

# THE HOME INDUSTRY'S STRATEGIES OF WOODCRAFT FOR INCREASING SALES THROUGH THE PROMOTION IN SOCIAL MEDIA BY INSTAGRAM

Siti Mariam<sup>1\*</sup>, Fika Aryani<sup>2</sup>

<sup>1</sup>Universitas Esa Unggul, Indonesia, <sup>2</sup>Institut Ilmu Sosial dan Manajemen STIAMI, Indonesia

---

## ARTICLE INFO

### Keywords:

Promotion Strategy, Social Media, Instagram, Sales

---

## ABSTRACT

This study addresses using social media as a targeted marketing approach to promote and advertise products. The emphasis on this aspect becomes significant when utilizing social media as a platform that enables direct and efficient communication with the intended audience. The main objective of this research is to describe the process of planning, implementing, monitoring, and identifying obstacles and solutions implemented through the Instagram social media platform to increase sales volume in the woodcraft home industry sector. This research employed a qualitative approach with a descriptive system. This method permits researchers to understand how Instagram is integrated into woodcraft marketing strategies thoroughly. The results of this study cover two main aspects: First, planning, implementation, and monitoring are implemented as a powerful communication tool to carry out the marketing process. Second, it was found that the obstacles faced included increasing business competition in an increasingly crowded market. The solution found is to increase promotional activities through social media. This study enhances the comprehension of the efficacy of social media platforms, particularly Instagram, as a marketing instrument for augmenting sales within the woodcraft home industry domain. The practical implications of this research can provide guidance for businesses in designing and implementing more careful and effective marketing strategies through social media, as well as overcoming obstacles that may arise in the process.

---

E-mail:  
[siti.mariam@esaunggul.ac.id](mailto:siti.mariam@esaunggul.ac.id)

Copyright © 2023 Economic Journal. All rights reserved.  
is Licensed under a Creative Commons Attribution-NonCommercial 4.0  
International License (CC BY-NC 4.0)

## 1. INTRODUCTION

The dynamic nature of the contemporary era has given rise to the advent of the fourth industrial revolution, commonly referred to as Industry 4.0. The current period is characterized by the extensive integration of digitalization into various facets of human existence, substantially influencing how we engage in our day-to-day endeavors. With the rapid pace of technological development, traditional boundaries are increasingly being eroded, and the impact of this technology pervades every field, especially in the economic aspect. This technological transformation also affects economic practices as a whole. One prominent illustration of the utilization of technology in financial endeavors is evident in the incorporation of media on Internet platforms. The Internet has become a highly effective medium for disseminating information to diverse audiences. Consequently, the Internet has emerged as a highly favored instrument for executing marketing tactics within business (Werdani et al., 2020).

The Internet has enabled businesses to achieve a more comprehensive reach at a more efficient cost. Within this scope, business marketing strategies are undergoing a significant transformation, where the Internet and related technologies are becoming the backbone of marketing efforts. Business people now rely on the Internet to design and implement more sophisticated, effective, and targeted marketing strategies. The use of advanced technology-based marketing strategies, such as digital marketing or advanced technology-based marketing strategies, has come about as a result of developments in technology that are still ongoing. In this regard, the development of social media has made available a fantastic opportunity to leverage it as a platform for promoting various goods and services. Despite this, the product's unique qualities continue to play a significant role in a company's marketing success. According to Akbarina (2018), the fact that the product is distinctive contributes to the favorable reception it receives from customers. A product needs to stand out from the competition by possessing distinctive qualities to pique consumers' interest. A high level of product quality is essential to accomplishing this goal, as is the capacity to offer tangible benefits tailored to individual customers'

*The Home Industry's Strategies of Woodcraft For Increasing Sales Through The Promotion In Social Media By Instagram. Siti Mariam, et.al*

specific requirements. Products that have high quality not only do well in the marketplace but also earn the trust and satisfaction of customers. Social media Instagram is a platform that continues to experience rapid development. In the context of marketing, Instagram provides various facilities that business people can use to increase product sales. The development of Instagram has also paid attention to the needs of business account owners by providing special facilities for business accounts and store features that can be integrated with these accounts.

