

## Optimization Strategy for the Use of Instagram Reels Feature to Increase Consumer Interest and Competitiveness in Star Clown MSMEs in Kediri City

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### Article Information

### Abstract

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**Research Objectives :** The purpose of this research is to optimize the digital marketing mix by utilizing the Instagram reels feature to increase consumer interest and competitiveness in Star Clown MSMEs in Kediri City.

**Design/Method/Approach :** The descriptive qualitative method uses data source triangulation techniques with a phenomenological approach, conducting interviews with 4 informants according to the recommendation criteria from the owner of Star Clown MSMEs.

**Research Findings :** The results of this study Star Clown MSMEs face challenges in marketing, by using the latest digital marketing with Instagram social media that focuses on the reels feature to be effective access in the current era. This study shows that the impact of MSME development is very influential in identifying the extent to which the use of marketing mix can optimize digital marketing, attract consumer attention and increase competitiveness to reach a wider market.

**Theoretical Contribution / Originality :** This study is expected to provide additional information for business actors who are still using traditional marketing and provide an overview so that they can develop their business by raising the level of digital marketing strategies of interest and can increase competitiveness in business.

**Practitioner / Policy Implications :** This research is expected to provide input in the form of information suggestions for MSME owners regarding the use of Instagram social media digital technology to increase consumer interest and competitiveness. For readers, this research is expected to be an additional reference regarding the mix of digital marketing strategies through Instagram for MSMEs.

**Research Limitations :** In this study, there is a lack of detailed and detailed data information, because actors of Star Clown MSMEs in Kediri City do not do bookkeeping regularly.

**Keywords:** Optimization, Interest, Competitiveness, MSMEs.

## 1. Introduction

Micro, small and medium enterprises (MSMEs) are a business that plays an important role in the economy, Kediri City is one of the regions that has many active MSME actors who run businesses [1]. According to the Law of the Republic of Indonesia No. 20 of 2008 concerning Micro, Small and Medium Enterprises (MSMEs), it is stated that micro enterprises are productive businesses owned by individuals, According to the Ministry of Finance of the Republic of Indonesia, MSMEs are currently in a positive trend with the number continuing to increase every year [2]. At this time, the obstacles and shortcomings faced by MSME actors include difficulties in marketing, as well as very limited technological knowledge. In addition, the low quality of human resources (especially in terms of formal education), suboptimal financial management and lack of clear division of duties and dependence on family members working without pay can backfire on business continuity [3].

Internet digital technology is one of the marketing access solutions that can quickly have an

impact on the development of MSMEs, digital marketing is widely chosen as a strategy to increase business because it is cheap and effective can be accessed by anyone and anywhere while connected to the internet network [4]. The Internet and marketing as a thing can be associated as a pattern that benefits each other, but in the development process there are still some micro business actors who have problems with lack of knowledge of internet technology and about the use of social media [5]. With this, it can be ensured that MSMEs that continue to rely on inefficient traditional marketing methods mean that they cannot compete with other MSME businesses that use digital technology. In addition, changing consumer behavior can affect consumer interest in goods and services that do not follow digital technological advances, therefore MSME business actors must understand creative content in digital marketing. Several MSMEs have applied social media internet technology as a means of marketing, mentioning that creative content can attract high attention from potential consumers [6].

Referring to the previous research that already exists, this research focuses on the application of promotions on Instagram as a digital marketing medium to increase income, Instagram has a Rells feature to do branding, MSME actors can use it for various updated information about products and services by increasing popularity as social media besides Instagram has a feature to upload interesting content such as stories, Highlights, upload photos [7]. Instagram as a social media is a place for proper marketing, with this MSMEs continue to focus on Instagram for social media optimization as the main step to do digital marketing [8].

Star Clown is one of the MSMEs in Kediri City engaged in services and entertainment that not only provides professional clowns, but also offers MC (Master of Ceremony) services to guide events with a fun and organized atmosphere, which provides professional services for various events, such as children's birthdays, weddings, corporate events and other events. By presenting unique, creative and entertaining characters, Star Clown aims to provide guests with a fun and unforgettable entertainment experience. The service also includes different types of interactive activities, such as games, magic and music, designed to create a cheerful atmosphere and bring the event to life. The uniqueness of Star Clown's services lies in its ability to adapt to the needs of specific events, ensuring that each clown show provided is not only entertaining, but also true to the theme of the event, making it an ideal choice for different types of celebrations.

