

OPTIMISING SALES THROUGH SOCIAL MEDIA AT THE TENUN IKAT ATBM KODOK NGOREK 2

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Article Information		Abstract (dalam bahasa Inggris)
Submission date	January 2, 2025	<p>Research aim : This research aims to analyse the digital marketing strategy through social media currently implemented by Tenun Ikat ATBM Kodok Ngorek 2, to identify the barriers faced by Tenun Ikat ATBM Kodok Ngorek 2 in using social media as a promotional and marketing tool, and to provide recommendations for strategies to optimise the use of social media to increase sales of Tenun Ikat ATBM Kodok Ngorek 2 products.</p> <p>Design/Method/Approach : This research uses descriptive research with qualitative methods. The types of data sources used in this research are primary data and secondary data. The data collection technique of this research is observation, interview, documentation with purposive sampling technique in selecting informants. The data analysis technique used in this research is data reduction, data presentation, inference. The data validity test technique used in this research is source triangulation.</p> <p>Research Finding : The results showed that Tenun Ikat ATBM Kodok Ngorek 2 has used social media, especially Instagram and WhatsApp, to market its products, but the strategy used is still not optimal. The content uploaded tends to be monotonous, focusing on product photos and production processes without creative visual elements. The obstacles include the lack of varied content, the absence of a dedicated social media management team and the limited platforms used. To overcome this, it is recommended to diversify content, use TikTok, create a social media team and present complete product information. By implementing these strategies, Tenun Ikat ATBM Kodok Ngorek 2 can increase audience engagement, expand market reach and build a stronger brand in the digital age.</p> <p>Theoretical contribution/Originality : This research contributes to the MSME digital marketing literature by exploring social media optimisation strategies for distinctive handicraft products such as Tenun Ikat ATBM Kodok Ngorek. The novelty of this research lies in the integration of creative content diversification and new social media platforms (such as TikTok) in an effort to improve the competitiveness and visibility of MSME products.</p> <p>Practitioner/Policy implication : This research provides practical guidance for MSMEs on how to use</p>
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social media more effectively, including setting up a dedicated team and presenting complete information about their products.

Research limitation :

This research only focuses on two social media platforms (Instagram and WhatsApp) and one case study (Tenun Ikat ATBM Kodok Ngorek). The generalisability of the research findings for other MSMEs needs to be assessed through further studies with a wider platform coverage.

Keywords : Optimization, Social Media, Ikat weaving, MSMEs.

1. **Introduction** (Pendahuluan)

Micro, Small and Medium Enterprises (MSMEs) are productive business activities managed and owned by individuals or business entities that qualify as micro-enterprises [1]. MSMEs play an important and strategic role in the national economy. This is due to the dominance of MSMEs in various economic sectors, the large number of business units, the huge potential in absorbing labour and the significant contribution to the formation of Indonesia's Gross Domestic Product (GDP). MSMEs contribute 61,9% to total GDP and absorb about 97% of the local labour force [2]. According to the latest data from the Ministry of Cooperatives and SMEs, the number of MSMEs in Indonesia will exceed 65 million units by 2024. These MSMEs cover various sectors ranging from cuisine, fashion, handicrafts to digital technology [3]. With the number of business units reaching 65.4 million, MSMEs are able to absorb 123.3 thousand workers. This shows the great impact and contribution of MSMEs in reducing the unemployment rate in Indonesia. The more workers involved in the MSME sector, the more significant its role in reducing unemployment in the country.

MSMEs play a very important role in supporting the improvement of the community's economy, including in the Kediri City area. They play a strategic role in driving local economic growth and improving community welfare. The Mayor of Kediri, Abdullah Abu Bakar, said that MSMEs in Kediri City have very promising potential and prospects for further growth [4]. The MSMEs in Kediri City have a variety of high quality products including furniture, fashion, food and beverages such as banana getuk, various tofu and tempeh products, various types of crisps, cakes and traditional herbs. Handicrafts such as ikat weaving, handmade batik and handicrafts are also the mainstay of this city. In addition, there are various MSME centres in Kediri City, such as batik craft centres in Dermo, ikat weaving centres in Bandar Kidul, chicken soup culinary centres in Tamanan, snack centres in Gang Bendon Banjaran, as well as takwa tofu centres in Tinalan, and many more, which is one of the tourist binders so that it can increase the productivity of MSMEs in Kediri City. The Kediri City government supports MSMEs by providing facilities for them to sell their products. This is done through restrictions that include: a) setting operating hours tailored to specific areas or regions; b) managing cleanliness around MSME stalls; c) regulating traffic flow in places where MSME activities take place. In addition, the government is facilitating the licensing process for MSMEs wishing to open or run a business from their stalls [5].

