

## Optimizing Sales With Social Media at UD. Sumber Kacang Pace Nganjuk

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Article Information		Abstract
Submission date	23 December 2024	<b>Research objectives:</b> The purpose of this study is to analyze the use of social media to increase sales and create synergies between digital marketing and conventional marketing.
Revised date	4 January 2025	<b>Method:</b> In this study, the researcher used a descriptive qualitative method. With interview, observation, and documentation techniques. The study of this object is UD. Sumber Kacang at RT 024 RW 009 Gondang Village, Pace District, Nganjuk Regency.
Date received	4 February 2025	<b>Research Findings:</b> The use of various social media (Facebook, Instagram, TikTok, WhatsApp), the seriousness of the use of social media, the selection of the right time for posting, and the consistency of posting content on social media. <b>Theoretical contribution/Originality:</b> The contribution of this research theoretically strengthens the theory of digital marketing and the theory of promotion strategy. <b>Implications of Practice / Policy:</b> Practically the results of this study can be adapted by similar entrepreneurs to be able to use the social media used by companies such as Facebook, TikTok, Instagram and Whatsapp effectively. <b>Research limitations:</b> The limitation of this study is the duration of the research which makes the scope of the analysis limited. <b>Keywords:</b> social media, sales optimization, digital marketing

### 1. Introduction

The development of internet technology can change the majority of people's lifestyles. The general public can access a lot of information through the internet because of the availability of access, one of which is the ability to access social media. Social media is now growing faster. Once used to share ideas and communicate, it is now shifting to a means of brand promotion. Social media platforms can market products or services directly to consumers and quickly receive feedback from them. Increased reach can be achieved by marketing products or services online so that the target market eventually buys goods or services. All kinds of improvements in the field of technology increasingly prove the progress or sophistication of very fast, where all daily activities can be done easily and quickly using only internet access [1]. The phenomenon of contemporary technological developments that are increasingly sophisticated, bringing an impact on changes in people's

behavioral styles [2]. The rapid increase in information and communication technology, especially the development of social media, has changed the business landscape significantly. Micro, Small, and Medium Enterprises (MSMEs). They have great potential for the growth and development of the local economy. However, many MSMEs still face challenges in marketing their products and increasing sales [3]

Some applications such as *Whatsapp*, *Facebook*, and *Instagram* are very quick in spreading information over *the internet*. *Whatsapp* is the *most preferred platform* that requires an active *internet* connection worldwide. *Facebook* is a social networking website that allows its users to join a community based on various criteria. *Facebook* is a *platform* that needs to be used as a means of digital promotion. Another application, namely *Instagram*, is a *platform* used to share photos and videos. With more and more users using *Instagram* to share pictures, many users are also starting to take advantage of it to do business by creating business accounts and promoting their products. Apart from the three social media, one social media is developing quite rapidly, namely *Tiktok*. *Tiktok* is currently a popular social media platform used for digital marketing. Various products can be promoted through digital marketing techniques on this platform. *Tiktok* marketing is a digital marketing strategy using *Tiktok* as the main medium. With the advantages of the user community and the features offered, business people can market their brands on *this platform*. *Tiktok for Business* provides statistical insights and additional tools to analyze audience engagement and performance, facilitating the needs of businesses in marketing their products or services through *Tiktok* [4].

The use of social media as digital marketing is very important for businesses that want to increase their sales. With the development of technology and the internet, traditional marketing strategies are no longer effective. Optimizing sales through digital marketing helps businesses gain a competitive advantage and improve performance. One of the main reasons is the ability to reach a wider target market, both local and international, without the limitations of a wide geographical location. This allows businesses to attract attention and influence audiences whose coverage will be greater, increasing the chances of revenue conversion [5]. Online media marketing is becoming popular in line with the increasing popularity of internet use. Before the existence of online media marketing, marketing activities cost a lot of money. As a result, small or newly grown companies are unable to carry out marketing activities optimally [6].