The owner of Star Clown MSMEs continues to strive to be able to develop their business so that it can be more widely known in the market and increase product marketing mix with digital marketing strategies that create opportunities and can increase sales transactions, then the position of a Star Clown MSME in Kediri City in the market can be improved. Star Clown MSMEs in Kediri City have data on sales of products and services for the last 7 months from January-July 2024 before optimizing the digital marketing mix using Instagram Rells, as follows :

**Table 1. Sales Transaction Data for Star Clown MSME Services Products**

Month	Reguler 1	Reguler 2	Medium	Large	Sole Presenter
January	2	2	0	1	5
February	2	1	0	0	4
March	3	0	1	1	7
April	1	2	3	0	6
May	1	4	1	0	7
June	0	2	0	2	6
July	2	3	1	0	5

Source: Star Clown MSME data, Kediri City

From the sales data above, namely in January-July 2024, sales are not consistent because they depend on traditional marketing methods. Service products from Star Clown MSME in Kediri City have the following price ranges :

**Table 2. Data on list of products services along with prices for Star Clown MSME**

Service Products	Price of Service Products
Sole Presenter	Rp. 300.000
Reguler 1	Rp. 450.000
Reguler 2	Rp. 750.000
Medium	Rp. 2.000.000
Large	Rp. 3.000.000

Source: Star Clown MSME data, Kediri City

The price of products and services varies depending on the service package used, many sales transactions at certain times such as at company events or gatherings, school events, graduation parties, festivals, carnivals and private events and so on.

Marketing competition using digital marketing is a problem faced by Star Clown MSME Owners in Kediri City. Marketing mix is a tactical marketing tool that is combined to produce the desired response in the target market [9], by implementing the right competitive strategy, including effective resource management, competitiveness can be created and developed. The following is data on competitors who have used digital marketing and those who have not used digital marketing for marketing in the surrounding area:

**Table 3. Distance data from similar MSME competitors in the surrounding area**

NO	Names of Similar Service MSME Competitors	Marketing Methods
1.	Bayu Clown Kediri	Traditional Marketing
2.	Om Fino	Traditional Marketing
3.	Clown Kediri Kak Yoga	Digital Marketing
4.	Mr. Clown	Traditional Marketing
5.	Gatot Clown	Digital marketing

Source: Star Clown MSME data, Kediri City

From the data table above, it shows that competition in the surrounding area is very tight and competitive, by optimizing marketing methods using social media development strategies, especially Instagram social media, is very appropriate for the development of marketing strategies, product quality, services, as well as promotional activities in order to win business competition. Developing a strategy requires good concepts and planning, one of the keys for MSMEs to win the competition. The researcher wants to research how to set up a strategy to optimize the use of the Instagram reels feature to increase consumer interest and competitiveness in Kediri City Star MSMEs.

### 1.1 Statement of Problem

This study refers to the background and formulation of the problem of this research as follows: 1. How does the optimization strategy for the use of Instagram reels filters affect sales transactions. 2. How to increase consumer interest in the use of the Instagram reels feature as digital marketing for Star Clown MSMEs in Kediri City. 3. How are the efforts of the competitiveness strategy in Star Clown MSMEs in Kediri City in optimizing the use of the Instagram Reels feature as part of the digital marketing strategy.

### 1.2. Research Objectives

The purpose of this research is based on the background and formulation of the research problem, by using the digital marketing mix can be effectively utilized by Star Clown MSMEs to improve consumer interest in their products and at the same time increase competitiveness in an increasingly competitive market, with a better understanding of the potential of Instagram social media by focusing on filter reels as a marketing tool. It is hoped that Star Clown MSMEs can improve business performance and be better able to compete with competitors in the same field.

