

Digital Promotion Strategies through Instagram to Drive Consumer Purchase Intention in MSMEs

Bunga Shafira^{1*}, Komarun Zaman², Nur Aini Anisa³

Sekolah Tinggi Ilmu Ekonomi Pemuda, Surabaya, Indonesia^{1,2,3}

bungashafira15@gmail.com^{1*} komarunzaman55@gmail.com² nurainianisa.stiepemuda@gmail.com³



Article History:

Received 15 August 2025

1st Revision 19 August 2025

2nd Revision 22 August 2025

3rd Revision 25 August 2025

Accepted on 27 August 2025

Abstract

Purpose: This study aims to explore how promotion strategies through Instagram can increase consumer purchase intention towards micro, small, and medium enterprises (MSMEs) in Jakarta.

Methodology/approach: This research employs a descriptive qualitative approach. Data were collected through in-depth interviews with eight MSME owners from the food, fashion, and interior design sectors, along with four active Instagram consumers. The data collection techniques included interviews, Instagram account observation, and digital documentation. Data were analyzed using thematic analysis.

Results/findings: The findings indicate that the most effective strategies involve collaboration with micro-influencers, the use of authentic visual content, momentum-based promotion through Instagram Ads, and active consumer interaction via Instagram features such as Stories and Reels. These results align with the Customer Path 5A theory, AIDA model, Electronic Word-of-Mouth, and Brand Engagement concepts, highlighting that strategic, relatable, and timely engagement can significantly enhance brand visibility and consumer loyalty in the digital marketplace.

Conclusion: Instagram is an effective digital promotion channel for MSMEs in Jakarta when strategies combine authentic high-quality visuals, responsive two-way communication, and credible social validation through micro-influencers and customer testimonials. These integrated approaches strengthen engagement and trust, ultimately increasing consumer purchase intention and supporting sustainable digital marketing performance.

Limitations: This study is limited to MSMEs in Jakarta with a small number of respondents, which may not represent all sectors or regions.

Contribution: This research provides practical contributions for MSME actors to optimize digital promotion strategies through Instagram and enriches the literature on social media marketing in the MSME context.

Keywords: *Digital Marketing, Instagram, MSMEs, Promotion Strategy, Purchase Intention.*

How to Cite: Shafira, B., Zaman, K., Anisa, N.A. (2026). Digital Promotion Strategies through Instagram to Drive Consumer Purchase Intention in MSMEs. *Studi Ilmu Manajemen dan Organisasi*, 6(4) 157-168.

1. Introduction

The development of digital technology has transformed the global marketing landscape, including that of Indonesia (Ain et al., 2024). The shift in consumer behavior toward online interactions has encouraged businesses to utilize social media as their primary promotional medium. Instagram, with its strong visual orientation and diverse interactive features, has become one of the most dominant platforms used by micro, small, and medium enterprises (MSMEs) (Hurriyaturohman, 2020). Its popularity among

Indonesian MSMEs particularly in the food, fashion, and creative services sectors stems from its ease of access, user-friendly interface, and flexibility in managing business accounts without the need for a professional marketing team.

Compared to other platforms such as TikTok or YouTube, which demand more complex content production skills, Instagram offers a combination of features including Feeds, Stories, Reels, and Ads that enable creative promotion while facilitating direct interaction through comments and private messages (Aulia et al., 2024). National survey data indicate that Instagram ranks as the leading digital platform used by MSMEs to market their products, making it highly relevant for in-depth examination within the context of digital promotion in Jakarta, Indonesia's economic center (Afrianti et al., 2024). The COVID-19 pandemic further accelerated the shift in MSME marketing strategies from conventional methods to digital platforms (Hirmantono et al. 2021). Despite the widespread adoption of Instagram, many MSME actors have not yet fully maximized the platform's potential because of a limited understanding of its algorithm and suboptimal use of the available features (Mavilinda et al., 2022). Visual content strategies and active engagement facilitated by Instagram have the potential to build consumers' emotional involvement, increase brand awareness, and influence purchasing decisions (Ariandi et al., 2025).

