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Enhancing the Competitiveness of Local Products Through Social Media Marketing Management: A Case Study of Endah Collection MSME Products

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A B S T R A C T
In this study, the author seeks to understand and analyze social media marketing management strategies to enhance the competitiveness of local products, with a focus on the Endah Collection MSME specializing in bags and suitcases, located in Porong, East Java. Micro, Small, and Medium Enterprises (MSMEs) play a vital role in regional economic development, yet they often encounter challenges in marketing and market penetration. This research adopts a qualitative approach using a case study method, relying primarily on observation, in-depth interviews, and documentation techniques. The findings effectively demonstrate that the strategic use of social media—particularly Instagram—can significantly improve product visibility, broaden market reach, and foster more intensive consumer engagement. In conclusion, the adaptive management of social media marketing emerges as a strategic solution to enhance the competitiveness of local products amid an increasingly dynamic market landscape.

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INTRODUCTION

The rapid development of digital technology in recent years has penetrated various dimensions of human life, including business and economic activities. The presence of sophisticated devices such as smartphones and the increasingly widespread access to the internet have made social media an integral part of communication and marketing activities. Technology is no longer just a communication tool, but also a primary tool for gaining wider access to various markets and increasing the competitiveness of domestic goods amid fierce business competition (Lukitasari & Nirawati, 2021).

As quoted in Alimudin and Purwantoro (2022), a digital marketing strategy is an approach to winning the competition by utilizing all marketing activities based on digital channels. Effective marketing must be able to adapt to market dynamics, consumer needs, and technological developments. Marketing strategies in digital marketing include the selection of digital platforms, content management, and data analysis on user engagement.

In the ever-changing business landscape, it is important for businesses to be responsive to developments and capable of creating new methods to maintain business continuity by utilizing technological advances in order to survive and thrive. One form of technological utilization is through digital marketing strategies, particularly the use of social media. Chaffey & Ellis-Chadwick (2019) state that digital marketing is the use of digital technology to create, deliver, and share value with buyers.

Social media helps companies communicate directly with customers through two-way conversations. This allows them to build trust and better understand customer needs. The good thing about online marketing is that it can change and evolve significantly. This enables workers to tailor plans to the right people and the budget they have (Dian A. N. et al., 2019).

E-commerce and social commerce are relevant solutions for driving business growth, especially for MSMEs with limited resources. Erlina et al. (2024) state that e-commerce is not just an electronic trading platform, but an ecosystem that applies the power of digital usage to transform the overall dynamics of marketing.

Currently, one of the social media platforms widely used by businesses for marketing and sales is Instagram. Instagram's ability to convey information through photos and videos is an excellent way to build brand image and attract customers. Many MSMEs are switching from traditional marketing methods to digital marketing on Instagram, as they consider it to have a very large number of active users every day (Gultom, 2018).

Digital marketing through Instagram allows businesses to advertise their products in an effective and attractive way. In addition, digital marketing has proven to be a popular method due to its ability to support business activities in a more flexible and dynamic way (Putri, 2022). This creates opportunities for local entrepreneurs to increase the competitiveness of their products and expand their market reach beyond the region.

Fashion items, such as bags and suitcases, which are daily necessities for many people, have also experienced growth in line with the increasing interest in lifestyle and appearance. Endah Collection, as one of the MSMEs engaged in the production of bags and suitcases in Sidoarjo Regency, has used Instagram as one of its marketing strategies. Through its official Instagram account @cvendahcollection, Endah Collection markets a variety of superior products with attractive visuals in an effort to reach a heterogeneous audience, both in terms of demographics and socioeconomic status and region.

According to the owner of Endah Collection, the use of social media, especially Instagram, allows businesses to reach customers more widely and effectively through various marketing channels and increase promotion. Business activities no longer have to be carried out directly in physical stores, but can be done through smartphones connected to the internet, thus saving time and costs.

Recognizing the importance of social media as a marketing tool, especially for MSMEs, this study focuses on how the use of Instagram social media can increase the competitiveness and sales of Endah Collection's local products. This study aims to provide an overview of the right strategies for MSME entrepreneurs in maximizing social media for efficient marketing that has a real impact on the development of their businesses.

