

***THE EFFECTIVENESS OF SOCIAL MEDIA MARKETING IN INCREASING  
SALES OF LOCAL PRODUCTS***

**EFEKTIVITAS PEMASARAN MEDIA SOSIAL DALAM MENINGKATKAN  
PENJUALAN PRODUK LOKAL**

**Magdalena Depriyani<sup>1</sup>, Al-Amin<sup>2</sup>**

Politeknik Negeri Pontianak<sup>1</sup>,

Department of Islamic Economics, Faculty of Economics and Business, Universitas Airlangga,  
Surabaya, Indonesia <sup>2</sup>

[magdalena.depriyani07@gmail.com](mailto:magdalena.depriyani07@gmail.com)<sup>1</sup>, [al.amin-2024@feb.unair.ac.id](mailto:al.amin-2024@feb.unair.ac.id)<sup>2</sup>

***ABSTRACT***

This study aims to determine the Effectiveness of Social Media Marketing in Increasing Local Product Sales. The research method in this study uses a descriptive qualitative approach. The research subject: 10 MSME actors engaged in the food, handicrafts, and fashion sectors. Data collection techniques: in-depth interviews, observation of the use of social media accounts (Instagram, TikTok, Facebook), and documentation of posts or advertisements. The results of this study show that social media marketing has proven to be effective in increasing sales of local products through increasing engagement, sales conversion, and expanding consumer reach. Social media provides an excellent opportunity for MSMEs to promote products cost-effectively but with a broad impact.

**Keywords:** *Effectiveness, Social Media, Marketing, Sales, Local Products*

***ABSTRAK***

Tujuan penelitian ini Adalah untuk mengetahui bagaimana Efektivitas Social Media Marketing dalam Meningkatkan Penjualan Produk Lokal. Metode penelitian dalam penelitian ini Adalah Penelitian ini menggunakan pendekatan kualitatif deskriptif, Subjek penelitian: 10 pelaku UMKM yang bergerak di sektor makanan, kerajinan, dan fesyen. Teknik pengumpulan data: wawancara mendalam, observasi penggunaan akun media sosial (Instagram, TikTok, Facebook), dan dokumentasi postingan atau iklan. Hasil penelitian ini Adalah Social Media Marketing terbukti efektif dalam meningkatkan penjualan produk lokal melalui peningkatan engagement, konversi penjualan, serta perluasan jangkauan konsumen. Media sosial memberikan peluang besar bagi UMKM untuk mempromosikan produk secara hemat biaya namun berdampak luas.

**Kata Kunci:** *Efektivitas, Social Media, Marketing, Penjualan, Produk Lokal*

**INTRODUCTION**

The development of digital technology and the internet has changed people's consumption patterns, including how they search, choose, and buy products. Social media today is a communication platform and a strategic means for business actors to introduce products, build relationships with consumers, and increase sales. (Ausop & Aulia, 2018). Local products, which reflect an area's cultural identity and local wisdom, have an excellent opportunity to develop through social media. However, challenges such as limited digital knowledge, low promotional capacity, and tight market

competition often hinder MSME actors in increasing their competitiveness. (Maulida & Greece, 2017). This study aims to understand the effectiveness of Social Media Marketing (SMM) in increasing sales of local products through a qualitative approach. The research focuses on the experiences of MSME actors who use social media as the primary marketing strategy.