### 2. Method

This research method uses Descriptive Qualitative research, qualitative research seeks to find and describe narratively the activities carried out and the impact of actions on informant activities [10], Elevation, the researcher ensures that the informant understands the problem being researched, having readiness, believe and recommendation [11]. Triangulation using various data sources for example, interviews, observations, data collection and documentation, researchers can compare findings from different sources [12], researchers can use triangulation techniques with a phenomenological approach to analyze digital marketing strategies and assess the consistency of findings and ensure the validity of the data obtained [13].

Triangulation is a technique carried out to eliminate doubts in data collection [12], which allows researchers to obtain a more comprehensive picture of the phenomenon being studied, researchers can compare findings from different sources and strengthen the research results allowing researchers to look at problems from various perspectives, which ultimately increases the credibility of the research results, if we refer to the responses given by owners, employees, consumers and followers of Star Clown MSMEs in Kediri City. The research was conducted in Setono Pande, Kediri City with the research object of Star Clown MSMEs, the research time is in August-December 2024. Based on these criteria, it was decided to interview 4 informants, including owners, employees, consumers and followers of star clowns in Kediri. The series of interview questions in this study are as follows :

- a. What are the specific impacts and changes of the Kediri City Star Clown MSMEs Optimization Strategy through the use of the Instagram Reels feature?
- b. What is your opinion regarding consistency in the use of the reels feature Star Clown MSMEs, Kediri City?
- c. Is there any significant feedback or consumer response after Star Clown MSMEs started actively using the Reels feature?
- d. Do you think it is appropriate for Star Clown MSMEs Kediri city to utilize the Instagram Rells feature for marketing?
- e. To what extent can the Instagram Reels feature influence consumer perceptions of products?
- f. How can you measure the success of using Instagram Reels in increasing sales or consumer interest in Star Clown MSMEs products?
- g. The influence of creative visualization in Reels on the image of the Star Clown MSMEs name and can this increase long-term competitiveness?
- h. After the development of digital marketing, can it differentiate itself from other competitors?
- i. How can Instagram, especially the Reels feature, increase the competitiveness of MSMEs in a very competitive industry?

After ensuring the validity of the data through triangulation techniques with a phenomenological approach, the next stages of analysis in this study include data reduction, data presentation, and drawing conclusions. At the reduction stage, the data that has been collected is filtered and rearranged to focus on relevant information [14]. such as consumer perceptions of content on social media instagram reels UMKM Star Badut. Furthermore, at the data presentation stage, the information that has been reduced is arranged in an easy-to-understand form, such as a table, to describe the relationship between variables, at the conclusion drawing stage, researchers interpret the meaning of the data that has been presented [15]. identify key patterns or themes, and develop strategic recommendations to improve the competitiveness of Star Badut MSMEs through the use of the Instagram reels feature.

### 3. Results and Discussion

#### 3.1 Results

The results of the interviews and analysis stages can be seen in the table below:

**Table 4. Strategy for Optimizing the Use of Reels Features in Star Clown MSMEs**

Question	Informant	Answers	Reduksi	Data Presentation	Interference
What are the specific impacts and changes of the Kediri City Star Clown MSMEs Optimization Strategy through the use of the Instagram Reels feature?	Owner	It's very impactful, sis, so many people ask past Instagram DM and Whatsapp	Interaction is increasing, social media is more active, content is interesting, consumers are interested	The application of Instagram reels filter has a positive impact in increasing interaction between social media operated by Star Badut MSMEs and consumers and potential consumers so that Instagram social media makes a choice in conducting active interactions, interesting content that will be seen by old consumers or potential new consumers to be more interested, because the content created is very interesting	Feature optimization has a positive impact on increasing and attracting consumer interest in using the services of Star Clown MSMEs in Kediri City
	Employee	There has been a change from previously quiet social media to busy			
	Customer	After Star Clown MSMEs determined the digital marketing strategy, it looked more attractive			
	Followers	After seeing photo and video posts from my Instagram account, I became interested in using this service for my event			
What is your opinion regarding consistency in the use of the reels feature Star Clown MSMEs, Kediri City?	Owner	The use of reels in the market must be consistent, with reels, I can show the creativity and uniqueness of our services more effectively	Consistency makes the service more known, attracts attention, builds interest	Consistency in the use of Instagram Reels is an effective strategy for MSMEs Star Clown can show the creative side and professionalism in each appearance to attract the attention of the audience and maintain	Consistency in the use of Reels is essential to attract attention and maintain competitiveness in the market. With Reels, Star Clown MSMEs can show the creativity and uniqueness of their services effectively.
	Employee	Consistency in content creation will attract more new consumers		competitiveness in the market. By utilizing the Reels Star Clown feature, you can consistently display the creativity and uniqueness of the service in every content.	Consistent content creation will be more appealing to new consumers, can increase interest in using the service, and build a sustained interest in the services offered.
	Customer	I think consistency in uploading reels to Star Clown MSMEs will really influence interest in using the service		Consistent content creation will be more appealing to new consumers, can increase interest in using the service, and build a sustained interest in the services offered.	
	Followers	By consistently creating interesting content that makes me always want to know more about the services offered			

