

Instagram-Based Marketing Strategy for CV. Karya Mulia Kencana Using Action Research

Alya Diva*, Rima Ramadani, Afrah Ariqah Ardi Siregar, Yuni Shara, Lisa

Manajemen Perusahaan, Politeknik Cendana, Medan, Indonesia

Williem Iskandar Street, No. 261, Sidorejo Hilir, Medan Tembung District, Medan City, North Sumatra 20222, Indonesia
Email: ^{1*}alyaadivaa13@gmail.com, ²rahmadanirima13@gmail.com, ³afrahariqah0644@gmail.com, ⁴yunnycahaya@gmail.com,
⁵lisa.asmcendana@gmail.com

Correspondence Author Email: alyadivaa13@gmail.com

Submitted: 05/06/2026; Accepted: 12/06/2026; Published: 30/06/2026

Abstract-This study examines the use of Instagram as a digital marketing strategy for CV. Karya Mulia Kencana, a clothing manufacturing MSME in Medan. Many MSMEs still rely on conventional marketing methods. As a result, their ability to reach broader markets and attract new customers remains limited. This study employed a qualitative action research approach consisting of planning, action, observation, and reflection stages conducted from June to September 2025. Data were collected through observation, interviews, documentation, and Instagram Insights. In the first cycle, the Instagram account @konveksianas_medan was created to introduce the business and its products. A total of 11 posts generated 22 followers, an average reach of 5 accounts per post, and 90 engagements. The results were relatively low because the account was newly established and had not yet gained wider public attention. Based on the evaluation of the first cycle, several improvements were implemented in the second cycle. These included the use of Instagram Reels, more relevant hashtags, and regular content uploads. As a result, the number of followers increased to 237 accounts, reach expanded to 1,732 accounts, and engagements totaled 92 interactions. The findings indicate that Instagram can effectively improve business visibility and audience engagement of MSMEs.

Keywords: Instagram Marketing; Digital Marketing; MSMEs; Social Media Strategy; Qualitative Research

1. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play an important role in supporting Indonesia's economic growth and community welfare. MSMEs contribute significantly to employment opportunities, income generation, and local economic development (Ismail et al., 2023). According to Indonesian Law Number 20 of 2008, MSMEs are productive businesses owned by individuals or business entities with specific asset and revenue criteria (Nurhayati, 2024). In Indonesia, MSMEs operate in various sectors such as culinary, fashion, handicrafts, and manufacturing industries. One of the rapidly growing sectors is the clothing manufacturing or convection industry, which provides large-scale garment production services for t-shirts, jackets, shirts, and other apparel products (Yaqin dkk., 2021).

The clothing manufacturing industry has become increasingly competitive due to changes in consumer behavior and the rapid development of digital technology. In the current digital era, business actors are required to adapt their marketing strategies to maintain competitiveness and reach wider markets (Manora & Harsoyo, 2024). In Medan, clothing manufacturing businesses have become promising business opportunities because clothing products are basic human needs and organizational uniforms are widely required by institutions and communities (RIZKI, 2021). Despite having clear market opportunities, many MSME clothing manufacturing businesses still face challenges in marketing their products effectively. Most MSMEs continue to rely on conventional marketing methods such as word-of-mouth promotion, brochures, and personal networks are no longer sufficient to attract broader consumers.

The rapid development of information technology has transformed business competition and consumer behavior. In the digital era, businesses are required to adopt adaptive marketing strategies to maintain competitiveness and increase market reach. Digital marketing has become one of the most effective approaches for MSMEs because it allows businesses to promote products more efficiently, interact directly with customers, and access broader audiences at relatively low costs (Pramita & Permoni, 2023). Social media platforms have emerged as important marketing tools because they facilitate communication, promotion, and customer engagement in real time. According to (Trulline, 2021), internet marketing and social media marketing are essential strategies for businesses in the modern era because they enable companies to introduce products and identify target consumers based on demographics and interests. Among various social media platforms, Instagram has become one of the most popular platforms for digital marketing, which one of that is fashion-related industries. Instagram emphasizes visual communication through features such as photos, videos, stories, reels, hashtags, and business accounts. In fashion marketing, Instagram plays a crucial role in supporting digital visual communication because it enables businesses to present products creatively and interactively (Watajdid et al., 2021). Furthermore, Instagram provides opportunities for MSMEs to increase brand awareness, expand market segmentation, and build closer relationships with consumers through interactive features and content engagement (Maria et al., 2024). The use of Instagram also allows businesses to analyze audience behavior through analytical tools such as Instagram Insights, which can support marketing decision-making processes. Previous studies have examined the implementation of social media marketing for MSMEs. (Siti Suryanti, 2021), in a study entitled *The Utilization of Social Media as a Marketing Strategy to Increase Sales at CV. Berkah Konveksi Kota Madiun*, aimed to analyze the implementation of social media marketing and identify the challenges and solutions