The Kediri City Municipality has seen a significant increase in the number of micro-enterprises during the economic recovery period after the COVID-19 pandemic, with a growth of around 14.5 per cent. According to Bambang Priyambodo, head of the Kediri City Cooperative, Micro Business and Labour Office (Dinkop-UMTK), there will be 5,070 micro businesses by the end of 2020, while the number will increase to 5,808 by 2021 [6]. Various business sectors such as food and beverages, handicrafts and those providing basic or primary

needs continue to grow and create employment opportunities for the local community. The Kediri Municipality continues to provide various support to MSME players such as organising exhibitions and promotions, facilitating business legality through NIB, training to improve competitiveness, collaboration with digital platforms and modern retail, access to low interest loans through KURNIA programme and providing business capital support [7].

The decision was taken after considering the challenges faced by MSMEs in accessing capital. The Kediri Municipality offers MSMEs easy access to capital with the aim of increasing their competitiveness, so that they are expected to be able to develop to a larger business scale. Advances in technology and information promote a more efficient and effective working system. However, the Industrial Revolution 4.0 is a major challenge for MSME players who want to survive in this era, given their limitations in terms of human resources and ability to master information technology [8]. In addition, many MSME owners still lack management knowledge and skills, making it difficult for them to manage their businesses and make informed decisions. To overcome this, MSMEs need to strengthen their management skills and learn from experience. In addition, the lack of a clear and structured business plan is often an obstacle for MSMEs, making it difficult for them to make strategic decisions. Developing a well-planned and systematic business plan is therefore crucial to improving business management. On the other hand, many MSMEs have not used marketing technologies such as social media and websites to promote their products or services [9]. As a result, they miss out on opportunities to reach a wider range of potential customers and increase business visibility. By using marketing technology, MSMEs can improve their advertising effectiveness and expand their market reach.

Tenun ikat is a flagship product of micro, small and medium enterprises (MSMEs) in Kediri City [10]. One of the ikat weaving enterprises in Bandar Kidul Weaving Village, Kediri City is Tenun Ikat ATBM Kodok Ngorek 2. Tenun Ikat ATBM Kodok Ngorek 2 is an ikat weaving enterprise using a non-mechanical loom (ATBM). Kodok Ngorek's Ikat weaving is made through a process that begins with the dyeing of the yarn. Thousands of strands of yarn are tied together using raffia as a binding technique for dyeing. Each piece of cloth usually has a combination of up to seven colours. Once dyed, the threads go through a spinning stage to produce a woven fabric that is ready for use. The products produced by Tenun Ikat ATBM Kodok Ngorek 2 are fabrics, clothing, bags, scarves and so on. Each product produced by Tenun Ikat ATBM Kodok Ngorek 2 has not only high cultural value but also high product quality value. Tenun Ikat Bandar has a characteristic motif of former ties that are white in colour. The motifs are nuanced flowers and lines. Other common motifs include gunung, which is the shape of mountains, ceplok and salur, which are flowers, diamonds, which are squares, salur, which are lines, and tirto tirjo, which is the flow of water. In marketing its products, Tenun Ikat ATBM Kodok Ngorek 2 uses social media such as WhatsApp and Instagram to promote its sales.