Previous studies, such as Purwanto and Wulandari (2023), have demonstrated that social media can enhance interaction and product marketing for MSMEs. However, most existing research discusses social media in a general sense without specifically exploring the utilization of Instagram's distinctive features, such as Stories, Reels, and Ads. This research gap is important to address to gain a deeper understanding of promotional strategies that are truly aligned with the unique characteristics of the platform. Accordingly, this study aims to analyze the experiences of MSME actors in Jakarta in using Instagram as a marketing medium, including the strategies they employ, the technical and non-technical challenges they face, and the ways in which they overcome these obstacles. Using a qualitative approach, in-depth interviews were conducted with eight MSME owners from the food, fashion, and interior design service sectors and four active Instagram users who had previously purchased MSME products through the platform.

The theoretical foundation of this study is grounded in the concept of Marketing 4.0 proposed by Kotler et al. (2019), which emphasizes the shift from traditional to digital marketing and the importance of two-way interactions between brands and consumers. One of its key concepts, the Customer Path 5A (Aware, Appeal, Ask, Act, Advocate), is particularly relevant in explaining the stages of the consumer journey that can be facilitated by Instagram advertising. Through their features, MSMEs can build brand awareness, attract consumer interest, encourage information seeking, facilitate transactions, and ultimately foster consumer advocacy. By focusing on the utilization of Instagram's interactive features in MSME promotion in Jakarta, this study is expected to contribute academically to the digital marketing literature while also providing practical recommendations for MSME practitioners and policy makers. The findings of this study are anticipated to serve as a reference for developing more effective and targeted strategies to compete in the digital economy.

2. Literature Review and Hypothesis Development

2.1 Digital Marketing Strategy

Digital marketing is an approach that utilizes internet-based technologies to reach, attract, and retain customers. According to Philip Kotler et al. (2019), digital marketing is not merely about transferring marketing activities into the online sphere but also about creating personalized and interactive customer experiences. Its key characteristics include borderless connectivity beyond geographical constraints, intensive two-way interactions, and message personalization based on consumer preferences and behaviors. Within the Marketing 4.0 framework, Kotler et al. (2019) introduced the concept of the Customer Path 5A (Aware, Appeal, Ask, Act, Advocate), which explains the stages of consumer interaction with a brand, from awareness to advocacy. An effective digital marketing strategy should optimize each stage of this pathway, including the integration of online and offline channels through an omnichannel approach to deliver a consistent customer experience (Pratiwi et al., 2023).

2.2 Social Media-Based Marketing and Instagram for MSMEs

Social media has become a crucial component of digital marketing strategies because it enables direct interaction between brands and customers and facilitates community building. For instance, Instagram is highly effective for micro, small, and medium enterprises (MSMEs) because of its strong visual orientation, interactive features such as Stories, Reels, and Ads, and ease of use (Lesmanah et al., 2023). Its utilization can be explained through several theoretical perspectives, including Digital Engagement Theory (digital interaction stimulates purchase behavior), Virtual Community Theory (the formation of loyal customer communities), and eWOM theory (the influence of digital recommendations on purchasing decisions). Strategies that can be applied include optimizing visually consistent content aligned with brand identity, using hashtags and geotags to expand reach, actively engaging with customers, and leveraging Instagram Shopping and influencer marketing.

However, the effectiveness of Instagram is strongly influenced by its algorithm, which determines the organic reach and content visibility. This algorithm typically prioritizes interactions (likes, comments, shares, and saves), meaning that MSMEs must understand the factors that make content more likely to appear on users' feeds (Andini & Yahfizham, 2023). Otherwise, engagement may decline, even if the content quality is high. TikTok and YouTube operate with different algorithms that emphasize interest-based content discovery, which may allow MSME content to go viral more quickly on TikTok than on Instagram. Facebook Ads, on the other hand, offers advantages in more detailed demographic targeting. Therefore, MSMEs should not rely on only one platform but should strategically select social media channels that best match their product characteristics and target markets (Bhikuning et al., 2025).

2.3 Brand Awareness in Digital Marketing

Brand awareness refers to consumers' ability to recognize and remember a brand. In the digital context, brand awareness is a key factor influencing purchasing decisions (Febrysari, 2025). Instagram enables MSMEs to build brand awareness through consistent visual content, hashtags and geotags, interactive engagement via Stories and Reels, collaborations with influencers, and user-generated content (UGC) campaigns. These strategies help strengthen emotional connections with consumers, increase trust, and enhance the likelihood of purchase (Challa & Anute, 2021).

