

**THE ROLE OF EASE OF SOCIAL MEDIA MARKETING  
(SMM) ON SALES LEVEL CASE STUDY (UMKM CO'O  
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**\*Email:** [veryandrianingsih@wiraraja.ac.id](mailto:veryandrianingsih@wiraraja.ac.id)**ABSTRACT**

This research examines the role of easy social media marketing for micro, small and medium enterprises (MSMEs). The phenomenon of globalisation and technological developments has changed the business landscape, providing new opportunities for MSMEs to increase visibility and market penetration through social media platforms. Through a qualitative approach, data was collected through in-depth interviews with MSME owners who actively use social media as a marketing tool. The research results show that easy access and use of social media allows MSMEs to build brands, interact with customers, and collect feedback quickly and efficiently. Social media marketing also allows MSMEs to reach a wider audience at relatively low costs. However, challenges such as time management and relevant content remain a concern. This research concludes that social media marketing significantly contributes to the growth and sustainability of MSMEs in today's digital economy. Therefore, MSMEs need to understand and manage wisely the convenience offered by social media to expand their market reach and strengthen their position in increasingly fierce business competition.

**Keywords : MSMEs, Sales, Social Media.****INTRODUCTION**

Micro, Small and Medium Enterprises (MSMEs) play an important role in the global economy, contributing significantly to job creation, economic growth and innovation. However, a major challenge MSMEs face is gaining adequate visibility in an increasingly competitive market. In this digital era, social media marketing has become increasingly crucial for MSMEs in expanding their reach, interacting with customers, and increasing sales. In Indonesia, the existence and role of Micro, Small and Medium Enterprises (MSMEs) has become one of the solutions in overcoming the crisis that hit the nation in 2007/2008. (Hasan, 2023)At that time, large businesses weakened and went

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bankrupt, but MSMEs could survive and even make a high contribution when the global crisis occurred. Social media is increasingly finding a place in all our lives (Wartono, n.d.). Social media has fundamentally changed the paradigm of communication and marketing. Platforms such as Facebook, Instagram, have become key channels for MSMEs to promote their products and services to a wider audience, including potential customers worldwide. The ease of access and use of social media allows MSMEs to utilise it as an effective marketing tool, without the need for significant costs as in conventional marketing strategies. The ease and attractive features of Instagram make users make this Instagram as a medium of information in meeting their needs. (Manggopa et al., 2023). The selected solution is to create a guidebook containing information about social media features (Facebook, Instagram, and Shopee) and how to utilise them, In this context, research on the role of social media marketing convenience for MSMEs is becoming increasingly important. Through an in-depth understanding of how MSMEs utilise social media to improve customer engagement, build brands and increase sales, we can identify the factors that support their success in the fast-changing digital business environment." (Syaifudin & Prasiwi, 2022). Thus, this introduction outlines the background of the importance of the topic, motivates the significance of research on the role of social media marketing for MSMEs, and summarises the objectives and methodology that will be used in this research. This research also provides theoretical implications for the development of marketing management theory, particularly consumer behaviour, (Setiyadi et al., 2022). (Suarmaja et al., 2023). Overall, the results of this study highlight the importance of social media marketing for MSMEs in increasing their visibility, customer engagement and sales. However, to reap the full benefits of social media, MSMEs need to overcome certain challenges and develop strategies that suit their business needs and characteristics.

### METHOD

This research uses qualitative methods to deeply understand the role of social media marketing convenience for MSMEs. The qualitative approach was chosen because it allows researchers to explore the experiences, perceptions, and practices of MSMEs and understand the context surrounding the phenomenon under study. This approach also makes it possible to gain rich and deep insights into how MSMEs use social media in their marketing strategies. This research uses a qualitative research method with a descriptive approach. It tends to use analysis by using explanations in accordance with the theoretical basis so that the research conducted is in accordance with the facts in the field. The data for this research was collected through in-depth interviews with MSME owners who actively use social media as a marketing tool. Through such interviews, researchers can gain an in-depth understanding of the business owners' direct experiences and perspectives related to using social media in marketing their businesses. In-depth interviews also allow exploring complex and contextual nuances that may not be revealed through other data collection methods. Data from the interviews will be analysed thematically, with thematic patterns emerging from the interview transcripts identified and analysed to reveal a deeper understanding of the role of social media marketing for MSMEs. This approach makes it possible to explore the variation and complexity in MSMEs' use of social media marketing

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and identify key themes that emerge from the data. By using this comprehensive qualitative approach, it is hoped that this research can provide an in-depth and contextual understanding of the role of social media marketing convenience for MSMEs and its practical implications in improving their business performance and sustainability.

### RESULTS

The results of this study reveal some significant findings related to the role of social media marketing convenience for MSMEs. Firstly, most MSME owners who participated in this study demonstrated awareness of the importance of social media in their marketing strategies. They recognise that social media provides easy access to interact with customers, promote products and services, and build closer relationships with their audiences. For MSMEs with limited time or expertise in managing packaging, outsourcing or working with a digital consultant can be a solution. This allows MSMEs to get professional help in managing their social media campaigns. From this, researchers collected data using interview and observation techniques at Co'o Cap Bintang MSMEs. Then several obstacles were found in these MSMEs. Among them and the applications that need to be done are as follows.

