

## Utilization of Instagram as a Promotional Means to Increase Sales at Kaliraya Mushroom MSMEs, Menang

Febrian Angga Fergianto

University of Nusantara PGRI Kediri, Jl. KH. Ahmad Dahlan No.76, Mojoroto, Kota Kediri, East Java, 64112, Indonesia

[febrianangga074@gmail.com](mailto:febrianangga074@gmail.com)

\*corresponding author

Article Information		Abstract
Submission date	6 December 2023	<b>Research aim:</b> This research aims to determine the benefits of Instagram as a promotional means to increase sales at mushroom MSMEs in Kaliraya, Menang.
Revised date	14 February 2024	<b>Design/Method/Approach:</b> This research uses a qualitative method, with data collection techniques such as interviews, observation, and documentation. The object of this research is Kaliraya Mushroom MSMEs, Menang.
Accepted date	31 March 2024	<b>Research Finding:</b> The research results show that using Instagram as a promotional means increases sales. <b>Theoretical contribution/Originality:-</b> <b>Practitioner/Policy implication:-</b> <b>Research limitation:</b> There is a lack of in-depth observation, so this research may not be able to explore details of effective promotional strategies or detail the experiences of Kaliraya Mushroom MSMEs in overcoming certain obstacles on Instagram. <b>Keywords:</b> Instagram, promotion, sales, MSME

### 1. Introduction

In the digital era, social media has become part of our daily lives as a place to communicate and share information. Social media has become an indispensable tool for business actors as a promotional medium and to increase sales. Instagram is quite easy to use as a promotional means to increase sales. Business actors can optimise Instagram as a promotional means to increase their business in terms of sales.

Sales is the science and art of personal influence, which involves selling to persuade others to buy the goods or services offered [1]. Sales is an activity carried out by a business with the aim of making a profit. Before getting sales, a company can use social media such as Instagram as a means of promoting the products being sold. Instagram is a social media platform with superior features for photos and videos. Users can post pictures and videos to Instagram feeds or stories. Users can post on Instagram stories with interesting animations to make them stand out more. Marketing can be done through the Instagram application by regularly publishing products with detailed product descriptions, both in Instagram feeds and stories [2]. Instagram is a useful application for sharing photos and videos. Instagram is also a social media that has the advantage of being a direct marketing medium. Through Instagram,

consumers can see the products and services offered and packaged through photo or short video content [3]. Instagram is a platform that can be considered quite easy to promote. Promotion is any activity that aims to provide information about the advantages of a product or service offered and invite the target market to make purchasing decisions [4]. Promotion is an important activity to increase sales of a company's products by providing information about the product and then guiding or directing the target market to buy the product.

The difference between previous research and the articles written lies in the focus and depth of analysis. In the last article entitled "Pemanfaatan Media Sosial Dalam Meningkatkan Penjualan Bisnis Keripik Pisang Di Desa Kalidadi, Kalirejo Lampung Tengah." [5] presents general observations regarding social media that can influence sales. Meanwhile, the articles written provide in-depth updates on aspects of Instagram and promotion. This article further explores effective promotions on the Instagram platform such as attractive content strategies, namely promotional video content, pamphlets, product photos that aim to attract consumers. In other words, this article can provide a more specific understanding in optimizing Instagram as a promotional means to increase sales.

The purpose of this research is to determine the use of Instagram as a promotional means with a focus on increasing sales of Kaliraya Mushroom MSMEs. This research will explore whether promotional strategies via Instagram have an effect on increasing sales. Thus, it is hoped that the results of this research will provide broader insight for Kaliraya Mushroom MSMEs in optimising their marketing strategy via Instagram in order to achieve an increase in product sales.

### **1.1. Statement of Problem**

Based on the background in the previous description, Kaliraya Mushroom MSMEs have not yet optimised Instagram as an attractive promotional means to increase product sales.

### **1.2. Research Objectives**

Based on this background description, the aim of this research is to find out whether Instagram can be useful as a promotional means for Kaliraya Mushroom MSMEs to increase product sales.

## **2. Method**

This research uses a qualitative approach. The research data is primary data in the form of direct interviews with the owners of the Mushroom Kaliraya UMKM, conducting observations at the Kaliraya Mushroom UMKM in November at the Kaliraya Mushroom UMKM premises as well as documentation in the form of sound recordings, photos and videos.

Qualitative research data analysis techniques are carried out using a reduction process. This research used interviews, observation, and documentation as data collection techniques.

