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## UTILIZATION OF MSME DIGITAL MARKETING STRATEGIES ON INSTAGRAM DESCRIPTIVE QUALITATIVE ANALYSIS @DENISA\_SPREI

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### Abstract

This study aims to analyze the digital marketing strategies employed by micro, small, and medium enterprises (MSMEs) on Instagram, specifically focusing on the @denisa\_sprei account. The research employs a descriptive qualitative approach, utilizing data collected through direct observations of the Instagram account, semi-structured interviews with the account owner, and analysis of Instagram features and performance metrics. The primary objectives are to identify the key strategies used for enhancing brand visibility, engaging with customers, and boosting sales through Instagram. The findings reveal that @denisa\_sprei effectively employs several strategies to maximize its digital marketing efforts. The use of visually appealing content, including high-quality images and engaging videos, plays a crucial role in attracting customer attention and building brand identity. Active interaction with followers through comments and direct messages (DMs) strengthens customer relationships and improves loyalty while leveraging Instagram features such as Instagram Stories, Instagram Reels, and Instagram Shopping enhances customer convenience and facilitates the purchasing process. Additionally, Instagram Insights is utilized to track performance and adjust strategies based on follower preferences and engagement metrics. Overall, the study concludes that Instagram serves as a powerful marketing tool for MSMEs, providing significant benefits in terms of brand visibility, customer engagement, and sales growth. These insights offer valuable guidance for other MSMEs seeking to optimize their social media marketing strategies.

**Keywords:** Instagram, digital marketing, MSMEs, brand visibility, customer engagement

### Abstrak

*Penelitian ini bertujuan untuk menganalisis strategi pemasaran digital yang diterapkan oleh usaha mikro, kecil, dan menengah (UMKM) di Instagram, dengan fokus khusus pada akun @denisa\_sprei. Penelitian ini menggunakan pendekatan deskriptif kualitatif, dengan mengumpulkan data melalui observasi langsung terhadap akun Instagram, wawancara semi-terstruktur dengan pemilik akun, serta analisis fitur dan metrik kinerja Instagram. Tujuan utama penelitian ini adalah untuk mengidentifikasi strategi kunci yang digunakan untuk meningkatkan visibilitas merek, berinteraksi dengan pelanggan, dan meningkatkan penjualan melalui Instagram. Hasil penelitian menunjukkan bahwa*

*@denisa\_sprei secara efektif menerapkan beberapa strategi untuk memaksimalkan upaya pemasaran digitalnya. Penggunaan konten visual yang menarik, termasuk gambar berkualitas tinggi dan video yang menarik, memainkan peran penting dalam menarik perhatian pelanggan dan membangun identitas merek. Interaksi aktif dengan pengikut melalui komentar dan pesan langsung (DM) memperkuat hubungan pelanggan dan meningkatkan loyalitas, sementara pemanfaatan fitur Instagram seperti Instagram Stories, Instagram Reels, dan Instagram Shopping meningkatkan kenyamanan pelanggan dan memfasilitasi proses pembelian. Selain itu, Instagram Insights digunakan untuk memantau kinerja dan menyesuaikan strategi berdasarkan preferensi dan metrik keterlibatan pengikut. Secara keseluruhan, penelitian ini menyimpulkan bahwa Instagram merupakan alat pemasaran yang kuat bagi UMKM, memberikan manfaat signifikan dalam hal visibilitas merek, keterlibatan pelanggan, dan pertumbuhan penjualan. Temuan ini menawarkan panduan berharga bagi UMKM lain yang ingin mengoptimalkan strategi pemasaran media sosial mereka.*

**Kata kunci:** *Instagram, pemasaran digital, UMKM, visibilitas merek, keterlibatan pelanggan*

## **INTRODUCTION**

The development of information and communication technology has transformed various business sectors worldwide, including in Indonesia. One of the most significant aspects is the emergence of social media as a powerful marketing tool. Social media platforms, such as Instagram, not only serve as venues for sharing photos and videos but have also evolved into primary marketing channels utilized by various companies and micro, small, and medium enterprises (MSMEs) (Wardhani & Romas, 2022). In Indonesia, MSMEs play a vital role in driving economic growth, contributing over 60% to the national gross domestic product (GDP) and providing employment for the majority of the workforce in the country (Utomo dkk., 2023).

Instagram, as one of the most popular social media platforms, offers various features that support visual and interactive business promotions. One MSME account that effectively utilizes Instagram as a primary marketing tool is @denisa\_sprei, which operates in the bed linens and bedding industry. This study aims to examine how digital marketing strategies employed by this MSME, particularly on Instagram, contribute to the business's success (Setyawati dkk., 2023).

