they have succeeded in adopting a soft-selling marketing strategy with a focus on visual content such as photos, videos, and reels. Apart from that, managing content and information in the account is very important to create a relationship between the account and followers which will later create brand awareness.

Keywords: Social media, MSMEs, social engagement, Content

Abstrak

Media sosial kini bukan hanya sebuah platform untuk berbagi foto dan video akan tetapi sudah menjadi sebuah saluran bagi para UMKM untuk mempromosikan produknya. Dalam penelitian ini akan membahas bagaimana akun @bagja.id menggunakan konten visual dan naratif di Instagram untuk membangun citra merek yang kuat dan meningkatkan visibilitas UMKM yang direpresentasikan? Metode penelitian ini menggunakan metode kualitatif deskriptif yang mana sebuah fenomena sosial akan di analisis dan diinterpretasikan dan kemudian di hubungkan dengan teori – teori yang relevan. Hasil dari penelitian ini menunjukkan bahwa pengelolaan sebuah akun milik UMKM harus dikelola dengan baik dengan cara memperhatikan penggunaan hastag, copywriting, dan membangun interaksi dengan pengikutnya. Hal yang penting untuk diperhatikan adalah bagaimana proses dari membangun interaksi dengan pengikut dalam pengelolaan akun menjadi sangat penting karena hal tersebut bisa membangun sebuah brand awareness. Berdasarkan analisis terhadap akun @Bagja.id, dapat disimpulkan bahwa mereka berhasil mengadopsi strategi pemasaran soft selling

dengan fokus pada konten visual seperti foto, video, dan reels. Selain itu pengelolaan konten dan informasi dalam akun menjadi sangat penting agar terciptanya sebuah hubungan antara akun dan pengikut yang nantinya akan menciptakan brand awareness.
Kata Kunci: Media sosial, UMKM, Social engagement, Konten

INTRODUCTION

The growth and development of digital technology, especially social media such as Instagram, has changed the global business landscape significantly. In recent years, Instagram has not only become a platform for sharing photos and videos but has also become the main channel for marketing and product promotion, including for Micro, Small, and Medium Enterprises (MSMEs). MSMEs play an important role in the Indonesian economy, providing extensive employment opportunities and supporting local economic growth. However, they often face challenges in marketing their products effectively and reaching a wider audience. In this context, the use of digital content, particularly through the Instagram platform, offers significant strategic opportunities (Permata dkk., 2023).

The @bagja.id account is an interesting object of study because it can illustrate how MSMEs can use visual and narrative content to build brands, increase visibility, and develop their customer base. A descriptive qualitative analysis of these accounts will reveal the various strategies used, such as the type of content posted, ways of interacting with followers, hashtag usage strategies, and integration with new features on the Instagram platform. Through an in-depth understanding of these practices, this research aims to explain or describe how the @Bagja.id account uses visual and narrative content on Instagram to build a strong brand image to increase the visibility of MSMEs.

The rapid advancement of digital technology, particularly the rise of social media platforms such as Instagram, has significantly transformed the global business landscape. In recent years, Instagram has evolved beyond a mere platform for sharing photos and videos into a powerful tool for marketing and product promotion (Adriwati dkk., 2023). This transformation has proven to be particularly beneficial for Micro, Small, and Medium Enterprises (MSMEs), which often struggle with reaching a broader market due to limited resources. By leveraging Instagram, these enterprises can showcase their products, engage with their audience, and build a strong brand presence with relatively low costs compared to traditional marketing methods.

In Indonesia, According to Praptaningsih dkk., (2023) MSMEs play a crucial role in driving economic growth and providing employment opportunities. However, many of these enterprises face difficulties in effectively marketing their products due to constraints on budget, technological expertise, and consumer outreach. With the advent of social media marketing, particularly through Instagram, MSMEs now have a viable alternative to traditional advertising channels. This platform allows them to utilize visual and narrative content to connect with potential customers, increase visibility, and enhance brand awareness. The @Bagja.id account serves as an excellent case study in demonstrating how MSMEs can effectively harness Instagram's features to create a strong brand identity. This study aims to explore the strategies employed by @Bagja.id

in utilizing visual and narrative content to enhance brand awareness and foster customer engagement. By analyzing content types, interaction patterns, hashtag strategies, and the integration of Instagram's features, this research provides insights into how digital content can impact MSME growth.

One of the most significant aspects of Instagram marketing is the use of visual and narrative content. Unlike text-based platforms, Instagram thrives on engaging images, videos, and storytelling techniques that capture the audience's attention. For MSMEs, the quality and relevance of visual content play a pivotal role in attracting potential customers and retaining existing ones (Rozzaqi, 2022). @Bagja.id effectively utilizes high-quality images, videos, and reels to showcase its products. The brand primarily focuses on eco-friendly fabric printing, which is still a niche segment in the Indonesian fashion industry. Through aesthetically appealing content, the account creates an immersive experience for its audience, allowing them to understand the uniqueness of the product. Moreover, @Bagja.id employs storytelling techniques in its captions and posts, narrating the journey of the product from raw materials to final production. This narrative approach helps in building an emotional connection with followers, making them more likely to engage with the brand.

