

# Enhancing Market Reach: Assessing the Impact of Instagram's Online Promotion Strategy on DOTS Greentea MSMEs in Karawang, Indonesia

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Article Info	ABSTRACT
<p><b>Keywords:</b> Online Promotion, MSMEs, Instagram"</p>	<p>Dots Greentea has experienced fluctuations in revenue due to the COVID-19 virus, intensified competition, and shortcomings in promotional efforts and product innovation. The objective of this research is to assess the effectiveness of online promotion through Instagram in promoting Dots Greentea MSMEs in the city of Karawang. This study adopts a qualitative research approach utilizing observational data, in-depth interviews, and documentation as primary data sources. The primary data, obtained from observations and interviews with relevant stakeholders, encompass questions concerning the activities and events related to Dots Greentea promotion in Karawang. The findings indicate that online promotion significantly influences the increase in Dots Greentea sales. When this business promotes through Instagram, the revenue or income of Dots Greentea increases from 20% to 40%.</p>
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## INTRODUCTION

From year to year, MSMEs continue to increase in Indonesia. According to data from the Ministry of Cooperatives and SMEs of the Republic of Indonesia (2019), there are 65.47 million MSMEs in Indonesia. One of these is in the city of Karawang, which shows positive results every year and continues to increase according to the Department of Cooperatives and SMEs. The majority of MSMEs in Karawang regency (2019) contribute positively to the national economy (GDP) in the city of Karawang. According to a survey by Katadata Insight Center (2020), during the COVID-19 pandemic, many businesses experienced negative impacts, with approximately 82.9% feeling the negative effects of the pandemic, while only a small portion, about 5.9%, experienced positive effects.

During the pandemic, which began in early March 2020, the consumption patterns of society tended to change, following government regulations that restricted outdoor activities, essentially leading to a shift to work from home. This transition from offline to online was facilitated by the widespread use of the internet in Indonesia, reaching 196.714.070,3 users. As the COVID-19 pandemic unfolded, a significant portion of the

Indonesian population shifted their activities to utilize digital technology or engage in activities through social media platforms. This was also evident among MSMEs, which rapidly adjusted their marketing strategies to digital or social media platforms with the aim of increasing sales during the pandemic (Indi Prautami, 2022). According to the study, improving sales requires observational insights presented in interviews. The research conducted by Indi Prautami focused on the business Abouttng through social media platforms like Facebook and Instagram, while this study focuses on the culinary sector utilizing online promotion through Instagram.

Online marketing, often referred to as digital marketing, is defined as marketing strategies that leverage the internet. Marketing activities aimed at attracting consumer attention are carried out through social media, including paid advertising, high-quality content creation, or simple postings on online platforms. Online shopping helps to prevent the spread of the COVID-19 virus, leading to a shift in consumer behavior from offline to online purchases (Sumarni, 2020). Dots Greentea experienced a decrease in revenue due to the COVID-19 pandemic, as customers reduced their purchases due to restrictions and reluctance to go out for shopping. To mitigate costs, Dots Greentea had to reduce its workforce.

Based on these challenges, Dots Greentea in Karawang implemented changes to boost sales by leveraging technology. The MSME conducted its marketing activities through social media, specifically Instagram. Online promotion facilitated quicker dissemination of information to the public without the need for physical store visits. Dots Greentea not only enabled direct ordering but also facilitated online purchases.

**Table 1. Sales of DOTS GREENTEA Products from 2019 to 2022**

Month	Year 2019	Year 2020	Year 2021	Year 2022
January	70	69	68	80
February	75	60	72	78
March	78	70	70	82
April	50	50	75	85
May	76	58	65	86
June	58	67	67	89
July	68	62	74	87
August	75	69	76	88
September	50	65	74	84
October	56	72	65	90
November	53	70	69	93
December	52	69	80	98
<b>Total</b>	<b>761</b>	<b>716</b>	<b>855</b>	<b>1040</b>

Revenue per Cup (in Indonesian Rupiah):

- Year 2019: Rp. 10,654,000
- Year 2020: Rp. 10,024,000
- Year 2021: Rp. 11,970,000
- Year 2022: Rp. 14,560,000

Total Revenue:

- Year 2019: Rp. 127,848,000
- Year 2020: Rp. 120,288,000
- Year 2021: Rp. 143,640,000
- Year 2022: Rp. 174,720,000

Based on Table 2. above, the total revenue increased significantly from Rp. 127,848,000 in 2019 before conducting online promotion to Rp. 174,720,000 in 2022 after implementing online promotion for Dots Greentea. This represents an increase from 20% to 40% after engaging in online promotion. The effectiveness of online promotion through social media platforms like Instagram in boosting sales is highly advantageous for products/services marketed. Various types of goods or services can be promoted online, including tourism destinations, culinary offerings, or even design services (Nasrullah, 2022). In general, online shopping in Indonesia has been prevalent since the advent of internet facilities, and the recent development of online shopping systems has gained further recognition among the public. This activity is one element of the marketing mix for goods or services offered, influencing purchasing decisions (M. Rifa'i, 2017).