The development of digital technology has brought significant changes in social interaction patterns and marketing strategies. (Maisah et al., 2020). Social media is not only a means of communication between individuals, but also develops into a strategic

platform for business actors in promoting their products and services. With the increase in internet users every year in Indonesia, social media sites such as Instagram, Facebook, TikTok, and WhatsApp are potential channels to connect producers with consumers directly and effectively. (Maisah et al., 2020). Local products, facing market penetration challenges due to limited distribution and promotion, are now gaining new opportunities through social media marketing (SMM). This strategy allows small and medium enterprises (SMEs) to market their products relatively cheaply, reach a wider audience, and build an emotional closeness with consumers through interactive content. Thus, SMM has the potential to be a catalyst for increasing the competitiveness of local products in the face of the flow of globalization and the dominance of imported products. However, the effectiveness of social media marketing in increasing sales of local products still requires an in-depth academic study. Not all digital strategies have the same impact, depending on content quality, communication consistency, engagement levels, and understanding of digital consumer behavior. (Maryana et al., 2022). This raises academic questions about the extent to which social media contributes to increased sales, and what strategies are most relevant for developing local products in the digital age. (Sasikirana et al., 2024). Therefore, this study focuses on analyzing the effectiveness of social media marketing in increasing sales of local products. This study is expected to make a theoretical contribution to the digital marketing literature and provide practical recommendations for local business actors in formulating appropriate and sustainable marketing strategies.

Several previous studies have shown that social media marketing (SMM) is important in increasing sales, brand awareness, and consumer loyalty, especially in the local product sector and small and medium enterprises (SMEs). Tuten & Solomon (2017) explain that social media is an effective way to build consumer relationships through engagement, participation, and interactivity. High consumer engagement is positively associated with increased purchasing decisions. Felix, Rauschnabel, and Hinsch (2017) emphasize that an effective SMM strategy must integrate brand communication with the unique characteristics of each social media platform. This study concludes that the effectiveness of digital marketing depends on the suitability of the content to the target audience. Putra & Yuliani (2020), in the context of local products in Indonesia, found that promotion through Instagram increased consumer awareness of traditional food MSME products. The results showed a significant increase in sales after social media campaigns were run consistently. Suryani & Hidayat (2021) examined SMM's influence on local fashion products' brand equity. This research reveals that the quality of visual content, consumer testimonials, and direct interaction through social media contribute to increased consumer trust, which ultimately impacts sales growth. Zafar, Qiu, and Li (2019) conducted an empirical study on South Asian MSMEs. He found that using social media as a marketing tool can increase global market access for local products. However, its effectiveness is greatly influenced by the digital literacy of business actors. Pradana & Nurhayati (2022) highlight that storytelling-based social media marketing is more effective in attracting consumers to buy local

products than traditional promotional strategies. This is because narratives provide emotional value and a strong cultural identity. From previous studies, it can be concluded that the quality of content, consistency, and consumer involvement determine the effectiveness of SMM. Local products benefit significantly from SMM, mainly in terms of increased visibility and sales. The digital literacy factor of business actors and understanding of consumer characteristics are the key to the strategy's success. There is a need for contextual research in Indonesia, as local products have unique cultures and markets that differ from those in other countries.

## LITERATURE STUDIES

### Social Media Marketing

According to Kaplan & Haenlein (2010), social media is an internet-based platform that allows user interaction, collaboration, and information exchange. Social Media Marketing is the use of social media as a means to build a brand, reach a broader range of consumers, and increase sales (Kotler & Keller, 2016).

### Local Products and MSMEs

Local products have added value because they reflect local culture, traditions, and wisdom. According to Tambunan (2019), MSMEs are the backbone of the national economy, but limited market access makes it difficult for local products to compete. Digital marketing through social media is a solution to expand market reach.

### The Effectiveness of Digital Marketing

Chaffey & Ellis-Chadwick (2019) stated that the effectiveness of digital marketing can be seen from the ability of media to increase consumer engagement,

encourage conversions, and increase sales. Hidayat's research (2021) shows that social media contributes to increasing consumer loyalty and MSME sales, while Pratama (2022) emphasized that the consistency of content and interaction with consumers greatly influences its effectiveness.