The strategic use of video content further strengthens @Bagja.id's marketing approach. Short-form videos and reels are particularly effective in capturing audience attention due to their dynamic nature. These videos often feature product demonstrations, behind-the-scenes glimpses of the production process, and testimonials from satisfied customers. By incorporating storytelling into these videos, @Bagja.id successfully communicates its brand values and mission to its audience. Building a strong brand presence on Instagram requires more than just posting visually appealing content; interaction with followers plays a crucial role in fostering brand loyalty. The @Bagja.id account excels in this aspect by actively engaging with its audience through comments, direct messages, and interactive content.

One of the most effective engagement strategies employed by @Bagja.id is responding promptly to comments on its posts. By acknowledging customer inquiries and feedback, the brand establishes a sense of community and trust among its followers. Additionally, the account regularly conducts Q&A sessions, polls, and live interactions to encourage active participation from its audience. These interactive elements not only boost engagement rates but also provide valuable insights into customer preferences and expectations. Moreover, user-generated content (UGC) is another key component of @Bagja.id's engagement strategy. By encouraging customers to share their experiences with the brand's products and featuring them on the official account, @Bagja.id strengthens its credibility and social proof. This approach fosters a sense of belonging among customers, motivating them to continue supporting the brand.

Hashtags play a vital role in increasing content discoverability on Instagram. They help categorize posts, making it easier for potential customers to find relevant content. The @Bagja.id account employs a mix of specific and general hashtags to enhance its reach and target the right audience. The brand primarily uses product-specific hashtags such as

#bagjaecoprint, #bagjabatikecoprint, and #bagjabatik. These hashtags help create a unique identity for the brand and attract users who are specifically interested in eco-print fabric. However, one limitation of this approach is that overly specific hashtags may not reach a broader audience. To address this, @Bagja.id also incorporates more general hashtags related to fashion, sustainability, and handmade products, such as #sustainablefashion, #handmadebatik, and #ecofriendlyclothing. This balanced approach ensures that the content reaches both niche and general audiences.

Another effective strategy used by @Bagja.id is participating in trending hashtag campaigns. By aligning its content with popular trends and events, the brand increases its chances of appearing in relevant search results and exploring pages. This method further amplifies visibility and attracts new followers. Unlike aggressive promotional tactics, @Bagja.id adopts a soft selling approach in its marketing strategy. Instead of directly pushing sales, the brand focuses on educating and engaging its audience through valuable content. This method aligns with modern consumer behavior, where people prefer brands that provide meaningful interactions rather than constant sales pitches.

The majority of @Bagja.id's content revolves around showcasing the artistry behind the eco-print fabric, sharing behind-the-scenes insights, and highlighting the sustainability aspect of its products. This approach not only builds brand awareness but also establishes the brand as an authority in the niche market (Tri Utari, 2021). By subtly integrating product promotions within informative content, @Bagja.id effectively persuades its audience without appearing overly commercial. Additionally, collaborations with influencers and industry experts contribute to the success of the soft-selling strategy. By featuring testimonials and endorsements from well-known personalities in the fashion and sustainability sectors, @Bagja.id enhances its credibility and attracts a wider audience.

Despite its success in Instagram marketing, @Bagja.id still faces certain challenges that need to be addressed for further growth. One of the main limitations is the inconsistency in content scheduling. Regular posting is crucial for maintaining audience engagement, and a more structured content calendar could help optimize visibility (Srnita & Saputra, 2023). Another area for improvement is the diversification of content formats. While @Bagja.id excels in photo and video-based content, exploring other Instagram features such as IGTV, Guides, and interactive Stories could enhance engagement even further. Additionally, the use of Instagram shopping features could streamline the purchasing process and drive more conversions. Lastly, while the current hashtag strategy is effective, incorporating a mix of general and trending hashtags more frequently could expand reach and attract new audiences. Conducting periodic hashtag performance analysis could help in optimizing this strategy for better results.

METHOD

This research uses a type of descriptive qualitative research where the data sources from this research are explanatory or verbal, in other words, this research displays data from a social phenomenon as it is and is relevant to this research. All data is collected, analyzed, and then interpreted. The data sources for this research are literature such as journals and

books and content from these MSMEs (Jaya, 2020). The data collected will be analyzed using this method. This analysis aims to analyze the communication process that occurs in the content. In this way, researchers can understand a phenomenon that occurs in the marketing communication process that occurs in the MSME content activity. The data that has been analyzed will be connected to relevant theories. So that conclusions can be drawn from phenomena from data and facts that occur in the field to make suggestions that will bring benefits to the development of the MSME business.