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Is there any significant feedback or consumer response after Star Clown MSMEs started actively using the Reels feature?	Owner	Yes, I feel like I got positive feedback. Many followers claim to be interested and more familiar with Star Clown MSMEs services from reels, resulting in increased sales transactions and interactions.	Increased interaction, positive response, better known, attractive than competitors	The use of Instagram Reels has had a significant positive impact on clown stars, especially in increasing interaction and interest from followers. Consistent and creative reels content allows consumer to get to know the services offered, strengthen brand image, and build closer relationships with customers. Reels also provide an opportunity to interact directly with the audience through comments, which can increase engagement and provide valuable feedback for service development, the right strategy, the use of reels can be an effective tool in expanding market reach and increasing consumer loyalty for clown star MSMEs.	The use of Reels provides positive feedback for Star Clown MSMEs, with increased interaction and interest from followers interested and becoming more familiar with Star Clown MSMEs services through Reels, which contributes to increased sales transactions and interaction on social media.
	Employee	I saw an increase in social media interaction and lots of questions from followers, a sign that Reels was successful in attracting attention.			
	Customer	I got to know more about Clown Star's services after they went live on Reels. so I am more confident in choosing them for my next event			
	Followers	Quite interesting compared to other similar service products			

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Source: Interview Processing

**Table 5. Increasing consumer interest when using the Instagram reels feature as digital marketing**

Question	Informant	Answers	Reduksi	Data Presentation	Interference
Do you think it is appropriate for Star Clown MSMEs Kediri city to utilize the Instagram Rells feature for marketing?	Owner	Yes, reels are very suitable for creative and interesting promotions, they can reach consumers more easily and increase competitiveness.	Reels are precise, effective, reach a wide audience, visually appealing	Instagram Reels has proven to be a very effective marketing tool for Star Clown MSMEs, with an attractive short video format, allowing to consistently showcase the creativity and uniqueness of their services, so as to attract the attention of the audience and increase brand awareness, reels	Instagram Reels is a very effective social media for marketing products and services, with creativity that can be attractive in visual form and can reach consumers more easily, increase competitiveness and make product services more widely known.
	Employee	In my opinion, Reels is an effective social		have a wide reach potential because they appear in the main feed of	

		media for promoting products and services. Interesting short videos make star clown products more widely known.	users and can be reshared by other accounts, allows leading to increased brand engagement.		
	Customer	Marketing past reels is very effective. I can immediately see what they offer visually, making me more interested in using the service.			
	Followers	These features are perfect for creative marketing, making me always interested in following and knowing more about the service			
To what extent can the Instagram Reels feature influence consumer perceptions of products?	Owner	Reels help show the creativity and quality of our services, which makes consumers more trusting and interested	Interaction is increasing, social media is more active, content is interesting, consumers are interested	The application of Instagram reels filter has a positive impact in increasing interaction between social media operated by Star Badut MSMEs and consumers and potential consumers so that Instagram social media makes a choice in conducting active interactions, interesting content that will be seen by old consumers or potential new consumers to be more interested, because the content created is very interesting	Reels are effective in demonstrating creativity and service quality, which in turn increases consumer trust and interest. With an attractive and professional appearance, Reels provides a clear picture of the product or service and creates a positive impression that makes consumers feel more confident in trying the services offered.
	Employee	Reels make the products offered look more attractive and professional, increasing consumer confidence			
	Customer	Reels provides a clear picture, making me more interested in using their services			
	Followers	Reels gave me a positive impression about the quality of the service, making me confident to give it a try			
How can you measure the success of using Instagram Reels in increasing sales or consumer interest in	Owner	Success is measured by increased engagement, bookings for events and direct inquiries received after uploading content	Measure from interactions, bookings, DMs, friend interests	Marketing success through Instagram Reels features can be measured through increased engagement, such as the number of comments, direct messages (DMs), and service bookings after Reels content is published. Engaging and informative	Marketing success past Reels is measured by increased interactions, such as the number of comments, direct messages (DM) and bookings for events after Reels content is posted. Interesting and informative reels can
	Employee	We measure success through the			