Businesses in Indonesia have a significant opportunity to promote their goods and services thanks to the high number of Instagram users in the country. By using this platform, products or services offered by business people can gain wider exposure, increasing sales. In essence, promotion is a tactic companies use to communicate the benefits and value of their products and convince consumers to make purchases (Wibowo et al., 2021). Research conducted by Lontoh et al. (2020) is in line with this, showing that the use of social media (such as Instagram, Facebook, YouTube, and Wikipedia/Google) as a product marketing tool can have a positive impact on increasing sales figures and the number of visitors over time. The primary objective of this study is to describe the planning, execution, and monitoring of promotional strategies that use the social media platform Instagram to increase sales in the woodcraft home industry. In addition, this research also aims to identify the obstacles that may arise in implementing promotional strategies through Instagram and find the right solutions to overcome these obstacles. By examining these aspects, this research is expected to provide deeper insight into the effectiveness of using Instagram social media as a promotional tool in increasing sales in the woodcraft home industry. The findings of this research provide business professionals with actionable guidance that can assist them in developing and putting into practice marketing strategies that are more effective within the context of Industry 4.0.

## Literature Review

### Strategy

Kenneth R. Adrews' approach to strategy highlights a company's internal and external evaluation process to identify strengths, weaknesses, opportunities, and threats. This analysis will allow the company to formulate a market strategy that considers both the company's capabilities and the opportunities presented by the surrounding environment. It demonstrates a relationship between the internal conditions of the organization and the factors that are external to the organization in designing an appropriate strategy. On the other hand, the viewpoint of Husein Umar (2016) characterizes strategy as a progressive and ongoing action centered on customers' requirements and anticipations in the foreseeable future. In this view, strategy is not just about responding to what is happening but rather about anticipating and preparing for possible changes. This strategy strongly emphasizes the need for a strategy to be fluid and adaptable to maintain its usefulness in the face of a rapidly shifting business environment. These two views point to the importance of planning and executing strategies that consider various internal and external factors and focus on innovation and adaptation for the future.

### Marketing

The American Marketing Association defines marketing as the result of efforts in the flow of goods or services from producers to consumers. Marketing strategy is defined as a set of consistent, correct, and appropriate principles companies or businesses apply to achieve set market goals (noviantoro et al., 2022). Marketing itself serves to reach the desired market segment and, at the same time, achieve the company's goals. As a result, effective marketing management should be accomplished by incorporating all of the aspects of marketing into an integrated design to accomplish the company's objectives. It makes it possible for the values intended to be communicated to consumers to be received and communicated to them effectively. The essential marketing components baited the following aspects: first, products are all forms presented to the market for attracting attention, use, owned, and consumed. It may consist of goods and services produced to meet needs and satisfy the consumer. Second, prices have a unique role as the only element in the marketing mix that produces income from sales, while the other elements are cost-related. Third, distribution or placement involves delivering products from the manufacturer to the consumer or from seller to buyer at the appropriate time (Yulia & Setianings, 2020).

### Strategy Concept in Sales Promotion

#### 1. Planning Phase

In particular, the planning phase plays a significant part in determining the path an organization will take and its success level. The planning process is a process that always involves looking into the future or potentials that will emerge in the coming period. It includes developing programs, policies, and procedures to achieve marketing goals (Yulia & Setianingsih, 2020). The role of planning in marketing is vital because it aims to achieve the goals and objectives of the company, which are

*The Home Industry's Strategies of Woodcraft For Increasing Sales Through The Promotion In Social Media By Instagram. Siti Mariam, et.al*

reflected in the achievement of the specified profit level. In this setting, success is frequently measured regarding one's ability to meet predetermined sales quotas.

## 2. Implementation Phase

Implementation in the context of marketing a product is carried out based on plans that have been prepared beforehand. It is done by considering the purpose of the designed promotional mix. By understanding the objectives of various promotional elements, marketers have the ability to manage how each aspect of the promotion mix can contribute to supporting the overall marketing program (Benawan et al., 2018).

## 3. Supervision Phase

Supervision is a process that involves setting performance parameters and taking action to ensure the achievement of the desired results by predetermined performance standards. This supervision aims to adapt to environmental changes, reduce the potential for failure, control costs, and anticipate complex challenges within the organization (Ulf, 2018).

## Online Sales

One form of selling online is through social media, including Instagram, a social networking platform commonly used by sellers to market their products. Instagram is a social media application that allows users to share photos and videos and allows them to upload, take, and edit photos and videos (Rachmawaty, 2021). Advertising through online media comes with its own set of challenges, mainly due to the quickening pace of digitalization, which connects vendors and their target markets without being constrained by space or time limitations. As a result of this phenomenon, consumer awareness has increased faster and can now reach more people than traditional media. The rapid development of technology, information, and communication has triggered the emergence of various forms of Internet media, which ultimately shape online marketing communications. Therefore, online marketing communication is a form of marketing communication that utilizes Internet media as a message delivery tool (Rizky & Setiawati, 2020).