Optimisation is the process of improving efficiency and effectiveness by designing strategies and actions to achieve maximum results in the use of resources, time and effort [11]. In marketing and sales, optimisation covers various aspects such as managing budgets and people efficiently, creating engaging and relevant content, using data analytics to understand consumer behaviour, using the latest technology and adjusting strategies based on feedback and results. The main goal of optimisation is to find ways to improve effectiveness and efficiency to achieve maximum results with minimum resources. In the competitive

business world, marketing optimisation is the key to success. For example, proper budget allocation allows companies to invest in the most effective marketing channels while eliminating waste. The use of data analytics is a critical component of optimisation. By analysing consumer data, companies can identify customer trends and preferences and adjust marketing strategies to be more targeted. In addition, the use of the latest technologies, such as marketing automation and artificial intelligence, can improve operational efficiency and help companies manage marketing campaigns more effectively [12].

Sales is one of the marketing functions that aims to generate profits for the company so that the company's operations can continue to run smoothly [13]. It can be concluded that sales is the process of offering products or services to buyers with the aim of obtaining money as compensation or payment. An effective sales process requires a deep understanding of consumer needs and the right communication strategy. With a targeted approach, sales not only increases revenue, but also strengthens long-term relationships with customers.

Social media is a platform on the Internet that allows users to represent themselves, interact, collaborate, share and communicate with other users while building virtual social relationships. Thus, social activities include cognition, communication and cooperation [14]. Social media serves not only as a communication platform, but also as a tool that allows companies to reach a wider audience at a relatively more efficient cost than traditional media. The use of social media can also help companies gain valuable market insights and conduct competitive analysis. Effective and appropriate use of social media will affect a company's sales volume, as social media can be used as a marketing tool. Marketing through social media can have several positive effects, including increased brand awareness, improved reputation, enhanced relationships, brand development and increased purchase intent [15].

Previous research has focused more on product aspects and production quality in the marketing of MSME products, with little attention to the use of social media as a marketing tool. This study is different because it integrates the use of social media into the marketing strategy as an important factor in reaching a wider audience. The main novelty of this research is the deeper exploration of how the use of social media can increase the visibility and sales of Tenun Ikat ATBM Kodok Ngorek 2 products. Using a qualitative approach, this research highlights the challenges faced by business owners in optimising social media as a promotional tool. This research provides new insights into how social media can be effectively used to expand market reach and improve the competitiveness of the Tenun Ikat Kodok Ngorek 2 ATBM business.

Previous research that is relevant to the current research is a study entitled "Optimising Social Media as a Means of Promotion for Small and Medium Enterprises to Increase Sales during the Covid-19 Pandemic". The results showed that the use of social media increased during the pandemic, with platforms such as Facebook, Instagram and YouTube being the most widely used. Social media is effective for branding and promotion, and helps SMEs adapt to changes in consumer behaviour [16]. Meanwhile, another study entitled "Optimising the Use of Social Media as a Means of Online Store Promotion for MSME Actors in City X". The research shows that the use of social media has many advantages, including the ease of making connections, sharing information in real time, and reaching target markets. However, MSMEs also face several barriers, such as limited knowledge and budget [17].

From the above explanation, the researcher is interested in conducting research titled **"Optimising Sales Through Social Media at Tenun Ikat ATBM Kodok Ngorek 2"**.

1.1. Statement of Problem

The formulation of the problems in this study are, how is the digital marketing strategy through social media implemented by Tenun Ikat ATBM Kodok Ngorek 2 at this time, what are the obstacles faced by Tenun Ikat ATBM Kodok Ngorek 2 in using social media to effectively promote woven ikat products, and how to optimise the use of social media to increase sales at Tenun Ikat ATBM Kodok Ngorek 2.

1.2 Research Objectives

The purpose of this research is to analyse the digital marketing strategy through social media currently implemented by Tenun Ikat ATBM Kodok Ngorek 2, to identify the barriers faced by Tenun Ikat ATBM Kodok Ngorek 2 in using social media as a promotional and marketing tool, and to provide recommendations for strategies to optimise the use of social media to increase sales of Tenun Ikat ATBM Kodok Ngorek 2 products.