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Star Clown MSMEs products?	number of comments, direct messages (DM) and increased bookings after our Reels content appears	Reels content is able to attract consumers' attention, encouraging them to order services, as well as influence their friends to be interested and contact the services offered, a lot of interaction compared to other types of content on Instagram, making it possible to reach a larger audience and increase their visibility.	attract consumers' attention, encourage them to order services and influence their friends to be interested and contact the services offered.
Customer	I was more interested and finally ordered the service after seeing the interesting and informative feature reels		
Followers	I saw more interested friends and contacted them after seeing the creative Reels		

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Source: Interview Processing

**Table 6. Competitiveness strategies for Star Clown MSMEs**

Question	Informant	Answers	Reduksi	Data Presentation	Interference
The influence of creative visualization in Reels on the image of the Star Clown MSMEs name and can this increase long-term competitiveness?	Owner	The creative visualizations in Reels strengthen our image as an innovative and professional entertainment provider. This helps us differentiate ourselves in the market and improve long-term competitiveness	Reels membangun citra profesional dan membedakan dari kompetitor	The creative and consistent use of Instagram Reels can strengthen the image of MSMEs such as Star Badut as innovative and professional service providers. Through engaging visual content, Reels allows consumers to get to know the services offered, increase trust, and differentiate businesses in a competitive market. Consistent and informative content not only makes the service more known and trusted, but also gives a positive impression of professionalism, making consumers more confident and interested in using the service product.	Creative visualization through real features strengthens the image of MSMEs as innovative and professional service providers, which differentiates them in the market and increases long-term competitiveness. Interesting Reels content not only makes the service better known and trusted, but also gives a positive impression of professionalism, making consumers more confident and interested in using the service product.
	Employee	Creative promotions make services better known and trusted and give a professional impression that increases competitiveness			
	Customer	Creative reels give a positive impression about the quality of their services, making me more confident and interested in using their services			
	Followers	The interesting reels make Star Clown look more			

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		<p>unique and creative, which sets them apart from their competitors and keeps me following</p>			
After the development of digital marketing, can it differentiate itself from other competitors?	Owner	The development of digital marketing, especially Reels, allows us to reach more people and offer added value that differentiates us from competitors	Wider reach, more well-known services, uniqueness highlighted	Using Instagram Reels in a digital marketing strategy allows Star Clown to stand out and differentiate itself from competitors. Through creative short video content, Star Clown can display the uniqueness and quality of services in an attractive way, attract the attention of the audience, and expand the market reach. Reels also make it easier to interact directly with consumers, build more personal relationships, and increase trust in the services offered. Thus, Reels becomes an effective tool to strengthen the position of Star Clown in the market and increase long-term competitiveness.	The use of Reels in digital marketing helps Star Clown to stand out and differentiate itself from competitors, by showing creativity and uniqueness that attracts consumers' attention. Reels allows them to reach more people, interact more easily with consumers and highlight service excellence
	Employee	By developing digital marketing, we can more easily interact with our audience and highlight the advantages of our services compared to competitors			
	Customer	I find Star Clowns more accessible and more transparent about their services, which makes me prefer them over the competition			
	Followers	Reels brings them closer to customers, offering more engaging entertainment and information than other competitors			
How can Instagram, especially the Reels feature, increase the competitiveness of MSMEs in a very competitive industry?	Owner	The Instagram reels feature really helps promotional media in a more interactive way, strengthening our position in the market	Interactive, engaging, standing out from competitors, varied content	Instagram Reels is very effective in digital marketing, especially for Star Clown MSMEs with attractive short videos, Reels allow MSMEs to visually display the creativity and uniqueness of their services, differentiate themselves from competitors, and strengthen their brand image in the market. Consistent and informative Reels content can increase brand awareness,	The Instagram Reels feature is very effective as an interactive digital marketing medium. Reels helps strengthen Star Clown MSMEs in the market by displaying products in an attractive and different way from other competitors.
	Employee	Reels provide an opportunity to show products in a more interesting and different way from competitors, increasing the chances of getting noticed.			
	Customer	This feature makes			