The phenomenon experienced by Dots Greentea MSMEs currently includes fluctuating revenues due to the COVID-19 pandemic, which has led to government-mandated restrictions on outdoor activities. Besides revenue, other issues faced by Dots Greentea include intense competition and promotional challenges. Initially, Dots Greentea had a significant market share and a broad marketing reach, but it is now compelled to work more effectively to promote its products. Additionally, there is a lack of innovation in its product offerings. Therefore, Dots Greentea MSMEs have initiated online promotion during the COVID-19 pandemic. Online marketing is not a new concept, especially in the digital era and amid the COVID-19 pandemic, where every aspect of life has become interconnected and facilitated by advanced internet technology (Setyarko, 2016). The effectiveness of Dots Greentea's use of Instagram for promotion lies in the effectiveness of communication, which can influence the effectiveness of social media as a promotional platform. Marketing communication can be deemed effective if marketers conduct their campaigns in a manner that attracts buyers and guides them through cognitive, effective, and behavioral stages (Sulistiyowati, 2021).

Based on the background description and previous research on online promotion of MSMEs in Karawang, this study focuses on: "Enhancing Market Reach: Assessing the Impact of Instagram's Online Promotion Strategy on DOTS Greentea MSMEs in Karawang, Indonesia". The aim of this research is to determine the effectiveness of online promotion through Instagram in promoting Dots Greentea MSMEs in the city of Karawang.

## METHODS

The research object is Dots Greentea located at Jl. Raya Peruri, Pinayungan, Telukjambe Timur, Karawang, West Java 41361. The data collection method in this study utilizes a qualitative descriptive method, employing the same data sources: observation, in-depth

interviews, and documentation obtained from primary data sources, namely observations and interviews with relevant stakeholders regarding promotional activities at Dots Greentea Karawang. This research employs a qualitative method with source triangulation to ensure the accuracy of information by utilizing various data sources (e.g., documentation, archives, observation, interview results) or interviewing multiple subjects believed to have different perspectives (informants). To ascertain specific information truthfully, different perspectives are gathered, and a triangulation diagram is created. Throughout the research process, the researcher controls and verifies the data obtained from Dots Greentea MSMEs in Karawang. The study takes place at Dots Greentea MSMEs located on Jl. Peruri, Pinayungan, Telukjambe Timur, Karawang, West Java 41361, from January to June 2023, starting at 4:00 PM WIB until completion. The research target object is the effectiveness of online promotion conducted by Dots Greentea MSMEs to sustain their business. The research focuses on the owner of Dots Greentea Karawang and the employees directly involved with Dots Greentea.

## RESULTS AND DISCUSSION

### Research Findings

Based on the research conducted at Dots Greentea Karawang, the researcher divided the data into two groups: general data related to Dots Greentea Karawang and specific data consisting of explanations or interview results with the owner/proprietor, employees, and customers of Dots Greentea Karawang.

### General Data

General data describe Dots Greentea Karawang, including the history of its establishment and the promotions offered. These are detailed below:

### History of Dots Greentea Karawang

Dots Greentea Karawang, located at Jl. Raya Peruri, Pinayungan, Telukjambe Timur, Karawang, West Java 41361, was founded in 2016. The owner of Dots Greentea is Mr. Hardika. Dots Greentea, known for its flavorful tea, is considered superior to well-known coffee shops typically identified by their green logo. Regarding the effectiveness of online promotion via Instagram for Dots Greentea MSMEs in Karawang, the researcher posed several questions to ascertain the effectiveness of Instagram as a promotional medium. According to the interview results with the owner, represented by the Dots Greentea employees, it was stated that "Dots Greentea is performing well, although it has not fully embraced modern technology. We still employ traditional methods and have not fully transitioned to digital marketing. However, our sales and customer attraction strategies are effective. Dots Greentea offers promotions such as discounts or broader and more accessible marketing to reach previously untapped segments. We utilize social media and word-of-mouth promotions. In addition to online promotions, we also engage in offline promotions. However, our online promotion is primarily conducted through Instagram. We always prioritize the loyalty of our existing customers while also exploring new initiatives to reach

our target market. So far, our online promotion efforts have been effective as Instagram ads align well with Dots Greentea's strategy. Our first promotion occurs every 6th of the month, offering twenty thousand regular cups. The second promotion involves fifty-five thousand rupiah for four small bottles and one hundred thousand rupiah for two one-liter bottles, usually during major holidays such as Eid al-Fitr or New Year's.

Every year or every two years, Dots Greentea usually introduces innovations such as adding new products or now considering introducing products from *kuwehkuh*. Previously, we didn't have desserts or cookies from Dots. Perhaps Dots Greentea's weakness lies in its location, as we have not yet reached areas like East Klari, Kosambi, or Cikampek, which are near Cikarang. Many customers from Cikarang and Bekasi also come here, so perhaps in the future, we can open branches there. It may be time for Dots Greentea to engage agencies or individuals proficient in digital marketing because of its scale. Dots Greentea has been in operation for almost ten years, and it is time to explore digital marketing beyond just Instagram."