2. Method

This research uses descriptive research with qualitative methods to explore in-depth information related to digital marketing strategies implemented by Tenun Ikat ATBM Kodok Ngorek 2, obstacles faced and recommendations for optimisation strategies. This approach was chosen because the issues under study are dynamic and require contextual understanding. The types of data sources used in this research are primary data and secondary data. Primary data was obtained by the researchers through direct observation at Tenun Ikat ATBM Kodok Ngorek 2 and the results of interviews obtained from informants such as owners or pemulik, workers and buyers of Tenun Ikat ATBM Kodok Ngorek 2 products. While secondary data was obtained from books, journals, articles. Determination of these informants using purposive sampling technique, namely the researcher determines the sampling by setting specific characteristics in accordance with the research objectives so that it is expected to answer research problems.

This research was conducted at the place of business of Tenun Ikat ATBM Kodok Ngorek 2 in Bandar Kidul, Kediri City. The data collection technique of this research is observation, interview, documentation. Observation is carried out by the researcher directly observing the effectiveness of marketing through the social media used, including the type of content uploaded, user response and consistency of account management. Documentation is collected in the form of screen responses to social media uploads, follower statistics and relevant interactions to support the analysis.

The data analysis technique used in this research is data reduction, data presentation, inference. The data validity testing technique used in this study is source triangulation. Source triangulation is used to compare data obtained from different sources with the aim of obtaining valid data. This research is based on the interpretive paradigm, which emphasises understanding the subjective experiences of owners, employees and buyers of the marketing strategies implemented. This paradigm is relevant because it allows researchers to interpret the local context and social dynamics that influence the success of digital marketing in this business.

3. Results and Discussion /Hasil dan Pembahasan

1. Digital Marketing Strategy Through Social Media Currently Used by Tenun Ikat ATBM Kodok Ngorek 2

Through interviews conducted by researchers, it is known that Tenun Ikat ATBM Kodok Ngorek 2 is adopting a digital marketing strategy by using two social media platforms, namely Instagram and WhatsApp, to expand its market reach and increase interaction with consumers. "For now, we only use Instagram and SW (Story WhatsApp)," said Mrs Umi Hanafiyah, owner of Tenun Ikat ATBM Kodok Ngorek 2. Each of these platforms is managed with a different approach, tailored to the characteristics of consumer needs and the operational capacity of the business.

Instagram: Instagram is used as a digital shop window to showcase the products of Tenun Ikat ATBM Kodok Ngorek 2. The owner usually uploads photos of woven fabrics, especially those that show the production process. "I usually only upload photos of products during the process," said Mrs Umi Hanafiyah, the owner, during the interview. The type of content uploaded on the Tenun Ikat ATBM Kodok Ngorek 2 Instagram account tends to be monotonous and does not attract the attention of a wide audience. For example, most of the uploads are just photos of fabrics or the manufacturing process, without any varied visual elements such as short videos or stories behind the products. "Maybe it's OK in terms of the overall catalogue, but the content is less varied. Maybe it's not really keeping up with the times. Now there are a lot of trends in making content, right, there's not too much of it, it's more like production content, so I think it's less interesting," said Ms Fiona as a buyer. This leads to minimal interaction on the Instagram account, with few comments or discussions involving the audience.

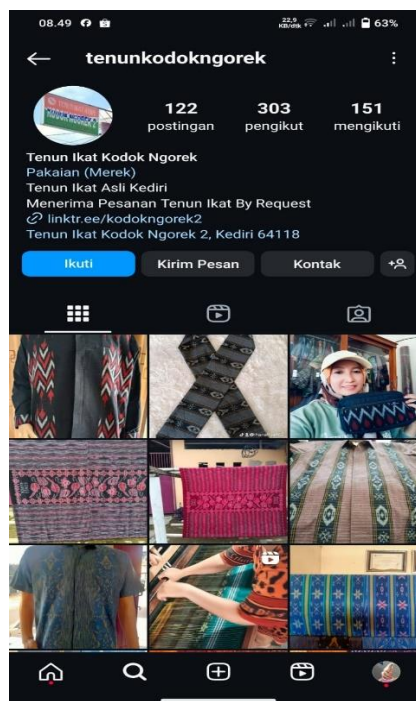


Figure 1 Instagram account

Source : Ig: tenunkodokngorek

In addition, Tenun Ikat ATBM Kodok Ngorek 2 has not fully exploited the potential of Instagram as a tool for building brand awareness. The account is rarely updated with new content, making it less attractive to users who are actively looking for inspiration or the latest information on weaving products. The low frequency of uploads also makes the account less relevant in the midst of fierce competition on social media. In fact, current social media trends call for content that is not only dynamic and creative, but also interactive and aligned with the lifestyle and preferences of the target market. To stay competitive, a more targeted strategy is needed, including the use of features such as reels, live streaming and stories that can increase user engagement and strengthen brand appeal.