2.4 Consumer Purchase Intention on Instagram

Purchase intention refers to consumers' tendency to buy a product after receiving information or being exposed to promotional messages. According to Mat Mursalin et al. (2025), purchase intention on Instagram is influenced by several factors, including attractive product visualization, consumer testimonials and reviews (social proof), promotional strategies and discounts, direct interaction with customers, and transaction convenience through Instagram Shopping. The stages of purchase intention include attention, interest, desire, and action (AIDA). Case studies on MSMEs indicate that the implementation of these strategies not only increases purchase intention but also fosters customer loyalty and repeat purchases (Arimiawati et al., 2024).

2.5 Theoretical Synthesis

The four main concepts—digital marketing strategy, Instagram utilization, brand awareness, and purchase intention—are interrelated in explaining the effectiveness of Instagram as a promotional medium for MSMEs. Digital marketing provides a strategic framework, Instagram functions as an interactive implementation platform, brand awareness builds consumer trust, and purchase intention serves as an indicator of promotional success. By understanding these interconnections, MSMEs can optimize Instagram's role to enhance their competitiveness and marketing performance in the digital era.

Table 1. Summary of the Literature Review

Main Concept	Definition / Core Theory	Key Points	Source
Digital Marketing Strategy	A marketing approach that utilizes internet technology to create personalized and	- Characteristics: global connectivity, two-way interaction, message personalization.	Philip Kotler et al., 2019

	interactive customer experiences	<ul style="list-style-type: none"> - Customer Path 5A (Aware, Appeal, Ask, Act, Advocate). - Omnichannel approach 	
Social Media-Based Marketing (Instagram)	The utilization of social media platforms to build relationships with customers and form brand communities	<ul style="list-style-type: none"> - Features: Stories, Reels, Ads, Shopping. - Theories: Digital Engagement, Virtual Community, eWOM. - Strategies: visual content, hashtags/geotags, active interaction, influencer marketing 	Lesmanah et al., 2023
Brand Awareness	Consumers' ability to recognize and recall a brand.	<ul style="list-style-type: none"> - A key factor influencing purchase decisions. - Built through consistent visual content, hashtags, UGC, and influencers. - Strengthens emotional connection and trust 	Febrysari, 2025
Consumer Purchase Intention on Instagram	Consumers' tendency to purchase products after exposure to promotions on Instagram.	<ul style="list-style-type: none"> - Influenced by product visualization, testimonials, promotions, direct interaction, and transaction convenience. - Stages: attention → interest → desire → action 	Mat Mursalin et al., 2025
Theoretical Synthesis	The interrelationship among the four concepts in supporting the effectiveness of MSME marketing through Instagram.	<ul style="list-style-type: none"> - Digital marketing → strategic framework. - Instagram → interactive medium. - Brand awareness → trust building. - Purchase intention → indicator of promotional success 	Synthesized from various sources

Source: Author's compilation, 2025

3. Research Methodology

This study employed a descriptive qualitative approach to gain an in-depth understanding of social phenomena through information obtained directly from respondents (Sugiyono, 2020). This approach was selected to examine the digital marketing strategies implemented by MSMEs through Instagram to enhance consumer purchase intention. The focus of this study is on developing a comprehensive understanding of the promotional strategies used, rather than on quantitative measurement. According to Pramesti and Dwijayanti (2021), qualitative methods in MSME digital marketing research are effective for exploring promotional practices and their effectiveness in attracting consumers. The key aspects examined in this study include the use of visual content, application of storytelling, customer interaction strategies, and effectiveness of promotional features such as Instagram Ads and influencer collaborations.

3.1 Role of the Researcher

The researcher acted as the primary research instrument and an active observer throughout the data collection process. The presence of the researcher in the field enabled the collection of more valid and contextual information regarding digital marketing practices. The researcher's role included (1) directly

observing the utilization of Instagram as a promotional medium, (2) understanding content creation strategies and customer interaction patterns, and (3) collecting data through interviews, observations, and documentation.

3.2 Data and Data Sources

The data used in this study were qualitative, consisting of descriptive information obtained through interviews, observations, and documentation related to MSME digital marketing strategies on Instagram.

1. Primary data sources: These include interviews with 12 informants, consisting of eight MSME owners (four from the culinary sector, three from the fashion sector, and one from the interior design service sector) and four active Instagram consumers aged 20–35 years who had conducted transactions with MSMEs through Instagram within the past six months. In addition, direct observations were conducted on MSME Instagram accounts to assess their promotional strategies, content characteristics, and interaction patterns.