### Discussion

Based on the research findings, the influence of the effectiveness of online promotion via Instagram on Dots Greentea MSMEs in Karawang can be observed through promotions directly engaging with consumers, as Dots Greentea's products are reflected in Instagram posts. To foster consumer trust, the Instagram bio includes information about Dots Greentea Karawang outlets and promotions, making it easier for consumers to receive information about Dots Greentea.

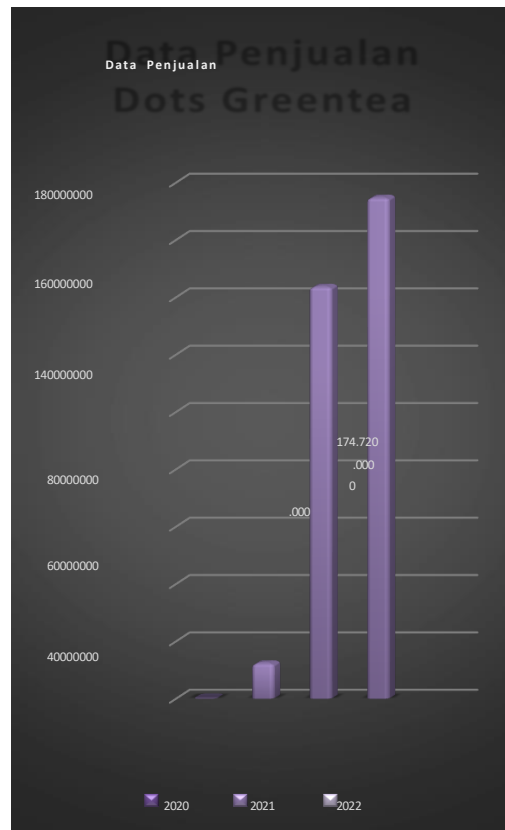


**Source: Dots Greentea Instagram Social Media**

Thus, it can be explained that the effectiveness of online promotion significantly influences the increase in Dots Greentea sales. In this digital era, Instagram social media is quite effective for promotion because it is widely accessible, easy to use, and can be reached by the public through this platform. Remarkably, the Instagram promotions conducted by Dots Greentea Karawang are increasingly attractive and creative in their presentation, capturing the interest of consumers to purchase their products. The advancement of technology in the digital era has made information accessible anytime and anywhere. Similarly, Dots Greentea consumers can quickly and accurately obtain information through Instagram, as depicted in the image above, where consumers can learn about the promotions available at Dots Greentea. When this business conducts promotions like the image above through Instagram, its revenue or income increases from 20% to 40%. According to consumers, they easily and

swiftly obtain this information through Instagram and do not have to visit the outlet directly to access the information available at Dots Greentea.

The results of the promotional effectiveness show an increase, as can be seen in the graph below:



Based on the graph above, we can infer that the effectiveness of online promotion through Instagram is highly effective and yields positive results for Dots Greentea. The increase in visitors due to the speed of information obtained by visitors has a positive impact on Dots' sales. After consumers see promotions on Instagram, they are interested and immediately order Dots Greentea products. This is supported by visitors' statements that they receive promotional information from Instagram, indicating that the speed of conveying information related to online promotions is considered quite effective through this social media platform. Dots Greentea conducts online promotions through advertisements and Instagram posts to attract consumers from various areas to be interested in and purchase products from Dots Greentea. The business has seen significant growth after engaging in online promotions, increasing from 20% to 40%. Thus, Dots Greentea's use of Instagram as an online promotional tool is quite effective in boosting its business sales.

It is time for Dots Greentea to consider engaging agencies or individuals proficient in digital marketing because of its scale, as the business has been operating for almost ten years. It is



essential to explore digital marketing beyond just promoting online on Instagram. The effectiveness of online promotion significantly influences Dots Greentea's sales by marketing its products through Instagram, leading to an increase in visitors and directly boosting its revenue. This aligns with Nasrullah's research (2022), which indicates that the effectiveness of Instagram as a social media platform in increasing sales is excellent for products/services.

## CONCLUSION

UMKM Dots Greentea in Karawang has made changes to enhance its business sales through technology. The business engages in its marketing activities through social media, specifically Instagram. Conducting online promotions facilitates faster dissemination of information to the public without the need to visit the physical store. Based on the research findings, the impact of the effectiveness of online promotion through Instagram on Dots Greentea MSMEs can be observed directly, as Dots Greentea products are showcased in Instagram posts. The advancements in technology in the digital era have made it easier for people to access developments anytime and anywhere. Similarly, Dots Greentea consumers can quickly and accurately obtain information through Instagram, as depicted in the image above, where consumers can learn about promotions available at Dots Greentea. According to consumers, they easily and swiftly obtain this information through Instagram and do not have to visit the outlet directly to access information about Dots Greentea.

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