Based on existing research, social media can be used by every company or MSME as a promotional or *digital marketing* medium to optimize the sales of the products they manage [3]. However, in practice, not all MSMEs can optimize their social media. Therefore, in this study, it is important to adopt the results of the research and use it to analyze how the sales optimization strategy with social media in UD. Sumber Kacang is used and utilized optimally or is still transitioning between conventional and digital marketing. Digital marketing through social media needs to be used because UD. Sumber Kacang is one of the companies that processes and distributes peanuts in Indonesia

Social media plays an important role in increasing product sales at UD. Sumber Kacang, by utilizing digital platforms to reach a wider audience. For an optimal marketing strategy, synergy

between digital and conventional marketing is needed. This synergy allows companies to strengthen relationships with online and offline customers, creating effective, integrated, and adaptive marketing strategies.

### 1.1. Problem Statement

There are still several obstacles related to the use of social media at UD. Sumber Kacang, so the formulation of the problem in this study is as follows:

1. How effective is the use of social media as a marketing medium for UD. Sumber Kacang?
2. How to combine social media and offline marketing carried out at UD. Sumber Kacang?

### 1.2. Research Objectives

The purpose of this study is to analyzing the optimization of the use of social media in supporting sales UD. Sumber Kacang.

## 2. Method

This study uses a qualitative research approach. The research data is primary data in the form of direct interviews with owners of UD. Sumber Kacang, the observation was carried out at the location UD. Sumber Kacang in December and documentation. In this study, the researcher conducted research on relevant informants, namely the owner of UD. Sumber Kacang and conducted interviews as part of the data collection process for 2 months. It can be seen with the table of the dates of the research implementation, as follows:

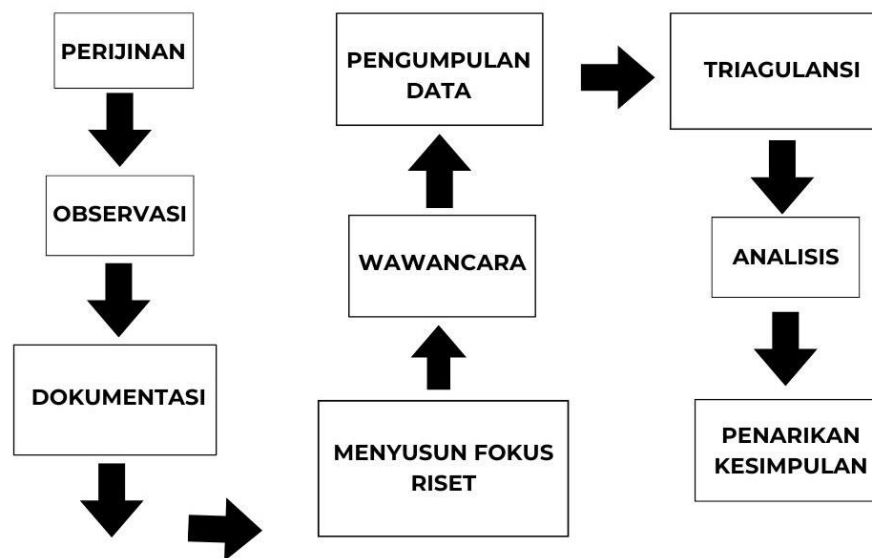
Date of observation	Documentation Date	Interview Date
18 December 2024	18 December 2024	18 December 2024

The selection of informants in this study was carried out purposively, namely based on the consideration that the informants have knowledge, experience, and direct involvement in operational and marketing activities UD. Sumber Kacang. The main informant is the business owner, chosen because he understands the company's history, policy direction, and main strategy, and has a comprehensive insight into the business strategy and business development direction. Meanwhile, in marketing, the owner also provides technical and operational information related to the implementation of social media in promotional activities. The selection of this informant has also been by the relevant criteria where the informant is indeed an entrepreneur and has experienced ups and downs in his business, in this case the informant is ready to be interviewed and can convey things by what he has experienced. Researchers rely on various sources of evidence and collected data to conduct triangulation.