LITERATURE REVIEW

Digital Marketing

Digital marketing is a marketing approach that utilizes digital technologies and online platforms to promote products, communicate with consumers, and expand market reach. It enables businesses to adapt their marketing strategies to changing consumer behavior and technological developments. Digital marketing involves the use of digital channels to create, deliver, and communicate value to customers, allowing businesses to establish more flexible and interactive marketing activities (Alimudin & Purwantoro, 2022).

Social media has become an important component of digital marketing because it allows businesses to share product information, interact directly with customers, and build relationships with their target markets. Through digital platforms, businesses can deliver promotional messages more efficiently and reach consumers beyond their immediate geographical locations. Digital marketing is therefore particularly relevant for micro, small, and medium enterprises (MSMEs), which often face limitations in promotional budgets and market access (Erwin et al., 2023).

Instagram as a Marketing Platform

Instagram is a social media platform that emphasizes visual communication through photographs, videos, Stories, and Reels. These features provide opportunities for businesses to present product characteristics, demonstrate product quality, and attract potential customers through engaging

visual content. Instagram also facilitates direct communication through comments and direct messages, enabling businesses to respond to customer inquiries and provide product information more conveniently.

Previous research by Lukitasari and Nirawati (2021) examined Instagram marketing strategies for increasing sales at the Queenstreet online shop. Their study highlights the use of visual content and product-related information as promotional approaches to attract consumer interest. Similarly, Sudirwo et al. (2021) discussed the utilization of Instagram for developing MSME marketing in Banjarbaru, emphasizing the relevance of social media in supporting business promotion and market development.

These studies indicate that Instagram can serve not only as a communication platform but also as a marketing channel that connects businesses with potential customers. For Endah Collection, the use of Instagram provides an opportunity to introduce bags and suitcases through visual content, communicate product information, and facilitate customer inquiries and orders.

Brand Awareness and Consumer Engagement

Brand awareness refers to consumers' ability to recognize or recall a particular brand when considering products within a specific category. In digital marketing, brand awareness can be strengthened through consistent promotional activities, recognizable visual content, and regular interactions between businesses and their audiences. Instagram enables businesses to increase product visibility by publishing content and communicating with users through comments, Stories, Reels, and direct messages.

Consumer engagement is also an important aspect of social media marketing because interactions between businesses and customers can help establish trust and strengthen relationships. Customer comments, inquiries, product reviews, and responses to promotional content provide opportunities for businesses to understand consumer preferences and improve their marketing approaches. Untari and Fajariana (2018) discussed Instagram marketing strategies and the importance of developing attractive content to engage audiences.

In the context of Endah Collection, consistent content publication and responsive communication can help consumers recognize the brand, obtain product information, and develop interest in purchasing its products. However, brand awareness and consumer engagement should be distinguished from actual purchasing behavior because increased visibility or interaction does not necessarily result in completed sales.

Social Media Marketing and Sales Growth

Sales growth is an important indicator of business performance and can be assessed through changes in sales volume and revenue over a specified period. Social media marketing may contribute to sales growth by increasing product exposure, facilitating communication, and making it easier for

consumers to obtain information and place orders. Promotional strategies such as discounts, giveaways, product demonstrations, and informative captions can also encourage consumers to consider purchasing products.

Research by Lukitasari and Nirawati (2021) highlights the role of Instagram marketing in efforts to increase online shop sales. Similarly, Waqfin et al. (2021) discussed the implementation of digital marketing as an effort to improve sales among MSMEs in Kepuhdoko Village, Jombang. These studies provide a basis for understanding the potential contribution of digital marketing to business development.

For Endah Collection, sales records from January to May 2025 show an increase in monthly product sales from 100 units in January to 200 units in May. Revenue also increased from Rp. 15,345,000 in January to Rp. 30,690,000 in May. These figures indicate an upward sales trend during the observed period. Nevertheless, because the available data are descriptive, the increase cannot be attributed exclusively to Instagram marketing without considering other factors, such as product quality, pricing, customer service, and promotional activities.

Instagram Marketing Strategies for MSMEs

Effective Instagram marketing requires businesses to manage content consistently, select appropriate promotional formats, and maintain communication with consumers. Product photographs and videos can provide visual information, while captions and hashtags help communicate product characteristics and improve content discoverability. Instagram Insights can also provide information about audience activity and content engagement, supporting decisions regarding publication schedules and promotional approaches.