## RESEARCH METHODOLOGY

This research uses a descriptive qualitative approach. Research subject: 10 MSME actors in the food, handicrafts, and fashion sectors. Data collection techniques: in-depth interviews, observation of the use of social media accounts (Instagram, TikTok, Facebook), and documentation of posts or advertisements. Data analysis: using the interactive model of Miles & Huberman (1994), i.e., data reduction, data presentation, and conclusions drawn. Data validity: source triangulation is done by comparing the results of interviews, observations, and documentation.

## RESULTS AND DISCUSSION

### Social Media Use Strategy

MSME actors use features such as Instagram Stories, Reels, and TikTok short videos to display products creatively. They emphasize the importance of engaging visualizations and persuasive yet straightforward promotional language. Social media use strategies in the context of local product marketing are not only limited to publishing content, but also include structured planning that integrates business objectives, consumer characteristics, and digital platform dynamics. According to Mangold & Faulds (2009), social media has become a *hybrid element* in the promotion mix because it can function as a means of direct communication and a container for

the distribution of information produced by consumers (user-generated content).

**Choosing the Right Platform:** Each social media platform has different audience characteristics. Instagram emphasizes the visual aspect, which is suitable for displaying local fashion, culinary, and craft products. TikTok offers an entertainment- and trend-based algorithm that effectively reaches the younger generation with creative short video content. Meanwhile, Facebook is still relevant for building a community of loyal consumers. The selection of platforms should be adjusted to market segmentation and product characteristics (Kotler & Keller, 2016). **Creative Content and Product Narrative:** Content is at the core of social media strategy. Local products are marketed in terms of functionality and through storytelling that raises cultural values, regional uniqueness, and local identity. This aligns with *experiential marketing* theory (Schmitt, 1999), which emphasizes that consumers buy products, experiences, emotions, and values. **Consistency and Frequency of Publications:** Consistency in content publications relates to brand awareness. The Primary Study (2022) shows that MSMEs that post content at least 3 times a week experience a 40% increase in interaction compared to inconsistent MSMEs. A measurable publication frequency can maintain the relevance of the product in front of consumers and increase the chances of sales conversions. **Interaction and Engagement with Consumers:** An effective social media strategy is not one-way. Interaction through reply to comments, direct messages, and *live streaming* features creates a more personal relationship with consumers (Amin & Taufiq, 2023; Research et al., 2022).

This supports the theory of *customer relationship management* that emotional closeness can increase loyalty and encourage *repeat purchases* (Payne & Frow, 2005)—utilization of Influencers and Digital Communities. The involvement of local influencers and *micro-influencers* is an effective strategy in expanding market reach. With a high level of trust from their followers, influencers can help increase the credibility of local products. In addition, building a digital community (e.g., WhatsApp group or Facebook Community) allows MSMEs to maintain a connection with consumers and increase customer retention. **Paid Ads Optimization:** Paid advertising features like *Facebook* or *Instagram Ads* allow for more precise market segmentation based on consumer age, location, interests, and behavior. This strategy provides an excellent opportunity for local products to reach specific target consumers at a relatively affordable cost. **Data Analysis and Performance Evaluation:** Each platform provides *insight* or analytics features that can be used to evaluate the effectiveness of marketing campaigns. Through metrics such as *reach*, *engagement rate*, *click-through rate*, and *conversion rate*, business actors can better adjust their promotional strategies to suit consumer needs. This aligns with *the data-driven marketing* approach (Chaffey & Ellis-Chadwick, 2019).

### **Engagement and Interaction**

Most respondents stated that interaction with consumers increased after actively using social media. Quick response via chat/DM is important in building consumer trust, engagement, and Interaction in Social Media Marketing. **Definition of Engagement:** Engagement is the level of consumer involvement with content published on