faced by the MSME. The study found that the use of social media features such as TikTok, Instagram Reels, and image posts helped the company create informative and engaging promotional content to attract consumers. However, most previous studies focused on marketing outcomes and rarely examined the implementation process using a qualitative action research approach. Therefore, research discussing collaborative learning and adaptation processes in Instagram marketing implementation is still limited.

CV. Karya Mulia Kencana is a clothing manufacturing MSME in Medan that previously depended on conventional promotional methods. The limited utilization of digital marketing reduced the company's visibility and ability to attract broader consumers. Based on these conditions, this study raises several research problems which are (1) how Instagram is implemented as a digital marketing strategy at CV. Karya Mulia Kencana, (2) what challenges and developments occur during the implementation process, (3) how the utilization of Instagram affects business visibility, customer engagement, and digital competitiveness. Therefore, this study aims to analyze the utilization of Instagram as a digital marketing strategy for CV. Karya Mulia Kencana using approach through planning, action, observation, and reflection stages. The novelty of this study lies in the integration of Instagram marketing implementation with action research cycles involving direct collaboration with MSME actors.

2. RESEARCH METHODS

2.1. Research Framework

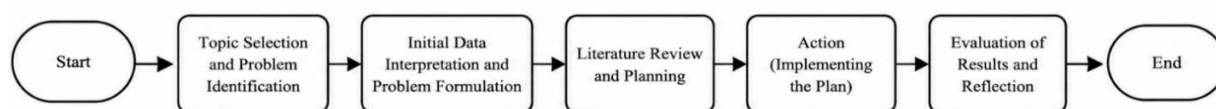


Figure 1. Research Framework

2.2 Theory and Definitions

2.2.1 Basic Theory

Theory is a set of assumptions, concepts, and propositions used to explain social phenomena systematically (Ikhlas et al., 2023). In the context of MSME clothing manufacturing businesses, basic theory includes factors influencing business success such as marketing, capital, and product innovation. According to (Muthma'innah et al., 2024), theory consists of interconnected concepts and variables that explain and predict certain phenomena. In this study, the theoretical foundation focuses on social media, digital marketing, and MSME characteristics as the basis for analyzing the utilization of Instagram as a marketing strategy at CV. Karya Mulia Kencana.

2.2.2 Social Media

According (Trulline, 2021) to, social media is an internet-based technology that allows users to communicate, participate, and share information easily. In the digital era, social media has become an important marketing tool for MSMEs because it enables businesses to promote products, reach wider audiences, and interact directly with consumers. (Yessa & Wardi, 2023) stated that social media is an effective marketing channel that can increase product value and consumer purchasing interest.

In addition, Instagram provides advantages in promotional activities because information can be delivered quickly, efficiently, and at low cost (Fitriani, 2022). Therefore, social media has become highly relevant in supporting business and marketing activities.

2.2.3 Instagram as a Marketing Media

Instagram is a social media platform widely used to promote products and services (Lailia & Dwiridotjahjono, 2023). Indonesia is one of the countries with the largest number of Instagram users, making the platform highly potential for MSME marketing activities. Instagram offers various features that support business promotion, including business profiles, photo and video posts, reels, stories, highlights, hashtags, and Instagram Shopping. Business profiles allow MSMEs to display important information such as contact details, business descriptions, and locations. Reels and video content help businesses reach wider audiences through Instagram's recommendation algorithm, while stories and highlights enable businesses to share updates and promotional information in real time.

According to (Aflah Ramadiansyah & Indah Pratiwi, 2024), several reasons support the use of Instagram as a marketing strategy for MSMEs, including its wide user reach, attractive visual content, interactive communication features, targeted advertising system, cost-effective promotion, ability to increase brand awareness, and stronger customer engagement. These advantages make Instagram an effective digital marketing platform for MSMEs seeking to expand market reach and improve business competitiveness. In the context of this study, Instagram was selected as the primary marketing platform for CV. Karya Mulia Kencana because it provides accessible and practical tools for promoting clothing manufacturing services.