Previous studies have discussed the importance of social media marketing for MSME development and sales improvement (Sudirwo et al., 2021; Waqfin et al., 2021). In addition, Untari and Fajariana (2018) examined Instagram marketing strategies, including the development of attractive promotional content. These studies suggest that successful social media marketing involves more than simply creating an account; it also requires consistent content management and meaningful interactions with consumers.

Endah Collection applies these approaches by publishing product photographs and videos, using captions and hashtags, responding to customer inquiries, and offering promotional programs such as discounts and gifts. The business also uses WhatsApp to facilitate ordering and communication with potential customers. These activities illustrate how Instagram can be integrated with other digital communication channels to support marketing and sales processes.

Research Framework

Based on the reviewed literature, Instagram marketing can support MSME business development through several interconnected processes. First,

visual content and promotional activities increase product exposure and provide information to potential customers. Second, interactions through comments and direct messages facilitate communication and may strengthen consumer trust. Third, accessible product information and ordering channels can encourage purchase decisions and potentially contribute to increased sales.
This study examines the use of Instagram as a marketing platform at Endah Collection in Sidoarjo Regency. The analysis focuses on promotional content, audience interaction, brand awareness, customer purchasing experiences, and monthly sales trends. By combining interviews, documentation, and sales records, the study seeks to describe how Instagram marketing is implemented and how it relates to the development of product sales at Endah Collection.

METHODOLOGY

This study is a qualitative study. The descriptive qualitative approach aims to describe and explain the research object in depth based on actual field conditions. According to Sudirwo et al. (2021), qualitative research is a research process that aims to provide an in-depth understanding of social phenomena by collecting data using interview and documentation techniques. In line with this, Harsono (2018) states that qualitative research aims to understand and investigate a social phenomenon where researchers create a complex picture by examining words, actions, and documents related to the events being studied.
The research design used in this study is ethnography. Harsono (2016) explains that ethnographic design is part of a qualitative approach that aims to provide descriptions and interpretations of the patterns of life, culture, and social interactions of certain community groups.

To obtain relevant data, this study used several information gathering techniques appropriate to the needs in the field through in-depth interviews and documentation. The research was conducted in the Endah Collection environment in Sidoarjo Regency, with sources including business owners, employees, and several customers. The data sources in this study included primary data obtained directly from interviews and secondary data obtained from relevant documents and records. The triangulation technique was used to ensure data validity. In this study, data analysis was carried out systematically in three stages, namely: data reduction to filter relevant information, presentation of data in an organized form, and drawing conclusions based on the interpretation of the analysis results.

RESULTS AND DISCUSSION

Rapid technological advances in today's digital age have influenced various aspects of the business world, including product marketing and distribution patterns. In this context, businesses are increasingly encouraged to shift their sales activities to the digital realm by utilizing various social media platforms. Endah Collection, a local bag and suitcase manufacturer in Sidoarjo Regency, has implemented a digital marketing strategy by optimizing the use of the Instagram platform.

Based on an interview with Mrs. Endah Lutfiana, owner of Endah Collection, it is known that Instagram is actively used as a medium for product promotion. This strategy is also complemented by active interaction with customers through comments and direct messages. "Thanks to Instagram, we can show the quality and design of our products directly to potential buyers, both from Sidoarjo Regency and outside the city. This is very effective." (Endah Lutfiana).

Furthermore, Ayuk Masturiyah, the social media manager, added that marketing strategies are also carried out through the use of Instagram Stories, Reels, and Instagram Insights to determine user activity times and interaction trends. "We usually upload photos of new products with appropriate hashtags and occasionally create Reels content or promotions on Stories. This helps increase our reach." (Ayuk Masturiyah).

This is further supported by documentation showing the official Instagram account of Endah Collection, which features visual content such as product photos and videos, operational hours, business address, and a WhatsApp ordering service directly connected to potential customers.



Figure 1. Screenshot from Instagram account @cvendahcollection
Source: https://www.Instagram.com/cvendahcollection/

Based on the documentation results, it appears that Endah Collection conducts marketing and sales activities through the Instagram platform. The account contains complete information such as product photos and videos, Endah Collection's operating hours, Endah Collection's address, and ordering and delivery services that can be done via WhatsApp.