In this context, triangulation plays an important role in fulfilling the elements of "validity and reliability" in qualitative research (10). The researcher triangulation methods, namely interviews, observations and documentation. To strengthen the validity of the data, this study uses a triangulation method technique by combining data from interviews, observations, and documentation. In-depth

interviews were conducted to explore the narratives and first-hand experiences of informants. Observations are used to see first-hand how marketing activities are carried out, including interactions on social media and conventional sales activities. Meanwhile, documentation (such as social media posts) is used to corroborate data from interviews and observations. By integrating these three data sources, researchers can compile a more complete and comprehensive analysis of marketing dynamics at UD. Sumber Kacang. In the data analysis stage, researchers focus on practice-oriented research to contribute experience in finding solutions to optimize sales with social media. Qualitative research data analysis techniques are carried out by descriptive methods including data collection, data reduction, data presentation, and conclusion. As well as data collection techniques in this study include interviews, observations and documentation.

This study collected data with interviews to analyze sales from UD. Sumber Kacang before and after using social media *marketing*. After conducting interviews and observations, the researcher analyzed useful digital marketing strategies to increase sales at UD. Sumber Kacang. To clarify the research process, the researcher made the following research flow:



Picture 1. Research Flow.

### 3. Results and Discussion

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## Result

Overview of UD. Sumber Kacang Pace Nganjuk.

UD. Sumber Kacang Pace Nganjuk is located at RT/RW 24/09 Gondang Village, Pace District, Nganjuk Regency. Strategic location for a peanut business where the location is a home and a peanut warehouse owned by UD. Sumber Kacang. This business was established in 2010 initially, this business was engaged in the processing of fried peanuts and ovens as well as the grinding of oca beans which were deposited or taken by business owners such as grocery stores and the like. As time goes by, the processing of oven peanuts requires a lot of time and money, so the revenue turnover process is very slow. Armed with knowledge from parents who have been passed down from generation to generation, this business switches to the process of cutting peanuts on farmers' land and then in the drying process and sent to the fryers. Around 2014 the owner of UD. Sumber Kacang received an order from the people of the Keramatjati main market who asked for goods in the form of wet peanuts to fill at the Keramatjati main market. After orders from the sacred mother market which was quite large, gradually UD. Sumber Kacang receives orders from factories or large companies such as PT. Dua Kelinci and PT. Garuda Food asked for goods to be delivered to the company. So until now UD. Sumber Kacang prioritizes and focuses on providing wet peanuts to supply the needs of its consumers and create or manage its peanut farmland.



*Picture 2 logo UD. Sumber Kacang (2024).*

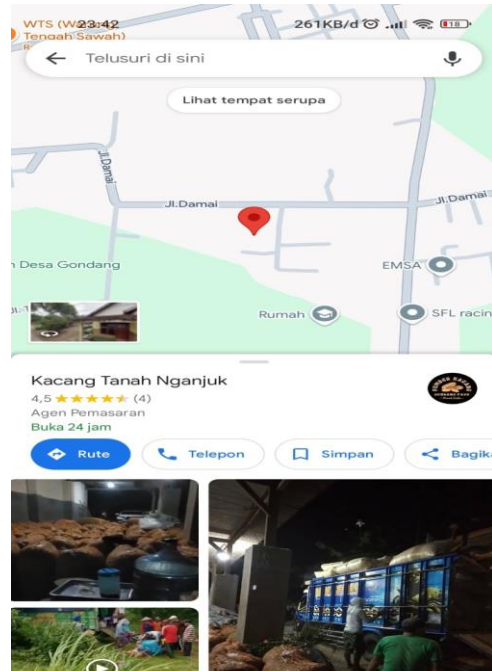
Picture 2 shows the logo of UD. Sumber Kacang symbolizes the strength of the business in processing and distributing peanuts in Indonesia.