WhatsApp: WhatsApp is mainly used for direct communication between the owner and customers. Many customers contact the owner via WhatsApp after finding the products on Instagram. "So I go directly to the contact person. He gave me his WA number and I immediately contacted him to ask about the price," said Ms. Fiona, a return buyer. WhatsApp is also a more active tool than Instagram because the owner regularly posts product photos in the Story feature. In addition, customers feel more comfortable discussing on WhatsApp, especially when it comes to customisation requests and price information. However, while WhatsApp is effective for direct interaction, it has limitations when it comes to reaching a wider audience.

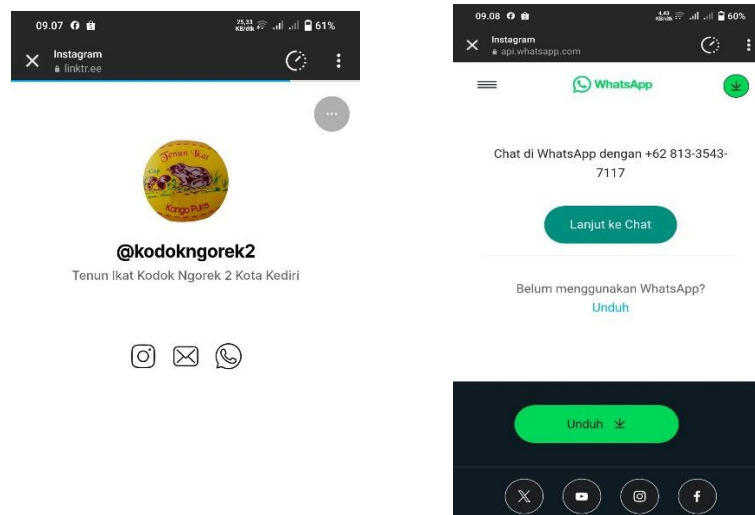


Figure 2 WhatsApp Account
Source : Ig : tenunkodokngorek

The results showed that social media had made a positive contribution to the marketing of Tenun Ikat ATBM Kodok Ngorek 2, particularly in attracting new customers. However, the effectiveness of social media is still far from optimal. A more planned and innovative marketing strategy is needed to realise the full potential of social media.

The importance of content diversification is one of the key points in this discussion. Creative content such as short videos and reels can capture the attention of audiences more effectively than static posts. In addition, the use of additional platforms such as TikTok can help the company reach a wider market, especially among the younger generation.

2. Obstacles in Social Media Utilization

Several obstacles hinder the optimization of digital marketing at Tenun Ikat ATBM Kodok Ngorek 2:

1. Lack of Creative and Varied Content

The type of content uploaded by Tenun Ikat ATBM Kodok Ngorek 2 currently lacks variety, mostly in the form of product photos without story elements or interesting visuals. In fact, social media marketing trends call for the use of more creative content formats such as short videos, reels or live streaming. For example, videos of the weaving process or customer testimonials can add significant value and attract new audiences.

2. No Dedicated Team

All of Tenun Ikat ATBM Kodok Ngorek 2's social media activities are still managed directly by the business owner. This leads to a lack of consistency in uploading content and an inability to keep up with dynamic social media trends. Without a dedicated team, it is difficult to develop a marketing strategy that is more targeted and in line with the target market.

3. Platform Limitations

Currently, Tenun Ikat ATBM Kodok Ngorek 2 only uses Instagram and WhatsApp. There has been no effort to expand to other platforms such as TikTok, which has a young user base and great potential to increase product visibility. TikTok, with its short video format, can be an effective way to showcase the uniqueness of woven fabrics and attract a global audience.