The use of social media, particularly Instagram, has proven to have a positive impact on the growth of Endah Collection. In addition to increasing brand recognition among the public, this strategy has also significantly boosted sales. Information from company management shows that digital marketing not only expands the consumer reach but also strengthens the competitive position of local products in an increasingly competitive market.

From interviews with the owner and employees of Endah Collection, it can be concluded that social media such as Instagram provides benefits for businesses and their products. In addition to making products more widely known to the public, these benefits can also include an increase in product sales.

This is supported by the following table of Endah Collection product sales in 2025:

Table 1. Endah Collection Product Sales per Month from January to May 2025

Month	Product Sales	Turnover/Revenue	Instagram Costs per Month
Jan	100	Rp. 15.345.000	Rp. 300.000
Feb	120	Rp. 17.465.000	Rp. 300.000
Mar	160	Rp. 22.365.000	Rp. 300.000
Apr	180	Rp. 26.725.000	Rp. 300.000
Mei	200	Rp. 30.690.000	Rp. 300.000
Total	760	Rp. 112.860.000	Rp. 1.500.000

The total net sales revenue of Endah Collection is:
(Rp. 112.860.000 – Rp. 1.500.000) = Rp. 111.360.000,-

From the table, it can be concluded that Endah Collection's sales in 2025 experienced a significant increase every month. This increase in sales occurred because Endah Collection aggressively marketed itself through online media such as the Instagram digital platform. This is also supported by the following Endah Collection sales graph:

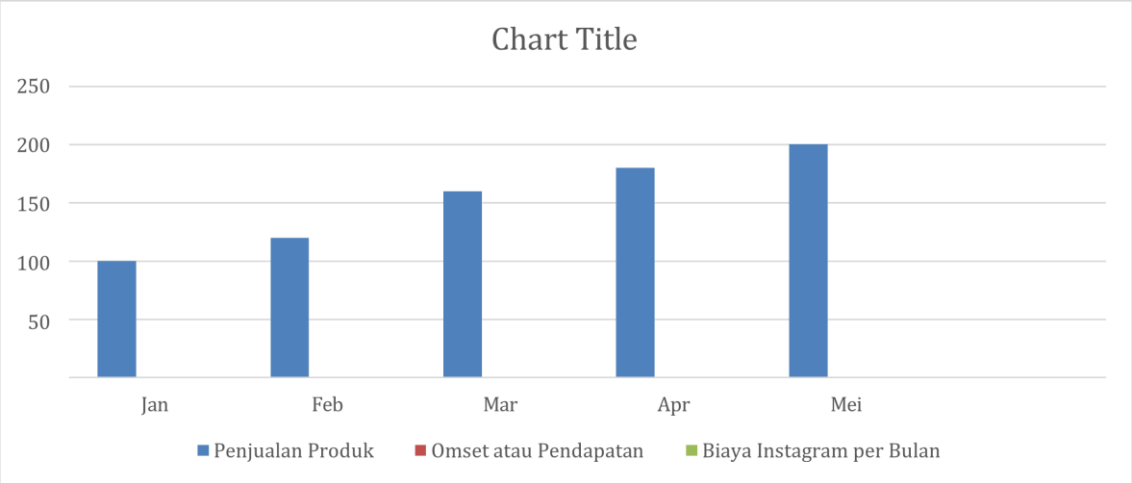


Figure 2. Endah Collection Sales Chart Source: Data from the owner of Endah Collection

Source: Data from the owner of Endah Collection

Based on the sales graph for Endah Collection products, there is a steady upward trend in sales from month to month. This shows that the use of digital platforms such as Instagram has proven effective in supporting product marketing and sales activities. This steady increase further strengthens the argument that digital marketing strategies through social media are a relevant and adaptive approach to the changing times.

The marketing strategy through Instagram has had a significant impact on increasing brand awareness for Endah Collection. Through consistent content uploads and increased interaction with the audience, the Endah

Collection brand has become increasingly recognized, particularly among social media users in Sidoarjo Regency and its surrounding areas.