The following is the location of UD. Sumber Kacang Pace Nganjuk :





Picture 3. UD. Sumber Kacang Business Place Documentation (2024).



Picture 4. Location of UD. Sumber Kacang On Google Maps.

Source : <https://maps.app.goo.gl/u1vpUub2PTxxCkiF9> (2024).

Pictures 3 and 4, the location of UD. Sumber Kacang. The source of the beans along with the coordinates of the location on google maps.

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Here are some small interviews and discussions that the researcher conducted with UD owners. Source of Peanuts on November 21, 2024 as follows:

Researchers : What are the most widely used social media platforms for marketing?

Informant : *Facebook, TikTok, Instagram and Whatsapp* because Easy to Reach And that's social media Every day I wear it, so everyone I made it for promotional media, it can expand the promotion of my business.

Researchers : How well do you understand the advantages and disadvantages of each social media?

Informant : Through *Facebook*, we can find buyers from anywhere throughout Indonesia But the drawback of Facebook is that there are many scams under the guise of asking for goods, after the goods are sent money is not transferred. If it is for *TikTok* The positive thing is that we can share with all people, whether sharing fertilizers or pesticides for peanut plants and new buyers. However, TikTok's shortcomings are that it is still lacking *explorer* So for the buyers, there are still few. To *Instagram* We also use it but it is still less active because it tends to use Facebook for our social media. What I use next WA here WA is simple mas, almost everyone uses, but lack of WA, I cannot widely disseminate information related to my business. Because it is limited and only see the contacts I have. WA here I focus on myself when continuing the transaction, so the previous one from *Facebook, TikTok and Instagram* followed up in WA for more serious discussions and continuing the transaction.

Researchers : What is your view on the effectiveness of social media in helping sales at UD Sumber Kacang?

Informant : in my opinion This social media can be said to be effective when we use it seriously Mas, and I admit that in my business I have not applied the use of social media optimally, because indeed in terms of time and my ability to create content is very limited, so I only posting makeshift content, yes if I have time to edit in more detail. If you ask whether it is effective or not related to sales, I think it is effective, because I get new buyers from also from Facebook and the buyers are from Palembang.

Researchers : What type of content does UD Sumber Kacang usually post on social media? (e.g. product promotion, customer testimonials, )

Informant : only posting in the form of products. Because for now social media and content is only made by me, so I have to share my energy and time. Because almost every day I have to survey the location of farmers and the land we manage. So we haven't had time to be more intense in managing our social media.

Researcher : Is there a scheduling strategy used for posting on social media?

Information : No, it's just that tiktok is likely to be watched a lot, namely Posted in the afternoon.

Researchers : Has there been a significant increase in sales?

Informant :exist. Regarding the increase from before the existence of social media, our network is not widespread. After using social media, the network can be wider and more or less increase our sales. Previously, only knowing buyers through drivers and searching for themselves in each area so it was less so that it could spread. And just now, after the source of the beans got to know social media and made a post Now it is getting even better and the chenel of different cities and regions is connected to many

Researchers : What are the biggest challenges faced by UD Sumber Kacang in using social media?

Informant : Lack of knowledge to use social media, especially TikTok to be in demand by many people so that the network cannot be wide. Plus the time is limited, because I also have to share time with my business activities every day.

Researchers : How does UD Sumber Kacang overcome these obstacles or challenges?

Informant : Only Continue to post content once a day on TikTok media. I try to make videos and documentation from our business, when I use my free time to create content that I will later post on our social media. At least if there are no buyers at that time, our goal is to promote and introduce our business. So people know that in the Nganjuk area, especially Pace sub-district, there are peanut business places that are ready to compete with other similar businesses.