social media (Irawan, 2020). The form can be likes, comments, shares, mentions, and user-generated content. In digital marketing research, engagement is seen as the leading indicator of the effectiveness of SMM campaigns because it shows an active response from consumers, not just passive exposure—the Role of Interaction. Interaction refers to two-way communication between business actors and consumers. Through interaction, a more personal relationship, trust, and emotional closeness are created that contribute to increased customer loyalty. For example, when local businesses respond quickly and kindly to consumer comments, this increases positive perceptions that encourage consumers to make repeat purchases. Engagement, Interaction, and Sales Relationships: Engagement bridges content exposure and purchase decisions. Interactions strengthen engagement by creating a more meaningful consumer experience. The higher the engagement and intensity of interaction, the more likely consumers are to make transactions, provide recommendations, or become loyal customers of local products. Implications for Local Products: Engagement can increase brand awareness of local products that were previously less well-known. Personal interaction provides added value in the form of a sense of closeness, so that local products are seen in terms of price, identity, and emotional connection with consumers. With an engagement-based SMM strategy, local products can build a loyal consumer community that organically expands the market through word-of-mouth recommendations (electronic word of mouth / e-WOM) (Irawan & Eka Puteri, 2020).

### **Sales Conversions**

Although not all engagements lead to transactions, 7 out of 10 respondents admitted that their turnover increased significantly (20–50%) after consistently marketing products on social media, especially when using paid advertising. Sales Conversion in Social Media Marketing: Definition of Sales Conversion. Through marketing activities, sales conversion is changing from potential consumers (prospects) to genuine buyers. In social media, conversions occur when users who initially only see or interact with the content make a transaction, be it an outright purchase, order, or registration for a specific service. Stages of Conversion on Social Media, Based on the AIDA (Attention, Interest, Desire, Action) model, sales conversions on social media can be mapped as follows: Attention: Consumers see ads, posts, or content of local products on social media. Interest: Consumers start showing interest, for example, by liking, commenting, or visiting a profile/website. Desire: Consumers feel compelled to own a product due to content, testimonials, or promotional factors. Action: Consumers make real purchases (conversions) (Tahang et al., 2023). Factors Influencing Sales Conversions, Content Quality: Engaging visuals, storytelling, and relevant messages. Call to Action (CTA): A clear call to action, such as "Buy Now", "Book via WhatsApp", or "Click Link in Bio". Trust: Built through testimonials, reviews, active interaction, and transparency. Promos & Incentives: Discounts, free shipping, or product bundling can speed up conversion. Ease of Transactions: The availability of direct links to marketplaces, QRIS, or e-commerce integrations makes it easier for consumers to make decisions. Implications for Local Products: Sales conversion through SMM allows local

products to compete with big brands without high promotional costs. Social media can be a new distribution channel that shortens the marketing chain so consumers can buy directly from local producers. An effective conversion strategy can expand the market for local products at the regional level, nationally, and even internationally. (Ramadhan et al., 2022).

### Challenges Faced

The main challenges are the limitations of digital literacy, the lack of time to create content consistently, and competition with similar products that also utilize social media. Challenges Faced in Social Media Marketing: Local Products, High Levels of Competition. Social Media is now filled with various local and global brands that compete to attract consumers' attention. Local products often have to deal with larger brands with stronger promotional resources, making it difficult to gain significant exposure. Limitations of Digital Literacy of Business Actors: Not all MSME actors or local product producers have adequate digital marketing skills. Lack of understanding of social media algorithms, engaging content techniques, or using paid advertising features are obstacles in maximizing SMM strategies. Consistency in Content Production SMM Effectiveness requires sustainability in producing creative, relevant, and consistent content. For many local business actors, limited time, cost, and design skills are obstacles in maintaining this consistency. Building and Maintaining Engagement Although engagement is important for conversion, creating organic and sustainable interactions is difficult (Hidayat, 2018).