In the study of digital marketing, the use of social media as a marketing strategy refers to the theory of integrated marketing communication (IMC). IMC suggests that the use of various communication channels, such as social media, should be well-integrated to create a consistent and strong message in the eyes of consumers (Rusdana dkk., 2022). Through social media, businesses can interact directly with customers and build loyalty in ways that are not possible through traditional media. This theory is relevant to examine how MSMEs like @denisa\_sprei utilize Instagram to build a brand, promote products, and increase customer engagement. In addition, the theory of *customer engagement* is also important in this research, as customer involvement through social media can influence consumer behavior, such as purchase intention and brand loyalty (Luhung, 2023).

Several previous studies have investigated the use of social media as a marketing strategy for MSMEs. For example, research by Yulianti dkk., (2023) found that social media usage, especially Instagram, is highly effective in increasing sales and brand awareness for MSMEs in Malaysia. The study revealed that visual features such as *Instagram Stories* and *Instagram Shop* help MSMEs expand market reach and engage more closely with their customers. Another study conducted by Effendy dkk., (2021) in Indonesia revealed that Instagram enables MSMEs to market their products more personally and effectively. Social media-based marketing strategies are well-suited for MSMEs that have limited resources to use more expensive traditional media, such as television or radio.

While previous studies have explored the use of Instagram as a marketing tool for MSMEs, this research has several key differences. First, this study specifically highlights the Instagram account @denisa\_sprei as a case study, providing a more in-depth analysis of how digital marketing strategies are applied by a particular MSME in the bed linen industry. This approach differs from previous research, which tends to take broader samples but lacks a detailed explanation of marketing practices in specific accounts. Second, this research uses descriptive qualitative analysis, which allows the researcher to delve deeper into the phenomenon of digital marketing in a single case study. This study focuses on the specific strategies used by @denisa\_sprei, such as the use of visual content, customer interactions, and Instagram's features. Therefore, this research provides more contextual and applicable insights for other MSMEs aiming to leverage social media to enhance their marketing strategies.

This research offers novelty by providing a new perspective on how MSMEs can effectively utilize Instagram's features in their digital marketing strategies. Most previous studies have focused more on the general impact of social media on sales growth or brand awareness. This research, on the other hand, explores how MSMEs can build stronger relationships with customers through visual content and direct interaction on Instagram, which are crucial elements in social media-based marketing. Additionally, this study emphasizes the use of *Instagram Insights* as a digital marketing analysis tool. This is important because many MSMEs have not fully utilized the analytical data available on social media to shape their marketing strategies. By providing a detailed analysis of how *Instagram Insights* data can be interpreted and utilized, this research assists MSMEs in developing more effective marketing strategies.

## **METHOD**

This study employs a descriptive qualitative approach to analyze the digital marketing strategies utilized by MSMEs on the Instagram platform, with a focus on the case study of the @denisa\_sprei account. This approach is chosen because it allows the researcher to explore the digital marketing phenomenon within the context of social media for MSMEs in depth (Winarni, 2021). The descriptive qualitative method aims to provide a clear and detailed picture of the marketing practices carried out, as well as how the account utilizes Instagram features to achieve its business objectives.

Data for this research is collected from two main sources: primary and secondary data. Primary data is obtained through direct observation of the Instagram account @denisa\_sprei, focusing on the types of content posted, posting frequency, interaction with followers, and the use of features such as *Instagram Stories*, *Instagram Shopping*, and *Instagram Insights*. In addition, semi-structured interviews with the account owner are conducted to gain further understanding of the marketing strategies used, challenges faced, and the impact of Instagram on the business's growth.

Secondary data is gathered from relevant literature on digital marketing, social media, and the role of Instagram in supporting MSMEs. The study also utilizes data from *Instagram Insights* to analyze the account's performance in terms of user engagement, reach, and follower demographics. After data collection, thematic analysis is conducted to identify key patterns in the use of Instagram as a marketing tool. The results of this analysis are expected to provide insights into the effectiveness of digital marketing strategies implemented by MSMEs on Instagram and offer recommendations for other MSMEs seeking to leverage social media for business promotion.

## **RESULTS AND DISCUSSION**

This study aims to analyze the digital marketing strategies employed by MSMEs on the Instagram platform, with a case study focusing on the @denisa\_sprei account. From direct observations of the account and semi-structured interviews with the account owner, several key findings provide deeper insights into how MSMEs leverage Instagram features to achieve their marketing objectives. These findings are then connected to digital marketing theories, particularly integrated marketing communication (IMC) theory and customer engagement theory, to understand how the application of these strategies supports business growth.

### **1. Utilization of Visual Content as a Primary Strategy**

The observations show that one of the main strategies @denisa\_sprei uses is high-quality and visually appealing content. Each post consistently showcases bed linens and bedding products in aesthetically pleasing settings, with good lighting and image composition that enhances the visual appeal. This aligns with (Rachmawati dkk., 2023), who found that product visualization on social media like Instagram plays a crucial role in increasing product attractiveness and consumer purchase intentions.