*Picture 5 & 6 Interview process.*

Based on the results of the interview, the main idea of the findings used by the informant in running social media for sales needs in his business so that it can be optimal until now, is as follows:

1. The use of various social media (Facebook, Instagram, TikTok, Whatsapp).
2. The seriousness of the use of social media.
3. Choosing the right time to post.
4. Consistency of posting content on social media.



### Discussion.

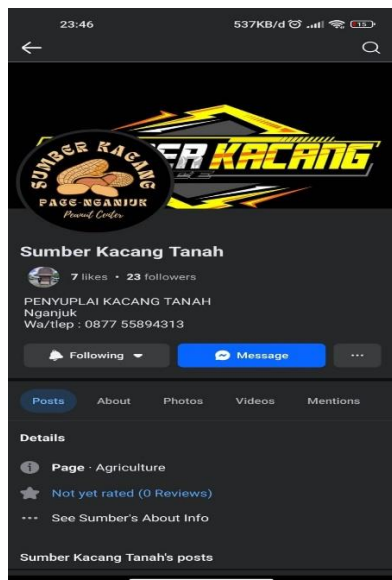
To increase sales through social media, based on interviews it was found that the main idea was:

#### 1. The use of various social media.

UD. Sumber Kacang has used various social media in marketing its products. This is shown by his statement as follows:

*"Facebook, TikTok, Instagram, and Whatsapp are easy to reach, and they are social media that I use every day, so I make them for promotional media, which can expand the promotion of my business."*

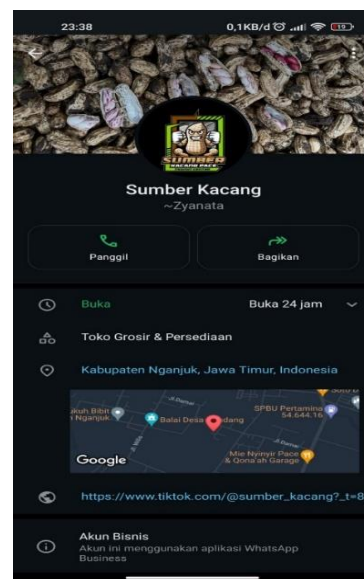
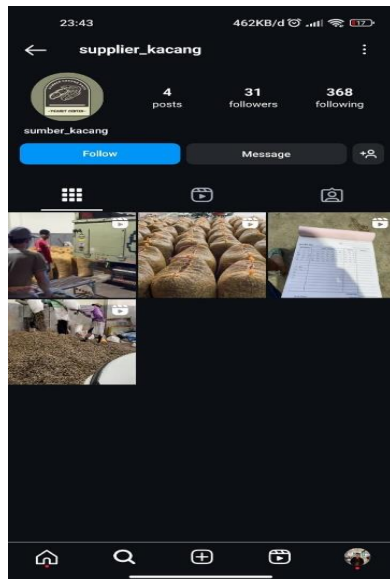
A part of his statement, UD. Sumber Kacang social media can be accessed at the following social media link:



Picture 7 Facebook Social Media (2024).



Picture 8 Tiktok Social Media (2024).



Picture 9 Instagram Social Media (2024). Picture 10 Social Media Whatsapp (2024).

Source: <https://www.facebook.com/share/v/19ZMdGVSEk/>  
[https://www.tiktok.com/@sumber\\_kacang? t=8sFnuFovKJV& r=1](https://www.tiktok.com/@sumber_kacang? t=8sFnuFovKJV& r=1)  
[https://www.instagram.com/supplier\\_kacang?igsh=MTEweWxhbG40eGN5dA==](https://www.instagram.com/supplier_kacang?igsh=MTEweWxhbG40eGN5dA==)

Whatsapp : +6287755894313

The use of various social media has advantages as discussed by previous researchers including (Khaidarmansyah & Ayu Firdhayanti) who stated that social media optimization is an effective strategy to increase MSME sales such as Chio Snack Chips Lumer. The increase in sales on Chio after MSMEs optimized social media, shows that customer engagement is important in increasing sales(3).