Many business actors face challenges in maintaining personal communication with consumers,

especially if the audience continues to grow. Trust Issue: Local products are often considered lower quality than imported products. In addition, the rampant cases of online shop fraud make consumers more careful when purchasing. This is a challenge for local business actors in terms of building reputation and trust. Limitations of Infrastructure & Distribution: Although social media can expand market reach, obstacles often arise in the logistical aspect, such as shipping delays, high shipping costs, or limited access to certain areas. This can reduce consumer satisfaction even if the SMM campaign is successful. Reliance on Platform Algorithms, Social media algorithms are constantly changing, so an effective strategy today is not necessarily relevant tomorrow. Local businesses face the challenge of adapting quickly to algorithmic changes to keep their content reaching a broad audience—capital Constraints for Paid Advertising. Paid ads can accelerate sales, but not all local businesses can provide a regular advertising budget. As a result, they rely more on organic content that is relatively slow to grow.

### DISCUSSION

The results of this study corroborate the theory of Chaffey & Ellis-Chadwick (2019) that the effectiveness of SMM is determined by engagement, conversion, and sales. Social media has proven to be a strategic tool for local products, but it requires consistency, innovation, and digital literacy support to maximize results. The results of this study strengthen the theory of Chaffey & Ellis-Chadwick (2019), which emphasizes that the effectiveness of Social Media Marketing (SMM) is determined by three leading indicators: engagement, conversion, and sales. Field findings show that engagement in direct

interaction with consumers through comments, messages, and quick responses on social media plays an important role in building consumer trust in local products. This is in line with the findings of Hidayat (2021), who stated that active involvement between business actors and consumers is the main factor in loyalty formation.

Furthermore, the conversion aspect can be seen from the increasing number of consumers who purchase after exposure to promotional content. Product visualization strategies, interactive features such as Instagram Reels or TikTok short videos, and paid advertising have been proven to turn interest into a purchase action. This is in line with the opinion of Kotler & Keller (2016) that the attractiveness of visual content and ease of access to information are the primary triggers for consumer decisions. Regarding sales, most respondents reported increased turnover after consistently using social media as a marketing channel. This means that social media not only functions as a promotional medium but also as a means of distributing information that can reach a broader market at a relatively low cost. However, this effectiveness is greatly influenced by the consistency of business actors in producing relevant and engaging content.

Although it has proven effective, the study also found significant challenges. The limitations of digital literacy are still a major obstacle for some MSME actors, especially in managing content, analyzing insights, and optimizing paid advertising features. In addition, competition with similar products using social media creates pressure for business actors to continue to innovate. This strengthens the findings of Tambunan (2019), who states that digital capacity development and innovation strategies are needed so that

MSMEs can compete in the digital era. Thus, this study confirms that Social Media Marketing effectively increases local product sales. However, its effectiveness can only be optimally achieved if supported by consistency, innovation, digital literacy, and content strategies that are adaptive to market dynamics and consumer behavior.

## CONCLUSION

Social Media Marketing has proven effective in increasing local product sales through increased engagement, conversions, and expanding consumer reach. Social media provides an excellent opportunity for MSMEs to promote products cost-effectively but with a broad impact. However, the limitations of digital literacy and market competition must be overcome with training, innovative content strategies, and optimal use of social media features.

## Reference

- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation and Practice*. Pearson.
- Hidayat, R. (2021). Pengaruh Social Media Marketing terhadap Peningkatan Penjualan UMKM. *Jurnal Manajemen Pemasaran Indonesia*, 12(2), 45–56.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Miles, M. B., & Huberman, A. M. (1994). *Qualitative Data Analysis: An Expanded Sourcebook*. Sage.
- Pratama, Y. (2022). Efektivitas Digital Marketing dalam Meningkatkan