2.2.4 Marketing Strategy

Marketing strategy is an approach used to increase consumer demand and business performance. In today's competitive business environment, companies must develop effective strategies to attract customers, build brand awareness, and maintain long-term relationships with consumers. According to (Kotler & Keller, 2022), marketing strategy has shifted toward digital platforms by utilizing technology to achieve marketing objectives. An effective marketing strategy can increase sales and business profitability. (Haq-fawzi et al., 2022) explained that marketing strategies have several important functions, including motivating businesses to adapt to future market changes, improving marketing coordination, formulating business goals, and monitoring marketing activities. In digital marketing, supervision activities include evaluating the quality of uploaded content, monitoring audience responses such as likes and comments, analyzing follower growth, and identifying improvements after implementing Instagram marketing strategies.

In this study, Instagram was utilized as a marketing strategy to increase the visibility and digital presence of CV. Karya Mulia Kencana. Through the use of visual content, reels, hashtags, stories, and audience engagement features, the MSME was expected to strengthen its relationship with potential customers, expand market reach and to improve its competitiveness in the digital marketplace.

2.3 Research Approach and Type

This study employed a descriptive qualitative approach using action research as the research design. Action research is a research method aimed at solving practical problems and improving professional practices through continuous planning and implementation processes. In this study, action research was applied to the marketing activities of MSME CV. Karya Mulia Kencana to improve its marketing strategy system.

The qualitative approach emphasizes an in-depth understanding of social phenomena through descriptive data obtained from interviews, observations, and document analysis. This study was based on an interpretative paradigm, where the researchers acted as facilitators of change while interpreting data from the participants' perspectives. This research design was chosen because it focuses on the direct implementation of Instagram marketing strategies for MSMEs rather than only theoretical analysis.

2.4 Research Subjects

The subjects of this action research were the owner and managers of MSME CV. Karya Mulia Kencana. The subjects were selected using purposive sampling based on their direct involvement in the business marketing process. In addition, external participants such as potential customers interacting through Instagram were indirectly observed during the study. In this research, the researchers acted as facilitators who collaborated with the subjects to support the implementation of Instagram-based marketing strategies.

2.5 Research Procedure

Action research was first developed by Kurt Lewin in 1946, introducing four stages: planning, action, observation, and reflection.

These stages were applied in this study as follows:

- a. *Planning*
The planning stage was conducted to identify the marketing challenges faced by CV. Karya Mulia Kencana. Data were collected through interviews and direct observations involving the MSME owner. The researchers then designed Instagram marketing strategies, including account creation, content planning, and engagement strategies.
- b. *Action*
The action stage involved implementing the strategies that had been developed during the planning phase. The researchers assisted the MSME in creating an official Instagram business account and optimizing its profile by including business information, contact details, and service descriptions.
- c. *Observation*
The observation stage was conducted to evaluate the effectiveness of the implemented Instagram marketing strategies. The researchers monitored various performance indicators, including content activity, audience engagement, account reach, and follower growth. Data were collected through Instagram Insights, screenshots, field notes, and direct observations of account performance.
- d. *Reflection*
The reflection stage involved evaluating the outcomes of the implemented actions and discussing the findings with the MSME owner. During this stage, the researchers analyzed the results obtained from Instagram marketing activities, identified challenges encountered during implementation, and assessed the effectiveness of the strategies used.

2.6 Research Location

This research was conducted at MSME CV. Karya Mulia Kencana located on Jalan Perjuangan, Medan Pancing, North Sumatra. The location was selected because the MSME faced challenges in digital marketing and Instagram

utilization. The research activities included observations, Instagram account creation, content development, and online marketing implementation.

2.7 Data Sources

This study utilized both primary and secondary data sources. Primary data were obtained directly from the owner and managers of CV. Karya Mulia Kencana through interviews, observations, and field notes collected during the implementation of the action research cycles. Secondary data were gathered from business documents, marketing records, relevant literature, and Instagram Insights, including follower statistics, reach, and engagement metrics.

2.8 Data Collection

Data were collected using several qualitative techniques, including observation, interviews, documentation, and digital case studies. Observations were conducted to monitor Instagram marketing activities, content uploads, and audience interactions throughout the research process. Semi-structured interviews with the MSME owner were carried out to identify marketing challenges, evaluate implementation progress, and obtain feedback on the use of Instagram. Documentation consisted of screenshots, Instagram Insights reports, photographs, and field notes. In addition, digital case studies were conducted by monitoring online interactions such as comments, likes, shares, profile visits, and follower growth to assess the impact of the implemented marketing strategies.