## 2. METHOD

### Research plan

The researchers in this study employed a qualitative approach as their methodology. Qualitative research methods are employed to gain insight into phenomena observed and encountered by individuals participating in research. These methods aim to comprehend various aspects, including behavior, perceptions, motivations, and actions, utilizing a comprehensive approach articulated through verbal expressions and linguistic means. The choice of a qualitative approach in this study was based on the need to understand how promotion strategies through Instagram social media can increase sales in the context of the Woodcraft home industry. Qualitative research methods are particularly relevant in gaining in-depth insight into how the promotion strategy increases sales. This approach allows the researcher to describe a broader and more complex context that might influence the results of the promotion strategy. By combining qualitative data, such as interviews or observations, this study will provide a more comprehensive picture of how promotional strategies via Instagram can be implemented effectively in increasing sales of the Craft home industry.

### Types of research

The research carried out adopts a descriptive research type. This type of descriptive research aims to describe and interpret the data that has been collected. The focus is to reveal information about existing situations or phenomena, with the aim of explaining the facts (fact-finding). This type of research focuses on presenting circumstances or events as they are. The choice of descriptive qualitative research type is very relevant to this study's purpose. This study aims to describe phenomena related to digital marketing in the Woodcraft home industry. This research describes how digital marketing strategies, primarily through social media and Instagram, are implemented to increase sales. Qualitative data collected through interviews, observation, or content analysis will provide a more in-depth view of how digital marketing strategies work in the Woodcraft home industry. By using a descriptive qualitative research approach,

### Research sites

The primary focus of this study is the Craft home industry situated in Tangerang City, within the Banten Province. The home industry in question employs a service model that relies on something other than sales conducted at the physical location. The service patterns applied by this Craft will be identified in this research. This move was a response to technological evolution and shifts in marketing patterns.

This study aims to test the effectiveness of promotion strategies through Instagram social media in increasing the sales volume of products produced by the Craft home industry.

#### **Method of collecting data**

##### **a. Observation**

In this study, the data collection method used was observation. One of the most effective ways to carry out observations is to use an observation format or sheet as an instrument. This format records various events or behaviors to be observed (Sugiyono, 2016a). The author will directly visit the Craft home industry to observe the activities that occur directly. It aims to collect concrete and accurate data about implementing promotional strategies through Instagram social media.

##### **b. Interview**

Apart from observation, the interview method was also used in this study. In-depth or in-depth interviews are a form of conversation with a specific purpose. In interviews, the interviewer (interviewer) asks questions, and the interviewee (interviewee) provides answers to these questions (Sugiyono, 2016a). In the context of this research, the researcher will conduct interviews with the owners of the Craft home industry and the customers who are involved in the product-buying process. This interview will provide a deeper understanding of the owner's and customer's perspective regarding promotion strategy and its impact on sales.

##### **c. Documentation**

The data collection method that will be used is documentation. This method searches data through notes, transcripts, books, newspapers, magazines, inscriptions, minutes, and various other documents (Sugiyono, 2016a). Researchers will ask for data that is relevant to the research objectives of the Wood Craft home industry. The data taken from this documentation will provide additional information to support the analysis regarding the implementation of promotional strategies through Instagram social media and their impact on product sales in the home industry.

#### **Data analysis technique**

Data analysis techniques are processes for processing data, organizing, compiling, and finding important information that can later be conveyed to others (Gunawan, 2022). In this research, Miles and Huberman's data analysis technique is used, which is based on active interaction with context and is sustainable.

a. **Data Condensation:** The first stage is data condensation, which involves selecting core information, summarizing key points, and identifying themes and patterns. The steps include selecting the main information, grouping it according to the problem formulation, and creating a summary to describe the marketing pattern of the Crafts home industry.

b. **Data Display (Data Display):** This process aims to facilitate classifying data related to the Craft home industry. Researchers will better understand the data collected and be able to analyze it in detail according to the research objectives.

c. **Conclusion Drawing/Verification:** The final stage involves concluding. After the data is collected, the researcher will draw conclusions and verify the data obtained regarding the Craft home industry to ensure the accuracy of the findings.