Social media platforms can be used to market products or services directly to consumers and quickly receive feedback from them. Increased reach can be achieved by marketing products or services through the internet so that the target market eventually buys the goods or services offered [5]. Some applications such as Whatsapp, Facebook, and Instagram are very quick in spreading information over the internet. Social media is an effective choice in marketing strategies to increase the company's current profits Plus the use of [8]. TikTok is currently a popular social media platform used for digital marketing. Various products can be promoted through digital marketing techniques on this platform. Tiktok marketing is a digital marketing strategy using Tiktok as the main medium. With the advantages of the user community and the features offered, business people can market their brands on this platform [7].

Plus the owner has the convenience of reaching social media because the application has ease of operation. So the social media above is used as a means of promotional media to optimize the sales of peanut products produced.

However, the use of social media has advantages and disadvantages that are felt in UD. Sumber Kacang, including:

*Table 1.*

No	Social Media	Excess	Deficiency
1	Facebook	<ol style="list-style-type: none"> <li>1. Easy to reach</li> <li>2. Easy to find customers from all over Indonesia.</li> </ol>	Many scams under the guise of asking for goods and after the goods are sent the money is not transferred.
2	Tiktok	<ol style="list-style-type: none"> <li>1. Can increase relationships through sharing for all groups</li> <li>2. Getting fertilizer and pesticide sharing for peanut plants.</li> <li>3. Looking for new peanut buyers.</li> </ol>	Tiktok has a lack of exploration shortcomings, so there are still few buyers.
3	Instagram	Because of the owner's social media, it is easy to reach.	Use facebook more often.
4	Whatsapp	<ol style="list-style-type: none"> <li>1. Simple to use and almost everyone has WA.</li> <li>2. Facilitate customers in transactions.</li> </ol>	<ol style="list-style-type: none"> <li>1. Marketing in WA has limitations, as only those who have contacts can see and access.</li> <li>2. It cannot reach consumers widely.</li> </ol>

Source : interview results (2024).

Based on the table above, entrepreneurs can choose the platform to be used as a promotional medium in accordance with the company's goals to expand market reach.

The integration of social media, particularly Facebook, Tiktok, Instagram and WhatsApp, brought significant changes in UD's marketing strategy. Source of Nuts. Previously, marketing only relied on word-of-mouth promotion and offline sales. After the use of social media, the scope of promotion and content posting can be wider. UD. Sumber Kacang began to actively upload their content, and the production and distribution process, which gave the impression of transparency.

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2. The Seriousness Of the use of social media.

Seriousness in the use of social media has been carried out or carried out by UD. Sumber Kacang owners to expand their market. In this case, it is explained in the interview as follows:

*"In my opinion, this social media can be said to be effective when we use it seriously, and I admit that in my business I have not applied the use of social media optimally, because indeed in terms of time and my ability to create content is very limited, so I only post makeshift content, yes if I have time I edit in more detail. If you ask me whether it is effective or not related to sales, I think it is effective, because I get new buyers from Facebook and the buyers are from Palembang."*

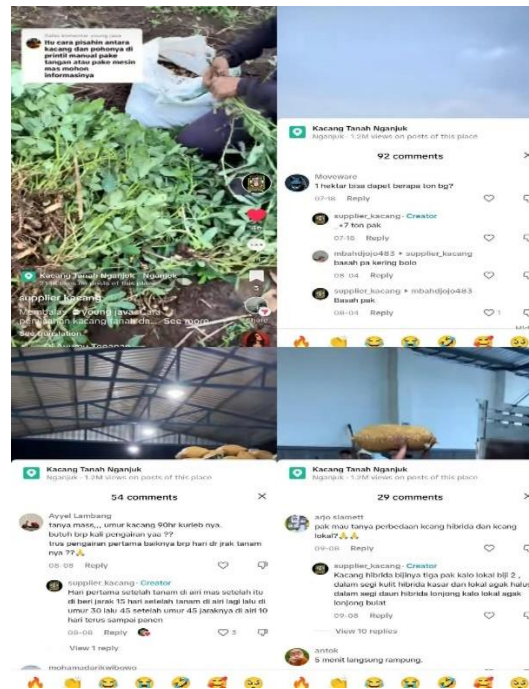
The results of the interview explained that the owner felt positive things after using social media for his business, psychic things were explained as follows:

*"The increase from before the existence of social media, our network is less extensive. After using social media, the network can be wider and more or less increase our sales. Previously, they only knew buyers through drivers and searched for themselves in each area, so it was not so easy to spread. After the source of peanuts got to know social media and made posts, the posts are now even better and many people from various cities and regions are connected".*

The seriousness in the use of social media is an effort to increase sales at the place of business. . The use of social media as digital marketing in business processes creates cost, time and energy efficiency. Allows small businesses to market products and services and can communicate and interact with customers aiming to build good relationships.

One way that allows to further improve services and can affect its development is by using good marketing techniques through digital media. One of the marketing efforts that can be done is to utilize digital and print advertising as well as through social media [2]. Optimizing sales through digital marketing helps businesses gain a competitive advantage and improve performance. One of the main reasons is the ability to reach a wider target market, both local and international, without the limitations of a wide geographical location. This allows businesses to attract attention and influence *audiences* whose coverage will be greater, increasing the chances of revenue conversion [3]

Understanding social media for business continuity is very important, because it will all be useful to optimize sales and expand the products and services of a business place. The seriousness of the use of social media was shown by UD. Sumber Kacang by replying to audience comments and making replies in the form of VT on several UD. Sumber Kacang *TikTok* content, can be seen in the following picture:



Picture 11 Documentation of the seriousness of the use of social media (2024).

Based on Picture 11, it is known that active interaction is able to optimize sales with new customers on social media. Establishing this closeness is one of the efforts of MSMEs to gain customer trust and make customers loyal [10].

Seriousness in the use of social media does not make UD. Sumber Kacang completely abandons conventional marketing. Instead, they integrate digital and traditional approaches to create a more complex customer experience. In reality, even though the promotion is carried out through social media, product pickup can still be done at the UD. Sumber Kacang location or through a local distribution agent. This synergy shows that digital marketing can expand the reach and efficiency of communication, while conventional marketing remains an important role in building trust directly with buyers.

In this case, it can be proven that UD. Sumber Kacang has gained the trust of their sales, it can be shown above that the owner provides information that there are new buyers from social media, especially facebook from Palembang and they buy as much as 2 tons of peanuts.

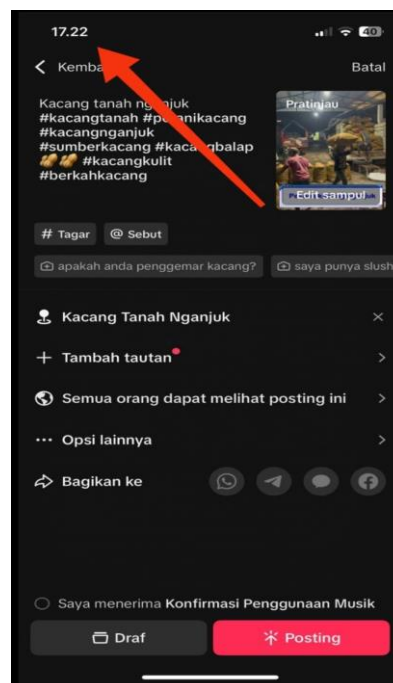
### 3. Choosing the right time to post.