2.9 Data Analysis

The collected data were analyzed using the interactive model developed by Miles and Huberman which consists of three stages: data reduction, data display and conclusion drawing. Data reduction involved selecting, organizing, and simplifying information relevant to the research objectives. The reduced data were then presented in narrative and descriptive forms to facilitate interpretation. Finally, conclusions were drawn by identifying patterns, relationships, and changes observed during the action research cycles. The analysis process was conducted continuously throughout the study to ensure that findings accurately reflected the implementation and outcomes of the Instagram marketing strategy.

2.10 Data Validity

To ensure the credibility and trustworthiness of the findings, this study employed several validation techniques. Source triangulation was used by comparing information obtained from interviews, observations, documentation, and Instagram Insights. Member checking was conducted by discussing research findings with the MSME owner to verify the accuracy of interpretations. An audit trail was maintained through detailed documentation of research activities and decision-making processes. In addition, peer debriefing with academic supervisors was carried out to review and validate the research procedures and findings.

3. RESULTS AND DISCUSSION

3.1. Profile of CV. Karya Mulia Kencana

CV. Karya Mulia Kencana also known as AT Anas International is an MSME engaged in clothing manufacturing services. The business was originally founded by Mr. Anas, whose nickname inspired the name "AT" (Anas Taylor). The business is currently managed by his son, Muhammad Kadafi, although Mr. Anas continues to assist in the management and operations of the company. Under Muhammad Kadafi's leadership, the business expanded and was formally registered as CV. Karya Mulia Kencana, allowing it to operate on a larger scale and serve a wider customer base. Established in 1970, the company has developed extensive experience in the clothing manufacturing sector. The business specializes in producing government uniforms, formal and semi-formal attire, Daily Service Uniforms (PDH), Field Service Uniforms (PDL), blazers, batik shirts, and university jackets. Unlike many clothing manufacturers, the company focuses primarily on institutional and organizational orders rather than individual fashion products. Customers are also given flexibility to customize designs according to their specific requirements.

Despite its long operational history and strong reputation among existing customers, the company still relied primarily on relationship marketing and word-of-mouth promotion before this study was conducted. Most customers were acquired through recommendations from previous clients, government employees, institutions, and business networks. Although this strategy helped maintain customer loyalty, it limited the company's visibility to new markets and younger audiences who increasingly rely on digital platforms when searching for products and services. Another distinctive characteristic of the business is its decentralized production system. While the company operates from a commercial building, many production workers complete their sewing and manufacturing activities from their homes. Employees collect pre-cut materials from the workshop and produce the garments independently before returning the finished products. This system reduces operational costs and provides flexibility for workers while maintaining production efficiency.

As digital technology continues to transform business competition, CV. Karya Mulia Kencana faces challenges in adapting its marketing practices to the digital environment. Prior to this research, the company had not actively

utilized social media platforms such as Instagram for marketing purposes. Therefore, this study introduced Instagram as a digital marketing strategy to increase brand awareness, expand market reach, and improve customer engagement.



Figure 2. Instagram Logo



Figure 3. Products CV. Karya Mulia Kencana

3.2 First Cycle: Planning and Action

3.2.1 Planning Stage

The first cycle began with interviews and observations involving the owner of CV. Karya Mulia Kencana. The purpose of this stage was to identify existing marketing challenges and determine suitable digital marketing strategies. The findings revealed that the business depended heavily on offline marketing and word-of-mouth recommendations. Although these methods had been effective in maintaining customer relationships, they limited business growth and exposure to potential customers outside existing networks. Furthermore, the MSME had limited experience with digital marketing and had never managed an Instagram business account. The owner also expressed concerns regarding content creation, account management, and maintaining consistent engagement with audiences due to limited time and human resources. Based on these findings, the researchers and the MSME owner collaboratively developed a marketing plan. The plan included creating an Instagram business account named @konveksianas_medan, uploading high-quality product photos, utilizing Instagram Stories, implementing hashtag strategies, and increasing audience engagement through active interactions and comment responses.

3.2.2 Action Stage

Following the planning stage, the researchers assisted the MSME in creating and optimizing an Instagram business account. The account profile was completed with business information, contact details, and store location to facilitate communication between potential customers and the business. On July 14, 2025, the first promotional content was uploaded. The posts featured examples of uniforms, formal clothing, and other products produced by the company. Relevant captions and hashtags were added to increase visibility and improve discoverability. During this stage, a total of 11 posts were uploaded, generating 90 engagements and attracting 22 followers. Although the numerical results were relatively modest, the implementation phase successfully introduced the MSME to social media marketing and provided valuable experience in digital content management.