**Table 4.1** Implementation of Business Planning Based on Social Media Marketing Methods

At UMKM Co'o Cap Bintang Sumenep		
No.	Barriers	Application
1	Do not have any social media except online messaging network (Whatsapp)	Provide training and education to MSME owners on effective strategies in using social media for marketing. This can include how to create engaging content, optimise the use of social media platform features, and analyse campaign performance.
2	Bookings Only in regular telephone and word of mouth.	Encourage collaboration between MSMEs to support each other and share knowledge and experience in using social media. Through networks like this, MSMEs can strengthen each other and increase their presence on social media.
3	Less attractive packaging	Social media management tools can help MSMEs manage and automate most of their activities in creating attractive packaging.
4	Relying on sales from daily	Instead of relying on just one

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subscriptions	platform, MSMEs can consider diversifying their presence on various social media platforms. So that sales at Co'o Cap Bintang MSMEs do not only rely on Mouth of Mouth sales.
5 Not having enough human resources.	For MSMEs with limited time or expertise in managing packaging, outsourcing or working with a digital consultant can be a solution. This allows MSMEs to get professional help in managing their social media campaigns.

### DISCUSSION

By implementing these solutions, it is hoped that MSMEs can overcome the limitations of social media and utilise it more effectively in their marketing efforts and business growth. So, initially these MSMEs only relied on sales from customer orders and word of mouth, with the use of social media would be more effective in marketing the co'o krispi product. Furthermore, the study's results also highlight the important role of creative and relevant content in attracting customer attention on social media platforms. MSMEs that successfully use interesting, informative, and meaningful content tend to be more effective in attracting customer interest and building sustainable engagement. Meanwhile, in this Co'o Krispi Cap Bintang MSME, it has not created interesting content on various social media. In fact, on WhatsApp media, it only accepts customer orders without any content or stories to attract other consumers. In addition, this study found that active engagement in various social media platforms can help MSMEs increase their visibility and reach a wider audience. By utilising features such as paid advertising and performance analysis, MSMEs can optimise their marketing efforts and increase the effectiveness of their campaigns. According to (Manggopa et al., 2023), with the application of social media marketing ideally and optimally, it can penetrate a wider market coverage and be quickly known or known so that it can become the community's choice. The market share will not only cover the area around Sumenep, but can reach outside the Sumenep area. It is also explained that the development of social media marketing can improve brand perceptions, leading to consumer decisions. Based on the above facts, social media has changed how companies and customers interact and influence each other. (Narottama & Moniaga, 2022). However, this study also identified several challenges faced by the Co'o Cap Bintang MSME, one of which is still using the Mouth of Mouth method, where the method is defined as person-to-person communication between a message source and a message recipient where the message recipient receives a message in a non-commercial way about a product, service, or brand. The emergence of new platforms in social media

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facilitates consumer-to-consumer communication and supports communication between unknown consumers (Suarmaja et al., 2023).

Overall, the results of this study highlight the importance of social media marketing for MSMEs in increasing their visibility, customer engagement and sales. However, to reap the full benefits of social media, MSMEs need to overcome certain challenges and develop a strategy that suits their business needs and characteristics. Every MSME player must be sensitive to the great contributions that will be made when using social media marketing in their business. Social media marketing has become an important tool for educational institutions to build brand loyalty and reputation for these MSMEs (Kainde & Mandagi, 2023).

### CONCLUSION

The influence of social media on increasing MSME sales is significant. Here are some of how social media affects MSME sales. Social media allows MSMEs to reach a wider audience than what can be achieved through traditional marketing channels. By regularly posting quality content and interacting with the audience, MSMEs can increase their visibility on social media platforms, resulting in an increased number of followers and potential new customers. Social media allows MSMEs to interact directly with potential and existing customers. By utilising features such as comments, direct messages, and polls, MSMEs can build closer relationships with their customers. This increased engagement can lead to increased customer loyalty and, ultimately, increased sales. Social media provides an ideal platform to promote MSME products and services. MSMEs can encourage impulse purchases and influence customers' purchasing decisions by posting photos, videos, and product reviews and offering special discounts and time-limited deals. MSMEs can increase their brand awareness by building a strong presence on social media and consistently posting relevant and engaging content. The more recognisable the brand is on social media platforms, the more likely customers will choose their products or services when shopping. Social media provides powerful analytics tools that allow MSMEs to track and analyse the performance of their marketing campaigns. By understanding data such as engagement rates, conversions, and customer retention, MSMEs can adjust their marketing strategies to improve sales effectiveness and results. Overall, social media has a great influence on increasing MSME sales by providing access to a wider audience, increasing customer engagement, promoting products and services, building brand awareness, and providing analytical tools to measure marketing performance. Hopefully, this research will be taken into consideration in related MSMEs.

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