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	it easier for me to find out what services are in an informative way, making those who see them more different	capture audience attention, and build closer relationships with customers. In addition, Reels also provide an opportunity to interact directly with consumer which can increase engagement and provide valuable feedback for service development.
Followers	By utilizing this feature, Star Clown can make those who watch it become interested	

### Source: Interview Processing

Based on interviews with the four informants, it was stated that the use of Instagram Reels had a positive impact on Star Clown MSMEs, with increased interaction, consumer interest, and service bookings. Consistent reels content helps to attract attention, build a professional image, and differentiate the service from competitors. The optimization of this digital strategy has succeeded in expanding consumer, strengthening branding, and increasing interaction, which has an impact on business growth in increasing demand for services, consumer interest and long-term competitiveness, showing that the proper use of social media can accelerate the development of MSMEs.

### 3.2 Discussion

The results of the study show that the main advantage of MSMEs Star Clown is its ability to adapt to the development of technological changes and market conditions flexibly by optimally utilizing the Instagram Reels feature which can have a positive impact on increasing interest and competitiveness in MSMEs Star Clown. Through creative, informative, and entertaining short video content, MSMEs Star Clown is able to attract the attention of a wider consumers, increase interaction on social media, and form a stronger brand image in the eyes of consumers.

#### 3.2.1 Strategy for Optimizing the Use of Filters Reels in Star Clown MSMEs

Optimizing digital marketing, especially on social media such as Instagram, has a positive impact in attracting consumers to use MSMEs services such as Star Clown Kediri City. By utilizing various features such as reels, stories and other visual content that can increase the visibility and attractiveness of the service in the eyes of a wider range of potential consumers. Consistency in the use of one of the Instagram reels features is essential to maintain competitiveness in an increasingly competitive market, because through visual content Star Clown can display the creativity and uniqueness of the service. Regular content uploads help introduce wider services, strengthen business image and increase interest in new consumers. In addition, reels provide positive feedback in the form of increased interaction and interest with many people. The interactions in question such as likes, comments, shares and DMs are indicators that consumers feel connected to the content presented, which in turn has the potential to increase sales transactions and support business growth and sustainability.

The results of this study are supported by research conducted by [16] which states that the development of MSMEs is greatly influenced by digital technology which shows various aspects of marketing mix functions, the process of building demand directs consumers to transact, providing consumer services and as a function of promotional media, it can be seen from the number of digital technology users increasing since the beginning of digital technology was issued, people tend to use mobile phones with high intensity because there is ease of access to various information, a telecommunication system that increases good opportunities for individuals to collect, process and exchange information. The strategy for optimizing the use of intragram social media is hoped, after conducting a digital marketing mix, a combination of various digital strategies and tactics used to promote products and services with the aim of reaching the target market and improving business performance, utilizing social media internet technology to reach consumers.