Figure 4. Instagram Posts

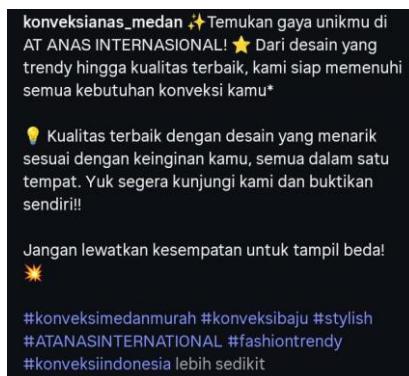


Figure 5. Caption and Hashtags Use

3.3 First Observation and Reflection

3.3.1 Observation Stage

After the first cycle was implemented, the researchers conducted observations using Instagram Insights to evaluate account performance. The results showed that the Instagram account successfully attracted 22 followers and generated 90 engagements within the first month. These results indicated that the uploaded content was able to attract initial audience attention. However, the account's reach remained relatively low, averaging approximately five accounts per post. Most followers originated from personal networks, including friends, relatives, and existing customers. In addition, no significant online sales or customer inquiries were recorded during this period. The observation results demonstrated that while the business had successfully established a digital presence, further improvements were required to increase visibility and engagement among broader audiences.

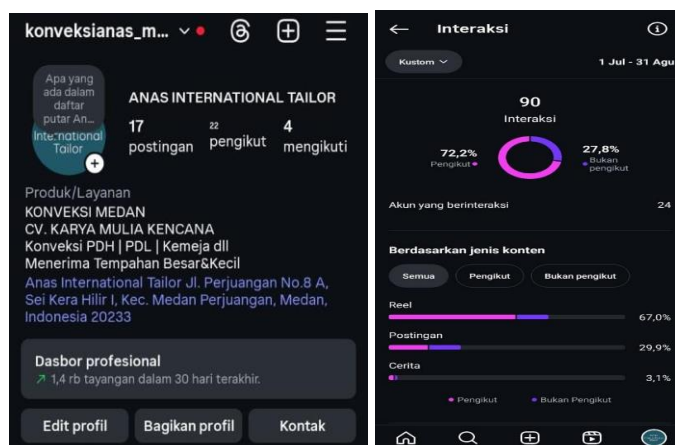


Figure 5. Followers and Engagement First Cycle

3.3.2 Reflection Stage

In the late half of July 2025, the researchers and the MSME owner conducted a collaborative reflection session to critically evaluate the outcomes and limitations of the first action research cycle. The reflection revealed that while the initial phase succeeded in introducing CV. Karya Mulia Kencana to the digital marketplace, the transition from conventional to digital practices highlighted several critical areas for improvement. On a positive note, the collaborative process of creating the official account and uploading curated product photographs significantly enhanced the owner's digital literacy and raised institutional awareness regarding the strategic value of maintaining an online brand presence. This initial step was crucial in breaking the business's long-standing reliance on traditional word-of-mouth marketing.

However, a deeper evaluation of the performance metrics exposed substantial operational bottlenecks. The low engagement and limited reach observed during this cycle were primarily attributed to the creative execution of the content and the reliance on static images failed to capture the attention of the broader Instagram target audience. This issue was further compounded by a technical gap, specifically the underutilization of optimized hashtags, which restricted the content from appearing on public search feeds. Furthermore, the reflection session identified structural challenges within the MSME's internal operations, where severe constraints in time and dedicated human resources made consistent and high-quality content generation difficult to sustain.

To bridge these gaps, the reflection concluded with a strategic pivot for the next phase. The researchers recommended moving away from ad-hoc posting toward a structured and systemic content planning framework to optimize operational efficiency. It was mutually agreed that the subsequent cycle must incorporate more dynamic,

algorithm-friendly multimedia formats such as short-form videos through Instagram Reels and integrate a hashtag strategy to actively expand discoverability and foster meaningful consumer interactions. These findings became the basis for developing improvements during the second action research cycle.

3.4 Second Cycle: Action, Observation, and Reflection

3.4.1 Action Stage

Based on the findings from the first reflection stage, the second cycle was conducted between August and September 2025. The primary objective was to improve content quality and optimize audience engagement. During this cycle, the researchers introduced Instagram Reels as the main content format. Five short videos were produced and uploaded. The first video introduced the business and its history while subsequent videos showcased production materials, finished products, and examples of services offered by the company. The researchers also assisted in selecting more relevant and popular hashtags to increase content discoverability. Compared with the first cycle, the content strategy became more dynamic and visually engaging. The use of short-form video content enabled the MSME to present products and services more effectively while capturing audience attention.