### **3. RESULT AND DISCUSSION**

#### **Promotion Planning, Implementation, and Oversight Sales of Home Industry Wood Crafts Through Promotion on Instagram Social Media**

Successful marketing involves planning, executing, and controlling organizational activities. Every company must coordinate and direct marketing activities to achieve the company's general and specific marketing goals (Akbarina, 2018). Marketing planning involves formulating the steps to be taken in the field of marketing in the future based on the available resources in the company. The Craft Home industry realizes the importance of planning in marketing activities. Marketing planning is the process of designing marketing efforts to achieve the desired goals. With good planning, marketing implementation can run more smoothly (Dermawan et al., 2022). As a first step in avoiding business failure, marketing planning, including promotion plans, needs attention (Dwijayanti & Pramesti, 2020). Promotion is a means of marketing products, with the hope that the marketing plan is achieved and the objectives are well achieved (Benawan et al., 2018).

After planning, the next step is implementation. Successful implementation requires optimal efforts (Febrianty 2020). Implementation involves positive action to check the direction taken and evaluate results and deviations from previous plans. The Craft Home industry carries out promotions through social media as part of the implementation. Supervision is an essential element in management

*The Home Industry's Strategies of Woodcraft For Increasing Sales Through The Promotion In Social Media By Instagram. Siti Mariam, et.al*

carried out by all units or work units to ensure implementation is by their respective duties (Febrianty 2020). In this case, the owner of the Woodcraft home industry is responsible for supervision. The level of supervision affects the occurrence of irregularities or errors in implementation.

Marketing communication, focusing on exchanging goods and services, is achieved through promotion (Sucipto, 2020). Promotion is the key to success in marketing and creating brand awareness in the minds of consumers. Bakso Aci Mahira, for example, uses sales promotions to deal with seasonal changes in orders and increase sales results. The development of technology and information has driven changes in communication from conventional to digital. The Internet is becoming an essential element in modern marketing communications. The research results show that planning, implementing, and controlling are practical communication tools in marketing. Thus, marketing communications through social media can be a valuable strategy for various organizations, including SMEs, to market their products.

### **The barriers and solutions to the promotion of the home industry through the promotion in social media, Instagram**

In an era of rapidly developing technology, companies of all sizes are faced with increasingly fierce competition (Lontoh et al., 2020). Economic globalization and rapid changes make adaptation the key to success (Mardia et al., 2021). The use of social media in marketing can have a positive impact if done wisely according to the characteristics of the business (Noviantoro et al., 2022). One of the main obstacles is the increasing number of competitors who use social media for local and national marketing (Rachmawaty, 2021). The use of the Internet allows competitors to imitate and offer similar products. Moreover, the ease of internet access encourages the emergence of new competitors (Rizky & Setiawati, 2020). However, social media can also provide solutions to overcome these obstacles and benefit producers (Wibowo et al., 2021). The Woodcraft Home industry faces this challenge by utilizing Instagram as a promotional medium. Using Instagram can increase sales and market share and facilitate communication with customers (Yulia & Setianingsih, 2020). However, the growing number of competitors still needs to be addressed. The results of the study show that social media, especially Instagram, has excellent potential as a means of promotion. Even though there are obstacles, solutions can be found through wise and strategic use of social media. Promotion through social media is the right step to overcome obstacles and maximize the sales potential of Craft home industry products.

#### **4. CONCLUSION**

The research underscores two critical points. First, planning, execution, and supervision are crucial in forming strong communication bases for executing marketing strategies. Planning formulates steps in achieving marketing goals, implementation translates the plan into concrete action, and supervision ensures consistency. Therefore, marketing communications through social media, such as Instagram, are an effective way for organizations, including umm, to introduce and market their products to wider audiences. Second, this study shows that obstacles in marketing can be overcome with the right solutions. One of the common barriers is increasing competition in the market. However, this can be overcome by exploiting the potential of social media as a powerful promotional tool. Entrepreneurs need to realize that social media can be an effective bridge to reach potential customers. By running promotions through social media, such as Instagram, entrepreneurs can attract the attention of a wider audience, overcome competitive barriers, and thus increase brand awareness and sales of their products.