4. Incomplete information

Important information, such as the price of a product, is often not included in Instagram posts. This forces potential buyers to contact the seller directly via WhatsApp for more information, which can be a barrier for customers looking for convenience and speed.

Limitations in social media management are also a concern. The lack of a dedicated team hinders consistency and creativity in content creation. Establishing a social media team is therefore a strategic step that can improve the quality and effectiveness of marketing.

3. Recommended Optimization Strategies

To overcome the existing constraints, several optimization strategies can be implemented:

1. Diversify Content

Businesses can start by creating more interesting and varied content. For example, upload short videos showing the process of making woven fabrics, customer testimonial videos or tutorials on how to use woven fabrics as modern clothing. Reels and Instagram's Stories feature can be used to provide fresher, more dynamic content. Additionally, owners can try creating interactive content such as polls, quizzes or giveaways to increase audience engagement.

2. Using TikTok

TikTok is one of the platforms with very fast user growth, especially among the younger generation. Opening a TikTok account and creating relevant content, such as challenges or viral fabric trends, can help reach a wider audience. TikTok also offers a great opportunity to increase product exposure organically through algorithms based on popular content.

3. Build a Dedicated Social Media Team

With a dedicated team in place, marketing strategies can be designed and executed more professionally. This team can be responsible for creating content calendars, analysing post performance and communicating with audiences. In addition, the team can focus on developing data-driven strategies to increase the effectiveness of social media campaigns.

4. Present complete information

Every social media post should include a detailed product description, including size, material and price range. This makes it easier for potential buyers to make a decision without having to contact the seller directly. In addition, adding a link to an online catalogue or website can be a practical way to provide more information.

5. Increase audience interaction:

Owners can encourage interaction with the audience through Instagram's comment feature, or create posts that spark discussion. For example, a Q&A session on Stories or a live stream discussing the uniqueness of woven fabric products.

Optimising social media requires a holistic approach. This includes data-driven strategic planning, increasing digital presence through platform diversification, and managing content that is engaging and relevant to the target market. In addition, regular evaluation of social media performance is important to ensure that the strategies implemented remain effective and in line with existing trends.

By implementing these recommendations, Tenun Ikat ATBM Kodok Ngorek 2 can not only increase sales, but also build a stronger brand image. This move will have a long-term impact in expanding market reach and increasing business competitiveness in the digital age.

Overall, social media has had a positive impact on the marketing of Tenun Ikat ATBM Kodok Ngorek 2, particularly in attracting new customers. However, the impact has not been maximised due to the lack of a planned strategy and consistent execution. By implementing the recommendations, Tenun Ikat ATBM Kodok Ngorek 2 can realise the full potential of social media to increase sales and build a stronger brand.

4. Conclusion

This research shows that the social media digital marketing strategy implemented by Tenun Ikat ATBM Kodok Ngorek 2 has had a positive impact on increasing market reach and attracting new customers. By using Instagram and WhatsApp as its main platforms, the company is able to visually showcase its products and establish direct communication with customers. However, the research also shows that the effectiveness of this strategy has not been maximised due to limited creative content, the lack of a dedicated social media management team and incomplete information on product uploads.

This research makes a significant contribution to the field of digital marketing, especially for MSMEs wishing to make the most of social media. The novelty of this research lies in its strategic recommendations, which include content diversification, the use of additional platforms such as TikTok, and the formation of a dedicated social media team. These contributions are not only relevant to Tenun Ikat ATBM Kodok Ngorek 2, but can also be applied to other MSMEs facing similar challenges. This research supports the importance of innovation in marketing strategies to improve competitiveness in the digital age.

However, this study has some limitations, such as the focus of the analysis, which only covers two social media platforms and one case study. Future research is recommended to explore more social media platforms, such as Facebook and YouTube, and to extend the scope of the study to MSMEs in other sectors. Future research can also evaluate the long-term impact of implementing the recommended strategies and measure the effectiveness of content diversification in increasing sales and customer loyalty.

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