Figure 6. 5 Video Reels



Figure 7. Caption and Hashtags Use

3.4.2 Observation Stage

The observation results from the second cycle showed substantial improvements across all performance indicators. The number of followers increased dramatically from 22 to 237 accounts. Audience reach also improved significantly that reaching 1.732 accounts compared to the limited reach achieved during the first cycle. Engagement levels remained positive which indicating that audiences responded favourably to the new content strategy. The use of Instagram Reels appeared particularly effective in increasing visibility because video content is prioritized by

Instagram's algorithm and is more likely to appear on recommendation pages. These results demonstrate that content format plays a critical role in determining social media marketing effectiveness. The combination of short-form videos, relevant hashtags, and consistent posting significantly improved account performance.



Figure 8. Followers Insight in



Figure 9. Interactions and Engagement Insight in

3.4.3 Reflection Stage

The final reflection stage revealed that the second cycle successfully achieved the research objectives. The increase in followers, reach, and audience engagement indicated that Instagram could effectively enhance the digital presence of CV. Karya Mulia Kencana. Although online sales had not yet increased significantly during the research period, the MSME began receiving inquiries from potential customers through Instagram. This suggests that Instagram successfully increased awareness and generated interest among potential consumers. Additionally, the business owner reported greater confidence in managing the Instagram account independently. Several challenges remained, including the need for paid advertising and continuous content development to sustain growth. Therefore, the researchers recommended integrating Instagram with WhatsApp Business and continuing regular performance evaluations.

3.5. Discussion

The findings of this study show that Instagram can be a practical and accessible digital marketing tool for MSMEs that aim to strengthen their online presence and reach a wider audience. Through the action research approach, the marketing activities implemented by CV. Karya Mulia Kencana were continuously monitored, evaluated, and improved based on the observations and reflections obtained in each cycle. This process allowed the business to identify shortcomings in its initial marketing efforts and make adjustments that led to better outcomes in the following cycle. However, the effectiveness of Instagram marketing should not be assessed solely based on quantitative indicators. Although these metrics are useful for measuring account performance, they do not fully reflect how audiences respond to the content. Therefore, Instagram Insights should be interpreted together with qualitative indicators, such as customer inquiries, audience interest, and the extent to which the business becomes more visible to potential customers.

The findings are consistent with previous studies that highlight the importance of Instagram as a marketing platform for MSMEs. (Trulline, 2021) explains that social media allows businesses to expand their market reach and

communicate with consumers more efficiently than conventional marketing methods. Likewise, (Watajdid et al., 2021) emphasize that Instagram's visual-based features can attract audience attention and encourage engagement. In line with these studies, the results of the present research suggest that the success of Instagram marketing is influenced not only by the platform's features but also by how businesses continuously evaluate their performance and adapt their content strategies by creation and posting.

3.5.1 Instagram as a Marketing Strategy

Instagram was chosen as the main marketing platform because it offers a variety of features that can support business promotion, such as Reels, Stories, hashtags, and business profiles. For CV. Karya Mulia Kencana, these features provided an opportunity to introduce its products and services to a wider audience through a more accessible and visually engaging platform. The results show that Instagram played an important role in increasing the company's online visibility. This is reflected in the growth of followers from 22 accounts in the first cycle to 237 accounts in the second cycle, as well as the increase in account reach from an average of 5 accounts per post to 1,732 accounts. These improvements suggest that Instagram helped the business connect with audiences beyond its existing customer base, which had previously depended largely on relationship marketing and word-of-mouth promotion.

The strong performance observed in the second cycle was not simply the result of using Instagram Reels. The reflection stage of the first cycle highlighted several areas that needed improvement, including limited content variety, the use of mostly static product photos, and low audience exposure due to the newly created account. Based on these observations, the business adjusted its strategy by creating more video-based content, using more relevant hashtags, and posting more consistently. These changes made the content more appealing and easier for potential customers to discover. This finding is in line with (Watajdid et al., 2021), who emphasize that Instagram's visual communication features can help attract audience attention and encourage engagement.