- Penjualan Produk Lokal. *Jurnal Ekonomi Kreatif*, 8(1), 77–89.
- Tambunan, T. (2019). UMKM di Indonesia: Tantangan, Peluang, dan Strategi Pengembangan. *Jurnal Ekonomi dan Bisnis*, 14(3), 112–124.
- Amin, A.-A., & Taufiq, M. M. (2023). Analisis Pengaruh Hifdz Al Maal Terhadap Pengelolaan Harta Pada Pedagang Muslim Pasar Aur Kuning Kota Bukittinggi. *JESI (Jurnal Ekonomi Syariah Indonesia)*, 12(2), 163–169.
- Ausop, A. Z., & Aulia, E. S. N. (2018). Teknologi Cryptocurrency Bitcoin Untuk Investasi Dan Transaksi Bisnis Menurut Syariat Islam. *Jurnal Sositologi*, 17(1), 74–92.  
<https://doi.org/10.5614/sostek.itbj.2018.17.1.8>
- Hidayat, Y. R. (2018). Analisis Peluang Dan Tantangan Lembaga Keuangan Syariah Untuk Meningkatkan Daya Saing Menghadapi Masyarakat Ekonomi Asean. *Amwaluna: Jurnal Ekonomi Dan Keuangan Syariah*, 2(2), 13–32.  
<https://doi.org/10.29313/amwalun.a.v2i2.3755>
- Irawan, F. (2020). Interaksi Aspek Permodalan, Risiko Pembiayaan, Dan Indikator Makroekonomi Dalam Mempengaruhi Profitabilitas Bprs Di Indonesia Periode 2014-2018. *Jurnal Benefita*, 5(3), 401.  
<https://doi.org/10.22216/jbe.v5i3.5623>
- Irawan, F., & Eka Puteri, H. (2020). Interaksi Aspek Permodalan, Risiko Pembiayaan, Dan Indikator Makroekonomi Dalam Mempengaruhi Profitabilitas Bprs Di Indonesia Periode 2014-2018. *Journal Benefita*, 5, 401–412.
- Maisah, M., Mahdayeni, M., Maryam, M., & Alhaddad, M. R. (2020). Penerapan 7p sebagai strategi pemasaran pendidikan tinggi. *Jurnal Ekonomi Manajemen Sistem Informasi*, 1(4), 325–333.
- Maryana, S., Suhartini, D., Mulya, Y., & Putra, A. P. (2022). Digital Marketing Sebagai Strategi Optimalisasi Pemasaran Dan Promosi Dalam Revitalisasi Daya Tahan Ukm Sepatu Menghadapi Pandemi Covid-19 Dan Revolusi Industri 4.0. *Journal of Social Sciences and Technology for Community Service (JSSTCS)*, 3(1), 1–7.
- Maulida, S., & Yunani, A. (2017). Peluang dan Tantangan Pengembangan Usaha Mikro Kecil Menengah (UMKM) Dari Berbagai Aspek Ekonomi. *Jurnal Ilmiah Manajemen Dan Bisnis*, 2(1), 181–197.
- Ramadhan, R., Aulia, R., & Liza, R. (2022). Rancang Bangun Aplikasi Penjualan Material Bangunan Menggunakan Metode Least Squares Berbasis Android. *Hello World Jurnal Ilmu Komputer*, 1(3), 111–120.
- Riset, P., Inovasi, D. A. N., & Masyarakat, P. (2022). *DESA PETANANG SERTA FUNGSI MEDIA APLIKASI PROMOSI DIGITAL PROGRAM KKN TEMATIK MBKM MAHASISWA*. 1(4), 141–152.
- Sasikirana, I. D. V., Dewi, A. S., Khayzuran, Q. A., Firdausy, S. P., & Radianto, D. O. (2024). Strategi Pemasaran Digital Yang Efektif Untuk Meningkatkan Daya Saing Perusahaan di Era Digital. *Profit: Jurnal Manajemen, Bisnis Dan Akuntansi*, 3(2), 166–177.
- Tahang, M., Tahang STIE Ganesha, M., & STIE Ganesha, S. (2023).



Pengaruh Manajemen Keuangan dan Stabilitas Penjualan terhadap Kelangsungan Hidup Usaha pada Perusahaan yang Mengalami Krisis Keuangan. *Jurnal Manajemen Kreatif Dan Inovasi*, 1(3), 289–298.