RESULTS AND DISCUSSION

Type of content posted by @Bagja.id

The type of content posted by @Bagja.id focuses on visual content in the form of photos, videos, and reels. The majority of content published on these accounts still uses a soft seeing strategy, namely in the form of product introductions, showing corporate social responsibility, and also informing about company activities. Most of the hard-seeking content that is posted only provides promo, bazaar, and discount information for its followers. This approach is used by @Bagja.id to help create a strong brand image while inviting its social media followers to get involved in its promotion. This is used considering that the product from @Bagja.id is in the form of Eco Print fabric which is still very new in the fashion sector so the approach in marketing This must be done in a soft seeing way to create a strong introduction to the product among its followers.

Use of hashtags, copywriting, and interaction with followers

When using the hashtag @Bagja.id account, the analysis found is as follows.

Use of hashtags that are specific to the product or brand.

The majority of content posted on the @Bagja.id account uses hashtags that are specific to the product or brand, such as #bagjaecoprint, #bagjabatikecoprint, #bagjabatik, #bagjabatikprinting. Using hashtags like this can help in targeting the right and specific audience for potential buyers. However, the downside of this hashtag is that it cannot reach a wide audience because the use of this hashtag is very difficult for the general audience to find.

General use of hashtags

In using general hashtags on the Bagja.id account, the analysis found that only a few contents were posted that used general hashtags. So the @Bagja.id account still targets their content to build relationships with users who are already their followers.

Some content does not have hashtags.

It was found that in the content of Bagja.id posts there was still content that did not have hashtags so the content did not spread widely and was only conveyed to its followers. However, this does not have a specific impact on the engagement of the content, this is because Bagja.id has built good relationships with its social media followers.

Use of copywriting

In the copywriting on the bagja.id account, it is still in the form of information about the content posted, such as explaining the product, providing information about the activities carried out by the company, and showing the company's social responsibility. The copywriting used is still soft seeing, namely building brand awareness and informing about the product or company values.

Interaction with followers

Based on direct observation of the Bagja.id account, it was found that the interaction between @Bagja.id and followers was well established. This can be proven by the response to comments where Bagja.id actively responds to all comments from its followers, this is good feedback. from Bagja.id. Apart from that, the consistency of these interactions makes Bagja.id have a positive image in building relationships with its followers.

In product marketing activities that occur in the Bagja.id account, the focus is on a soft seeing marketing strategy, where the marketing promotion that occurs is only in the form of product introduction to the community, showing the company's social responsibility towards the community, and also informing the company's activities. This is done to create brand awareness and also social engagement. Brand awareness is carried out to create brand awareness of a brand or brands in the account. The reason this marketing method is used in the Bagja.id account is because the products from this account are products that are still rare on the market. This makes posts or content intended to attract information and suggestions from consumers to attract the attention of followers and users to create an interest in product consumption. Islami dkk., (2021) In interactions with users it can be seen from the interactions that occur in comments, this was chosen because comments are a form of interaction that is easy to use as consumer behavior data in terms of interactions between consumers or followers and companies (Rusdana dkk., 2022). The interaction between accounts and followers that occurs in the Bagja.id account based on the findings is that the interaction that occurs in the account is carried out well because the @Bagja.id account always provides good feedback in replying to comments from users or followers Apart from that, the feedback given by users to the account is very good. This proves that the interactions between followers or users are very well established, which results in consistency of interaction which creates a positive image of Bagja.id in building relationships with its followers.

The use of hashtags functions to classify more specific topics or types of content on Instagram or social media. Apart from that, hashtags also function to make it easier for users to search for related topics or content. Generally, currently, the topic used as a hashtag is a word that represents a product or brand to make it easier for someone to search and attract people's attention (Dwiana dkk., 2024). In the findings on the Bagja.id account, the use of Hashtags was carried out using representations of brand names and product names, such as #bagjaecoprint, #bagjaecoprint, #bagjabatikecoprint, #bagjabatik, #bagjabatikprinting. These hashtags can be a representation of the brand name and product name, namely "Bagja" and "Ecoprint" fabric, however, the majority of content only uses hashtags that are specific to the product name and brand name. This makes it

less likely that information from the content will spread widely. The use of hashtags that are specific to the name of the product should be accompanied by the use of general hashtags and not too specific so that information from the content can be spread widely.

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CONCLUSION

Based on an analysis of the @Bagja.id account, it can be concluded that they have succeeded in adopting a soft-selling marketing strategy with a focus on visual content such as photos, videos, and reels. This approach not only introduces their Eco Print fabric products but also shows corporate social responsibility as well as company activities to build brand awareness and increase social engagement with followers. Positive interactions between accounts and followers, characterized by active responses to comments, reflect good relationships and consistency in building a positive brand image. The use of specific hashtags helps in targeting the right audience, but it is recommended to complement them with general hashtags so that the content can be more easily discovered by a wide range of users. To increase the effectiveness of campaigns, it is necessary to improve content management with more regular scheduling and considering Instagram users' prime time. Thus, @Bagja.id has the potential to continue to grow and strengthen its presence in the market by utilizing more effective marketing strategies on social media.

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