At the same time, the findings suggest that the success of Instagram marketing should not be judged solely by numerical indicators such as followers, reach, or engagement rates. Although engagement increased only slightly from 90 to 92 interactions, the business started receiving inquiries from potential customers through Instagram. This indicates that some users were not only viewing the content but were also interested enough to seek further information about the products and services offered. In this sense, Instagram served not only as a promotional tool but also as a channel for initiating communication with prospective customers. This observation supports the findings of (Aflah Ramadiansyah & Indah Pratiwi, 2024), who argue that Instagram can strengthen customer engagement and enhance brand awareness among MSMEs.

Nevertheless, the increase in visibility and customer interest did not immediately translate into higher sales during the research period. This highlights an important aspect of digital marketing, where greater exposure does not automatically result in direct purchases. One possible explanation is that the implementation period was relatively short, thereby giving potential customers limited time to move from awareness to actual purchasing decisions. Even so, the growing number of inquiries and the substantial increase in account reach indicate that the business has started building awareness and attracting potential customers in the digital space. Similar findings were reported by (Siti Suryanti, 2021), who found that visual content and Instagram Reels were effective in attracting consumer attention, although their impact on sales tended to emerge over a longer period. Therefore, the effectiveness of Instagram marketing in this study should be understood not only in terms of immediate sales performance but also in its ability to increase visibility and customer interest also strengthen the long-term digital presence of the MSME.

4. CONCLUSION

This study demonstrates that Instagram can be utilized as an effective digital marketing platform for MSMEs seeking to strengthen their online presence and expand their market reach. Through the action research approach, CV. Karya Mulia Kencana was able to continuously evaluate and improve its marketing activities across two implementation cycles. The findings suggest that the effectiveness of Instagram marketing is influenced not only by the use of platform features such as Reels but also by content consistency, content variation, and the ability to adapt marketing strategies based on audience responses. Therefore, Instagram can serve as a practical tool for increasing brand awareness and facilitating communication with potential customers. The findings also provide practical implications for other MSMEs facing similar challenges in digital marketing. MSMEs should not rely solely on conventional marketing approaches but should gradually integrate digital platforms into their marketing strategies. The results indicate that consistent content creation, the use of relevant hashtags, and engaging visual content can contribute to wider audience reach and stronger customer interest. In addition, MSMEs should regularly evaluate audience responses and adjust their content strategies based on available performance data to improve the effectiveness of their digital marketing efforts. This study has several limitations. The research was conducted within a relatively short implementation period that limiting the ability to observe the long-term impact of Instagram marketing on sales performance. In addition, the study focused on a single MSME in the clothing manufacturing sector, which may limit the broader applicability of the findings. The evaluation of marketing effectiveness was also based primarily on Instagram Insights and qualitative observations, while detailed sales conversion data were not available during the research period. Future research is

therefore encouraged to involve a longer observation period, multiple MSMEs, and additional performance indicators such as conversion rates, customer retention, and sales growth.

ACKNOWLEDGMENT

The authors would like to express the sincere gratitude to Politeknik Cendana for providing academic support throughout this research. Special appreciation is extended to Mrs. Yuni Shara, S.E., M.Ak., and Mrs. Lisa, S.E., M.M., for their valuable guidance, constructive feedback, and continuous encouragement during the completion of this study. The authors also wish to thank Mr. Muhammad Kadafi and CV. Karya Mulia Kencana for their cooperation, participation, and willingness to facilitate the implementation of this research. Finally, the authors are grateful to all lecturers, colleagues, and individuals who contributed directly or indirectly to the successful completion of this study.