## **3. Results and Discussion**

### **3.1 Results**

The results of research on Kaliraya Mushroom MSMEs where the author created an Instagram account as a promotional means with the aim of increasing sales. The aim of creating

this account is to provide an innovative and effective way to utilise Instagram to develop promotional strategies that motivate people to buy based on attractive appearance and content. The impact that emerged after the Kaliraya Mushroom MSME promoted it via Instagram made the Kaliraya Mushroom MSME better known in the community and helped increase its sales. The following is an Instagram account that has been created:



**Figure 1.** Display of the Mushroom Kaliraya UMKM Instagram account

Based on interviews conducted with business owners regarding promotional strategies via Instagram, they believe that the promotion is interesting to watch and allows buyers' interest so that the use of Instagram has a big influence on sales which continue to increase. Promotional strategies such as creating interesting content on Instagram can attract the attention of consumers by showing creativity in creating content. Where this content can display the products being sold, provide information about the products being sold and help customers easily understand the Kaliraya Mushroom MSME products. Several questions in the interview related to the use of Instagram as a promotional tool can be seen below:

1. ***Is Mushroom product promotional content interesting to watch?***  
The interview results show that business owners like content created via Instagram.
2. ***Does Mushroom product promotional content present the goods being sold?***  
The interview results showed that the business owner agreed that the content presented the goods being sold.
3. ***Can sharing promotional content via Instagram increase product sales?***  
The interview results show that sharing content via Instagram can increase sales.

---

**4. *Is promotional content in the form of product videos and photos the most effective way to promote Mushroom products on the Instagram platform?***

The interview results show that promotional content in the form of videos and product photos is the most effective content on the Instagram platform.

### **3.2 Discussion**

This research reveals a promotional strategy that influences increasing sales of Kaliraya Mushroom products, namely creating interesting content that piques buyers' interest.

When creating content, you have to present the product or information about the product being sold so that consumers can get the information they want and be interested in the product they see. So, the author creates an Instagram account and helps create interesting content at least three times a week. One of the contents is following trends or other Instagram accounts, which can give a good impression to the recipient of the content.

Interesting content, such as promotional video content that contains product introductions and advantages, is the most effective content for all people to accept because of the direct visual evidence displayed.

Apart from creating video content, the use of pamphlets is an important tool in Mushroom MSME promotional campaigns. Informative pamphlets are carefully curated to provide a comprehensive overview of the advantages of mushroom products, their health benefits and discount offers on the products.

Attractive product photos are also an important part of Mushroom MSME strategy. By capturing photos of mushroom products in aesthetic visual compositions, MSMEs create a strong appeal to attract the attention of Instagram users. These product photos not only serve as an attractive representation of the product but also help build a strong brand image in the minds of consumers.

This entire approach is designed to ensure that Kaliraya Mushroom MSMEs not only achieve sales goals but also build deeper relationships with customers through informative and engaging content. By combining dynamic promotional videos, informative pamphlets and stunning product photos, MSME Mushroom Kaliraya succeeded in creating a comprehensive and in-depth promotional campaign on the Instagram platform, which will help optimise the potential to increase sales and build business sustainability for MSME Mushroom Kaliraya.

### **4. Conclusion**

Based on the results of the research and discussion that the author conducted with the title "Utilization Of Instagram as a Promotional Means to Increase Sales at Kaliraya Mushroom MSMEs, Menang", concluded that the use of Instagram as a promotional means has an influence on increasing sales. Promotional strategies are an important component for business owners to attract the attention of consumers to buy products. Promoting products via Instagram is a good step for Kaliraya Mushroom MSMEs to make their products better known to the public which will certainly be able to increase sales.

The contribution given to Kaliraya Mushroom MSMEs is by providing valuable outreach, such as guidance on effective strategies for promoting products on Instagram well. In addition, giving direction on how to edit content aims to provide additional expertise to Mushroom Kaliraya MSMEs to ensure their promotional content has visual appeal and a strong message. So business owners can optimise promotional strategies through video content, pamphlets and product photos.

The results of this research contain research limitations, namely the lack of in-depth observation, so this research may not be able to explore details of effective promotional strategies or detail the experiences of Mushroom Kaliraya MSMEs in overcoming certain obstacles on Instagram. This limits the research's ability to provide an in-depth view of how Kaliraya Mushroom MSMEs specifically interact with Instagram in an effort to increase sales. It is hoped that further research can discover new problems and expand the variables even further. Other variables that can be used for further research are product quality, price, and location or others because these variables are related to increasing sales.

## References

- [1] Swastha I. Manajemen Pemasaran Modern. Yogyakarta: Liberty Yogyakarta; 2008.
- [2] Amalia LA, Zulistiani Z, Damayanti S. STRATEGI PEMASARAN MELALUI SOCIAL MEDIA INSTAGRAM DAN TIKTOK UNTUK MENINGKATKAN PENJUALAN (Studi Kasus Ardana Studio). Pros Semin Nas Manajemen, Ekon Dan Akunt 2023;8:14–26.
- [3] Sagiyanto A, Sulfiah S. PEMANFAATAN INSTAGRAM SEBAGAI MEDIA PROMOSI PRODUK HAUS MELALUI AKUN @HAUS.INDONESIA. J AKRAB JUARA 2020;5:97–114.
- [4] Kotler P, Gary A. Prinsip-Prinsip Pemasaran. Edisi 13. Jilid 1. Jakarta: Jakarta:Erlangga; 2012.
- [5] Wibasuri A, Agus I, Wibaselppa A, Mutiara S. Pemanfaatan Media Sosial Dalam Meningkatkan Penjualan Bisnis Keripik Pisang Di Desa Kalidadi, Kalirejo Lampung Tengah. J Publika Pengabd Masy 2022;4:48–53.  
<https://doi.org/10.30873/jppm.v4i01.3178>.