The informant explained that there is no significant time selection for posting, but there is some time used by the owner to post his business content. In the interview, the owner confirmed the following:

*"No, it's just that TikTok is likely to be watched a lot, namely posts in the afternoon."*



Based on the interview, the choice of time to post content related to the owner's peanut business was the afternoon time. Four factors can affect how much *consumer engagement* is on a product post on social media, namely content type, upload time, caption, and hashtag. Of these four factors, there is one factor that often goes unnoticed by social media product content creators, namely the time of uploading posts. In the aspect of *engagement*, management not only creates content internally but also establishes good relationships with *the online community* to get uploads of *exposure* to the content produced. From several previous studies, the best time to post content is around 18.00 WIB (12). Here UD. Sumber Kacang has indirectly chosen the right time, namely the afternoon. The following is documentation related to UD. Sumber Kacang content posting in the afternoon on the Tiktok application as follows:



Picture 11 Documentation of posting content on Tiktok, at 17.22 WIB (2024).

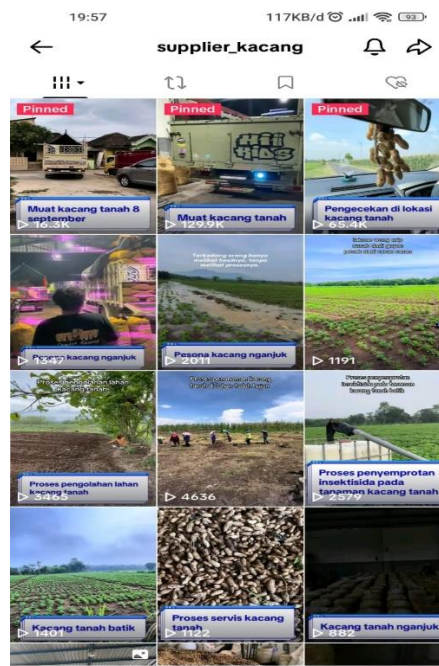
Based on Picture 11, it is known that UD. Sumber Kacang has made a post in the afternoon.

#### 4. Consistency of posting content on social media.

In the interviews that have been carried out, the consistency of posting this content is carried out to overcome the obstacles faced by this place of business. In the interview, questions related to how to overcome the obstacles and challenges faced, the informant gave the following explanation:

*"Just continue to post content once a day on TikTok media. I try to make videos and documentation from our business, when I use my free time to create content that I will later post on our social media. At least if there are no buyers at that time, our goal is to expand and introduce our business. So people know that in the Nganjuk area, especially Pace sub-district, there are peanut business places that are ready to compete with other similar businesses."*

So in the use of social media, even though they have a slight lack of understanding, the owner of UD. Sumber Kacang continues to overcome these obstacles and continues to learn about social media as a place to promote and a means of optimizing sales. Based on existing research, social media can be used by every company or MSME to be used as a promotional or digital marketing medium to optimize the sales of the products they manage [4]. The consistency of the post can be proven by the following image:



Picture 12 Documentation of UD. Sumber Kacang content post consistency (2024).

Based on Picture 12, it appears that UD Sumber Kacang has been consistent in posting content.

#### 4. Conclusion

Based on the research that has been conducted, it can be concluded that sales optimization with social media at UD. Sumber Kacang has been doing well. This is proven by the use of *Facebook*, *TikTok*, *Instagram* and *whatsapp* which has been run by this business place for approximately 2 years. The use of social media is very effective in following current trends so that it can reach a wider community than before, which previously only marketed conventionally and now plus using social media can indirectly introduce these business products to the wider community and several large companies engaged in peanut products. In addition, several things that need to be considered are seriousness, timing, and consistency in the use of social media also support sales effectiveness. As well as increasing sales optimally from before using social media.

The contribution of this research theoretically strengthens the theory of digital marketing and the theory of promotion strategies. Practically, the results of this research can be adapted by similar entrepreneurs so that they can use the social media that the company uses such as *Facebook*, *TikTok*, *Instagram*, and *Whatsapp* effectively.

The limitation of this study is the duration of the research time and outreach of UD Sumber Kacang social media activities affect the limited scope of analysis. In the next study, it is recommended to increase the scope of analysis related to sales optimization.

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