### **3.2.2 Increasing consumer interest in using Instagram reels as digital marketing for Star Clown MSMEs**

Instagram Reels have proven to be a very effective platform for marketing products and services, especially for MSMEs such as Star Clown. With a creative and engaging short video format, Reels allows content to be more accessible to a wider range of consumers, increasing competitiveness and introducing products or services such as Star Clown to a wide audience. Content posted in the form of reels can attract the attention of new consumers and help introduce the various services offered. In addition, Reels are very effective in showing creativity and quality of service that can increase consumer trust and interest. With an attractive look and striving to be professional. The success of digital marketing can be measured by increased interactions, such as the number of comments, direct messages (DMs) and even bookings for events after the content has been posted. Engaging and informative reels are not only able to attract the attention of consumers directly, but also encourage them to book services as well as inspire their friends to be interested and contact the services offered, ultimately contributing to business growth and marketing success.

The results of this study are supported by research conducted by [17] which states that increasing consumer interest when using digital technology by utilizing digital technology such as Instagram social media effectively to attract consumer attention. This can be done by creating relevant and engaging content, as well as building a more personal relationship with potential consumers. In addition, the use of targeted marketing and the utilization of the latest social media features can also increase consumer engagement and strengthen loyalty. Star Clown MSMEs also need to maintain consistency in communication on social media, both in style, message and frequency of content posted. This consistency will build a strong brand name that is easily recognizable by potential consumers. In addition, quick and responsive interactions to consumer questions or comments can increase trust and build closer relationships, by leveraging the new features offered by social media in Instagram can reach potential consumers in a more innovative and relevant way.

### **3.2.3 Competitiveness strategies for Star Clown MSMEs**

Creative visualization through Instagram Reels plays an important role in strengthening Star Clown's image as an innovative and professional entertainment service provider, which sets them apart in the competitive market, with engaging and creative reel content, Star Clown can build a positive perception of their professionalism, which not only makes their services more known and trusted, but it also gives the impression that they are a serious and reliable choice. This makes consumers feel more confident in using the services offered, because they see the quality reflected in every video uploaded. Through reels, Star Clown can not only introduce their products in different ways, but also strengthen their position in the market by showcasing more creative, unique and different services from other competitors, thereby increasing their competitiveness in the long run.

The results of this study are supported by research conducted by [18] which states that the competitiveness strategy efforts carried out using the digital marketing mix will have an impact on MSMEs and the like, making the competition even tighter and more competitive. Star Clown MSME owners show the progress of service product sales transactions, precisely in the last 5 months from August – December 2024, as follows :

**Table 7. Sales Transaction Data for Star Clown MSMEs Services Products**

<b>Month</b>	<b>Reguler 1</b>	<b>Reguler 2</b>	<b>Medium</b>	<b>Large</b>	<b>Sole Presenter</b>
August	5	1	2	2	16
September	3	2	3	1	12
October	4	3	0	0	8
November	2	0	1	2	11
December	3	5	3	0	24

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Source: Star Clown MSME data, Kediri City

Engaging and relevant Reels successfully increase interaction with customers, whether in the form of likes, comments, or content sharing. This increase in engagement has a positive impact on the number of clown services requested for various events, leading to an increase in sales and turnover. Overall, the use of the Reels feature helps these MSMEs expand their market reach, improve content quality and optimize marketing costs by utilizing social media more effectively.

#### 4. Conclusion

The conclusion of the latest digital marketing strategy implemented by MSMEs Star Clown Kediri City, especially through optimizing the use of the Reels feature on social media, has received a positive response and assessment from consumers as indicated by interest or (positive anime) in viewing, following, interacting between consumers, both between consumers and potential new consumers with MSMEs Star Clown, this strengthens competitiveness in the midst of a competitive market. By adopting the right digital marketing mix, such as creating relevant, interesting, and interactive content, this MSMEs can reach a wider audience and build closer relationships with consumers. Consistency in conveying messages through social media is also an important factor in building a positive and professional brand image, as evidenced by an increase in brand image in the market and an increase in transactions in the sale of services offered with a wider market share.

Moreover, the use of the latest features in social media, such as Reels, which are now very popular with users, allows this business to remain relevant to the growing digital trends. Fast and responsive interaction with the audience through digital platforms is also an effective way to increase consumer loyalty and trust in the brand. The implementation of innovative and targeted digital marketing strategies will be an important key in supporting the growth of MSMEs Star Clown Kediri City, as well as making it more competitive and highly competitive, especially in the local Kediri market in the digital era.

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