REFERENCES

- Aflah Ramadiansyah, S., & Indah Pratiwi, N. (2024). Pelatihan Pemanfaatan Media Sosial Instagram Sebagai Alat Promosi Produk UMKM di Desa Sibang Gede Abiansemal Bali. *Jurnal Pengabdian Kepada Masyarakat Nusantara*, 5(2), 2694–2701. <https://doi.org/10.55338/jpkmn.v5i2.3330>
- Fitriani, Y. (2022). Pelatihan Pemanfaatan Media Sosial Instagram Sebagai Strategi Peningkatan Pemasaran Produk Usaha Konveksi. *Journal Of Human And Education (JAHE)*, 2(1), 63–67. <https://doi.org/10.31004/jh.v2i1.48>
- Haque-fawzi, M. G., Iskandar, ahmad syarief, Erlangga, H., Nurjaya, Sumarsi, D., & I. (2022). Strategi Pemasaran Konsep, Teori dan Implementasi. In *Pascal Books*.
- Ikhlas, A., Kustati, M., & Sepriyanti, N. (2023). Masalah Penelitian/ Research Problem; Pengertian Dan Sumber Masalah, Pertimbangan, Kriteria Pemilihan Masalah, Perumusan Dan Pembatasan Masalah, Landasan Teori. 3, 12930–12942.
- Ismail, K., Rohmah, M., & Ayu Pratama Putri, D. (2023). Peranan UMKM dalam Penguatan Ekonomi Indonesia. *Jurnal Neraca: Jurnal Pendidikan Dan Ilmu Ekonomi Akuntansi*, 7(2), 208–217. <https://doi.org/10.31851/neraca.v7i2.14344>
- Kotler, P., & Keller, K. L. (2022). *Marketing management* (15th ed). NJ: Pearson Education.
- Lailia, V. R., & Dwiridotjahjono, J. (2023). Penerapan Strategi Pemasaran Digital Melalui Media Sosial Instagram Dalam Meningkatkan Penjualan Pada Arunazma. *Jurnal of Management and Social Sciences*, 1(2), 01–10. <https://doi.org/10.59031/jmsc.v1i2.161>
- Manora, M. E., & Harsoyo, T. D. (2024). Pemanfaatan Media Sosial Instagram Sebagai Media Promosi Untuk Meningkatkan Kinerja Pemasaran Pada Umkm Konveksi ‘Cv Gayatex Indo’ Di Yogyakarta Utilizing. *Jurnal GEMBIRA (Pengabdian Kepada Masyarakat)*, 2(1), 53–65.
- Maria, V., Hidayatullah, A. F., Tunning Putri, U. E. D., Mursidah, N. N., Ramdhany, L. P., Sabilah, R., & Syauqi, F. A. (2024). Pemanfaatan Pemasaran Melalui Media Sosial Terhadap UMKM di Kota Serang. *Benefits: Journal of Economics and Tourism*, 1(1), 1–15. <https://doi.org/10.69836/benefits-jeti.v1i1.37>
- Muthma'innah, M., Amri, F., & Silitonga, F. (2024). Peningkatan Efektivitas Pembelajaran Melalui Strategi Pembelajaran. *TADTRIBUNA: Journal of Islamic Education Management*, 4(2), 79–86. <https://doi.org/10.61456/tjiec.v4i2.162>
- Nurhayati, E. (2024). Strategi pemberdayaan ekonomi keluarga melalui usaha mikro kecil dan menengah pada pelaku UMKM Warung Al-Batawi: Studi deskriptif di Kampung Rawa Kalong Jl.Dukuh RT 01 RW 05 No.113 Desa. Karangsatria Kecamatan Tambun Utara Kabupaten Bekasi. 1–32.
- Pramita, K. S., & Permoni, N. L. E. (2023). Analisis Strategi Pemasaran Dalam Meningkatkan Daya Saing Usaha Kerajinan Tenun Pada Masa Pandemi Covid-19 (Studi Kasus Pada Usaha Tenun Alamanda Sudaji Bali) (Ketut Surya Pramita; Ni Luh Eka Permoni). *Jurnal Sekolah Tinggi Ekonomi Satya Dharma Singaraja*, 9(1).
- RIZKI, U. E. (2021). Penerapan E-Commerce Dalam Penguatan Daya Saing Usaha Melalui Startup (Studi Kasus Perusahaan Gps Medan).
- Siti Suryanti, M. C. A. (2021). Pemanfaatan Media Sosial Sebagai Strategi Pemasaran Guna Meningkatkan Penjualan Pada Cv. Berkah Konveksi Kota Madiun. 1–9.
- Trulline, P. (2021). Pemasaran produk UMKM melalui media sosial dan e-commerce. *Jurnal Manajemen Komunikasi*, 5(2), 259. <https://doi.org/10.24198/jmk.v5i2.32746>
- Watajdid, N. I., Lathifah, A., Andini, D. S., & Fitroh, F. (2021). Systematic Literature Review: Peran Media Sosial Instagram Terhadap Perkembangan Digital Marketing. *Jurnal Sains Pemasaran Indonesia (Indonesian Journal of Marketing Science)*, 20(2), 163–179. <https://doi.org/10.14710/jspi.v20i2.163-179>
- Yessa, F., & Wardi, Y. (2023). Pemanfaatan Media Sosial dalam Meningkatkan Keuntungan UMKM di Indonesia : Tinjauan Pustaka Sistematis. *Jurnal Ilmiah Komputasi*, 22(3), 341–350. <https://doi.org/10.32409/jikstik.22.3.3397>