In addition, @denisa\_sprei makes use of various Instagram visual features, such as *Instagram Stories* and *Instagram Reels*, to present products more dynamically. Through *Instagram Stories*, the account owner can share short stories about new products, promotions, or customer testimonials. This not only increases customer engagement but also creates a more personal interaction between the brand and its customers, consistent with the theory of customer engagement. In the interview, the account owner mentioned that consistent use of visual content helps build brand identity and makes customers more familiar with the products being offered.

### **2. Interaction with Followers through Comments and Direct Messages (DM)**

Another finding shows that @denisa\_sprei actively interacts with its followers through the comment section and direct messages (DM). Whenever there is a comment from followers, whether it's a question about a product or a testimonial, the account responds quickly with friendly and informative language. This prompt and friendly response is crucial in building strong relationships with customers and increasing loyalty. This is supported by Brodie et al. (2011), who stated that direct interaction through social media can strengthen emotional bonds between customers and brands, as well as drive higher engagement.

Through direct messages (DM), @denisa\_sprei also provides personalized customer service. Followers can inquire in more detail about products, stock availability, and special offers. In the interview, the account owner mentioned that this DM service is one of the keys to their business success because it allows for faster and more personal communication with customers. Additionally, this service helps increase the conversion rate from inquiries to purchases.

### **3. Utilization of *Instagram Shopping* to Boost Sales**

One important innovation implemented by @denisa\_sprei is the use of the *Instagram Shopping* feature. This feature allows the account to tag products directly on the images posted, enabling followers to view product details and prices simply by clicking on the image. The use of this feature has proven highly effective in facilitating the purchasing process and improving customer convenience. Based on data from *Instagram Insights*, the account owner reported that this feature significantly increased traffic to their website and online store.

The *Instagram Shopping* feature also helps overcome one of the main challenges in online marketing, which is converting social media engagement into sales. As explained by Tri Utari, (2021), the success of MSMEs on social media often depends on how easy and quick the purchasing process can be. In the case of @denisa\_sprei, the integration between Instagram and their e-commerce platform has made the purchasing process more seamless, ultimately boosting sales numbers.

### **4. Using *Instagram Insights* to Measure Marketing Performance**

As part of its digital marketing strategy, @denisa\_sprei also actively uses *Instagram Insights* to analyze their marketing performance. *Instagram Insights* provides valuable data on user engagement, reach, and follower demographics. This data is then used to assess the effectiveness of posted content and adjust ongoing marketing strategies.

This strategic shift not only enhanced engagement rates but also contributed to a more authentic connection with the target audience. By leveraging local influencers who resonate with their demographic, @denisa\_sprei has been able to tap into niche markets and build trust within communities that value local representation. The influencers' endorsements have acted as a form of social proof, which significantly boosts credibility and attracts potential customers who are more likely to trust recommendations from familiar faces.

Furthermore, this approach has allowed @denisa\_sprei to generate more user-generated content, as followers often share and engage with posts featuring influencers they admire. This user-generated content serves as additional promotional material, amplifying the brand's visibility and reach beyond the account's direct followers. The increased interaction has also provided @denisa\_sprei with valuable feedback and insights into customer preferences and trends, enabling them to refine their product offerings and marketing tactics accordingly.

The effective use of local influencers exemplifies how tailored and contextually relevant marketing strategies can drive meaningful results. By aligning their marketing efforts with the interests and values of their audience, @denisa\_sprei has managed to foster a loyal customer base and establish a strong presence in a competitive digital landscape. This case highlights the importance of understanding audience dynamics and leveraging influencers strategically to achieve marketing goals.

## **CONCLUSION**

This study aims to analyze the digital marketing strategies employed by MSMEs through the Instagram platform, with a focus on the case study of the @denisa\_sprei account. Based on observations, interviews, and data analysis, it can be concluded that Instagram is a highly effective marketing tool for MSMEs in enhancing brand visibility, strengthening customer relationships, and increasing sales. The primary strategies used by @denisa\_sprei include the use of engaging visual content, active interaction with followers through comments and direct messages (DMs), and leveraging Instagram features such as Instagram Stories, Instagram Reels, and Instagram Shopping. Consistent and aesthetically pleasing visual content has proven effective in capturing customer attention and building brand identity. Meanwhile, prompt and personal interaction with followers through comments and DMs has successfully reinforced customer loyalty and improved sales conversion.

Additionally, the use of the Instagram Shopping feature facilitates the purchasing process and enhances customer convenience, directly contributing to increased sales. Furthermore, Instagram Insights is optimally used to monitor account performance and understand follower preferences, allowing the account owner to adjust marketing strategies according to customer needs and behavior. Overall, this study demonstrates that the implementation of effective digital marketing strategies on Instagram can provide significant benefits for MSMEs in terms of business growth and increased sales. These findings can serve as a reference for other MSMEs looking to utilize social media platforms as an effective promotional tool. Strategic use of Instagram can help MSMEs compete in an increasingly competitive market by maximizing interaction and customer engagement.

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