#### **REFERENCES**

- [1] Anoraga, Panji, (2014), *Manajemen Bisnis*, (Jakarta: Rineka Cipta, 2004
  - [2] Akbarina, I. (2018). Pemasaran Melalui Media Sosial (Studi Kasus: Instagram sebagai Platform Pemasaran Fashion). *Jurnal The Winners*, 19(02), 185–196.
  - [3] Benawan, E. T. P., Saerang, D. P. E., & Pontoh, W. (2018). Pengaruh Pengawasan, Akuntabilitas Dan Transparansi Keuangan Terhadap Kinerja Pegawai (Studi Kasus Pada Dinas Perhubungan Kota Tidore Kepulauan). *Going Concern: Jurnal Riset Akuntansi*, 13(04), 72–79. <https://doi.org/10.32400/gc.13.03.19995.2018>
  - [4] Dwijayanti, A., & Pramesti, P. (2020). Pemanfaatan Strategi Pemasaran Digital menggunakan E-Commerce dalam mempertahankan Bisnis UMKM Pempek4Beradek di masa Pandemi Covid-19. *Ikra-Ith Abdimas*, 4(2), 68–73. <https://journals.upi-yai.ac.id/index.php/IKRAITH-ABDIMAS/article/download/982/772>
  - [5] Febrianty. (2020). *Pengantar Bisnis: Etika, Hukum & Bisnis Internasional*. Yayasan Kita Menulis.
  - [6] Gunawan, I. (2022). *Metode Penelitian Kualitatif: teori dan praktik*. Bumi Aksara.
- The Home Industry's Strategies of Woodcraft For Increasing Sales Through The Promotion In Social Media By Instagram. Siti Mariam, et.al*

- [7] Lontoh, S. M., Lasut, M. T., & Tielung, M. (2020). Pengaruh Media Sosial Terhadap Peningkatan Penjualan (Studi pada Industri Kreatif Bisnis Kuliner). *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 8(2), 392-401.
- [8] Mardia, M., Hutabarat, M. L. P., Simanjuntak, M., Sipayung, R., Saragih, L., Simarmata, H. M. P., & Weya, I. (2021). *Strategi Pemasaran*. Yayasan Kita Menulis.
- [9] Noviantoro, B., Adji, R. A. D. W., & Tanjung, F. W. (2022). Analisis Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Pada PT. XYZ. *Jurnal Administrasi Bisnis (JAB)*, 100(2), 122-129.
- [10] Ulf, M. (2018). Efektifitas Instagram Dalam Mempromosikan Penjualan Kamar Batiqa Hotel Pekanbaru. *JOM FISIP*, 5(1).
- [11] Rachmawaty, A. (2021). Optimasi Media Sosial Dalam Meningkatkan Penjualan di Masa Pembatasan Sosial Berskala Besar. *Tematik : Jurnal Teknologi Informasi Komunikasi (e-Journal)*, 8(1), 29-44. <https://jurnal.plb.ac.id/index.php/tematik/article/view/535>
- [12] Rizky, N., & Dewi Setiawati, S. (2020). Penggunaan Media Sosial Instagram Haloa Cafe sebagai Komunikasi Pemasaran Online. *Jurnal Ilmu Komunikasi*, 10(2), 177-190. <https://doi.org/10.15642/jik.2020.10.2.177-190>
- [13] Sucipto, A. (2020). Sistem Informasi Penjualan Oleh Sales Marketing Pada Pt Erlangga Mahameru. *Jurnal Teknologi Dan Sistem Informasi (JTSI)*, 1(1), 105-110. <http://jim.teknokrat.ac.id/index.php/sisteminformasi>
- [14] Sugiyono. (2016b). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. PT Alfabet.
- [15] Umar, Husein, (2016), *Strategic Management In Action*, Jakarta: PT Gramedia Pustaka utama
- [16] Werdani, K. P., Kusumastuti, R. D., Mulyanto, J., Suryani, E., & Istiqomah, F. (2020). *Digital Marketing in Improving Business Performance: SMEs in Creative Economy. In Proceedings of the 1st International Conference on Business and Economics (ICBECO 2019)*. Atlantis Press.
- [17] Wibowo, E. F., Laksito, H., & Djatmiko, R. B. (2021). Pengaruh Penggunaan Instagram Sebagai Media Promosi Terhadap Peningkatan Penjualan Usaha Kecil Menengah (UKM). *Jurnal Administrasi Bisnis (JAB)*, 93(1), 25-31.
- [18] Yulia, M., & Setianingsih, N. (2020). Analisis Bauran Pemasaran Terhadap Keputusan Pembelian Konsumen di Pasar Swalayan Dian Rezeki Tangerang. *Jurnal Administrasi Bisnis (JAB)*, 81(2), 55-62.