Based on interviews with customers, it was revealed that marketing through Instagram has a positive impact on brand awareness and sales. Ifan, one of the customers, stated that he found out about Endah Collection through Instagram and was interested because the products looked attractive and the ordering process was easy. “I first found out about it on Instagram. After seeing the photos, I was immediately interested in buying and it turned out that the service was also fast.” (Ifan).

Similarly, another customer, Nur Aisyah, felt that social media was very helpful in accessing product information without having to visit the store in person. “Now, I just need to look at Instagram to find out about the latest models and place an order via DM.” (Nur Aisyah). These findings show that social media is not only a promotional tool but also a transaction channel that brings products closer to consumers directly.

Digital marketing enables businesses to communicate with their audience, build deeper relationships, and obtain valuable feedback (Erwin et al., 2023). This increase in brand awareness is reflected in the growing number of product requests and the frequency of interactions from potential customers. From a sales perspective, the use of Instagram as a promotional medium also contributes to increasing product demand, especially when visual strategies and upload times are tailored to market trends and needs. According to Susanto G. M. (2017), the key to successful online marketing is not the amount of visitor traffic, but the number of visitors who make purchases. This means that the right digital strategy not only builds brand awareness but also contributes to purchase conversions.

Based on the analysis results, it can be seen that the use of the Instagram platform significantly supports the increase in sales of Endah Collection products. This is supported by field study results showing that product quality, satisfactory service, and interactive strategies such as giving gifts are factors that drive consumer interest. These findings are in line with research conducted by Erlin D.S. (2022), who states that marketing through social media accounts such as Instagram can increase sales, as seen in the case study of the @mikastore_solo account.

These findings are also supported by research conducted by Lukitasari and Nirawati (2021) on social media marketing strategies to increase sales at the Queenstreet online shop. The similarity between these studies lies in the promotional method used, which is to upload visual content in the form of authentic photos or videos of products and provide references on product usage to attract consumer interest. Both studies show that the use of Instagram as a marketing medium is not only important but also has great potential in opening up wider market opportunities while increasing public interest in purchasing the products offered.

In today's rapidly developing digital era, technological developments have had a significant impact on various segments of society, especially

businesses. The availability of advanced technology has encouraged businesses to use digital platforms as the main means of implementing marketing strategies and increasing sales. This is in line with the results of Selling's (2021) research, which states that through smartphones, consumers now have broad access to various needs through the digital marketplace.

This study specifically highlights the use of the Instagram digital platform in supporting sales growth for Endah Collection in Sidoarjo Regency. Since its establishment in 2018, Endah Collection has actively used Instagram as its main promotional medium. Instagram itself is an internet-based platform that allows users to create and share visual content, such as photos and videos, as stated by Efrida and Diniati (2020). They explain that Instagram provides great opportunities for users to publish content that can reach a wide audience. In line with this, Muniroh et al. (2017) also emphasized that modern marketing strategies no longer rely solely on conventional approaches but need to adopt digital methods through social media.

Based on the results of this study, the Endah Collection Instagram account has succeeded in attracting buyers to make purchases and subscribe. According to the business owner, the key to success in building lasting relationships with customers is consistency in creating and uploading promotional content regularly. This routine activity creates the impression that the account is active and alive, thereby fostering trust and interest from Instagram users. Furthermore, the use of Instagram has proven to bring tangible benefits to increasing product exposure and sales, both through direct and online channels. This is in line with the opinion of Khairani and Pratiwi (2018), who stated that promotion through social media is not only more cost-efficient but also has a faster reach of information dissemination compared to conventional methods.

From these findings, it can be concluded that Instagram as a digital platform is capable of providing convenience and great opportunities for businesses in developing marketing strategies. By creating attractive and informative visual content, businesses can expand their market reach and significantly increase sales. This view is reinforced by Waqfin et al. (2021), who emphasize that digital marketing has become a primary need for modern businesses, in line with the shift in consumer behavior towards digitalization.

Not only focusing on the main aspects, this study also seeks to explore further how scheduled marketing strategies that follow developing trends play a major role in increasing sales. Observations and interviews with the owner of Endah Collection show that the use of trend-based content strategies and promotions such as giveaways or attractive discounts can increase consumer interest. This is in line with the research by Pradana et al. (2019) on marketing communication strategies through Instagram, which found that creative promotions such as buy 1 get 1, challenges, and discounts are effective in driving sales growth.

The results of this study strongly imply the findings of Ramadhan's (2017) research on the use of the Instagram account @mr.creampuff as a

promotional medium to increase sales. The similarity between that study and this study lies in the promotional strategy applied, namely through the uploading of visual content in the form of photos or videos of products that can reach a wider audience. Ramadhan's research shows that the use of social media, especially Instagram, facilitates marketing activities and attracts consumers, which has been proven to increase sales volume.

Marketing activities are one of the key aspects in business development. Without targeted and sustainable marketing, it will be difficult for a business to grow and compete. This is in line with the opinion of Cay & Irnawati (2020), who emphasize the importance of systematic business management in order to compete competitively. Instagram, as one of the most popular social media platforms, offers various attractive features, such as photo and video uploads, stories, direct messages (DMs), and the Reels feature, which greatly supports the marketing process. Previous research conducted by Ramadhan (2017) also shows that the ease of using Instagram provides added value for consumers in accessing product information quickly and interactively through the comments section. Endah Collection has been conducting marketing activities through Instagram since 2020. Initially, the Instagram account was managed directly by the owner, but since last year, its management has been transferred to a social media manager who specializes in marketing content. The growth in the number of active Instagram users has also encouraged businesses such as Endah Collection to optimize their promotional strategies on this platform. This is in line with Putri's (2022) opinion that social media can be used as a strategic tool that provides advantages in terms of promotional cost efficiency and consumer targeting effectiveness compared to conventional marketing methods, which are expensive.

Endah Collection utilizes Instagram's features to introduce products and expand its marketing reach. Promotional activities include daily uploads of product photos and videos, informative captions, and the use of hashtags to expand search reach. The visual content used is authentic without excessive filters, thus showing the real quality of the products. This approach is in line with the research results presented by Sudirwo et al. (2021), which emphasizes the importance of utilizing social media in enhancing business transformation through the speed and efficiency of information delivery.

Regular marketing activities also help shape positive consumer perceptions. The number of views and user interactions with Endah Collection product posts shows high consumer enthusiasm and engagement. According to Untari & Fajariana (2018), in order to attract many followers, businesses must develop attractive content strategies, including customer testimonials. Although the number of likes may not be proportional to the total number of followers, these interactions still reflect the level of interest in the products offered.

In addition to its content strategy, Endah Collection also implements various forms of sales promotions, such as discounts of 20%–30%, scheduled gifts every Friday, and special rewards held as part of promotional activities to

celebrate the store's anniversary. The planned gift program includes gifts in the form of Endah Collection bags and suitcases, shopping vouchers worth two hundred thousand rupiah for 20 winners, and other gifts. This strategy is in line with the findings of Untari & Fajariana (2018), which state that discounts and creative promotional programs are an important part of maximizing the effectiveness of marketing through social media.

The more followers you have, the greater the intensity or frequency of interactions in the form of reviews, comments, and information sharing, which ultimately increases the credibility of your store. In addition, responsive service, such as answering customer questions via direct messages (DM), is also an important aspect in building customer satisfaction. Fast and accurate service provides a positive experience that can increase customer loyalty to the brand.

CONCLUSION AND RECOMMENDATION

The use of the Instagram digital platform in Endah Collection's marketing strategy has proven to have a significant impact on sales growth. Although growth has not yet peaked, the optimization of Instagram as a promotional and sales medium has successfully expanded the marketing reach, making Endah Collection products increasingly well-known to people in various regions.

Marketing activities through Instagram have been carried out since 2020. Initially, the Instagram account was managed directly by the business owner. However, over the past three years, Endah Collection has appointed a dedicated admin to manage and optimize the account. The strategies implemented by the admin include regularly uploading visual content, both photos and videos of products accompanied by interesting and creative captions, as well as the use of appropriate hashtags. This step aims to make it easier for Instagram users to find Endah Collection products and increase the brand's visibility in the digital contex

For Endah Collection, it is recommended to optimize cooperation with micro-influencers in order to expand market reach and consider using e-commerce platforms to complement distribution. For other MSMEs, social media such as Instagram can be an effective promotional tool if managed consistently and strategically. Focusing on content, frequency, and interaction can build emotional closeness with consumers.

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