Table 2. Research Informant Profile

No	Category	Total	Description
1	MSMEs – Food Sector	4	Home-based food businesses, frozen food, seasonal cakes, pempek
2	MSMEs – Fashion Sector	3	Women's clothing, men's clothing, handmade bags
3	MSMEs – Service Sector	1	Interior design
4	Consumers	4	Aged 20–35 years, active Instagram users, have purchased MSME products

Source: Primary data processed by the researcher, 2025

2. Secondary Data Sources: include documentation of Instagram posts (captions, interactions, customer comments), digital marketing reports, and academic publications related to social media promotion strategies for MSMEs in Indonesia.

3.3 Research Location and Time

This study focuses on MSMEs operating in Jakarta that actively use Instagram as a promotional platform. Data collection will be conducted over a six-month period from January to June 2025.

3.3 Data Collection Techniques

Three techniques were employed for data collection.

1. Observation Direct observation of marketing strategies on Instagram, types of published content, patterns of customer interaction, and the use of promotional features.
2. Interviews In-depth interviews were conducted with MSME owners and consumers to explore marketing strategies and their perceptions of the effectiveness of Instagram-based promotion.
3. Documentation Collection of digital evidence, such as screenshots of posts, promotional materials, and consumer testimonials, to support the analysis.

3.5 Data Trustworthiness

Data were analyzed using thematic analysis, which involved: (1) full transcription of interview data, (2) categorization of data into main themes such as visual content, storytelling, customer interaction, and promotional effectiveness, (3) identification of dominant themes related to marketing strategies, and (4) drawing conclusions presented in in-depth descriptive narratives.

3.6 Data Validity

Data validity was ensured through source and time triangulations (Sugiyono, 2017). Source triangulation was conducted by comparing the interview results between MSME actors and consumers, confirming the findings through observational data, and cross-checking with secondary documents. Time triangulation was achieved by conducting interviews in multiple sessions and observing Instagram posts over a specific period to monitor the consistency of the promotional strategies.

4 Results and Discussion

4.1 Results

4.1.1 Summary of MSME Promotional Strategies

Based on in-depth interviews and observations of Instagram accounts, it was found that MSME actors implement various digital promotional strategies tailored to their products' characteristics and target markets. Nevertheless, several common patterns were identified, including the use of visually appealing content, active interaction with audiences, and utilization of Instagram features to build consumer engagement.

Table 3. Summary of MSME Promotional Strategies on Instagram

Code	Type of MSME	Main Strategy	Most Effective Media	Key Challenges	Achieved Outcomes
R1	Fashion	Instagram Ads	Feed, Reels	Audience not well targeted	Sales not significant
R2	Food	Micro-influencer collaboration	Stories, Testimonials	Collaboration costs	Increased engagement
R3	Service (Design)	Visual portfolio	Carousel, Feed	Content consistency	Increased brand awareness
R4	Food	Ads during promotional moments	Feed, Stories	Algorithm dependency	Account traffic increased by 40%
R5	Fashion	Influencer collaboration & discount promotions	Feed, Testimonials	Influencer selection	Increased followers
R6	Food	Product process videos	Reels, Stories	Limited human resources	Increased interaction
R7	Fashion	New collection launch via ads	Feed, Stories	Relatively high advertising costs	Reached local Jabodetabek audience
R8	Food	Giveaway & Polling	Stories	Maintaining consistent engagement	Increased DMs and consumer feedback

Source: Interview Results and Field Observations, 2025

Based on the summary presented in Table 3, the digital promotional strategies employed by MSME actors on Instagram vary widely, ranging from the use of Instagram Ads and influencer collaborations to the creation of visual content such as portfolios and interactive activities, including giveaways and polling. Despite this diversity, a common pattern emerges in which Feed and Stories are utilized as the primary media for reaching audiences, while Reels and Carousel formats are used to enrich content variation (Romadhona & Febriyani, 2025).

Each type of MSME tends to tailor its promotional strategy to the characteristics of the products and services offered. MSMEs in the food sector frequently leverage videos showcasing production processes and promotional moments to stimulate interaction, whereas fashion MSMEs rely more heavily on Instagram Ads and new collection launches to expand reach. Although most MSME actors reported positive outcomes, such as increased engagement, growth in follower numbers, higher levels of Direct Message (DM) interactions, and increased account traffic, several challenges were also identified that limited the effectiveness of digital promotion. These challenges include budget constraints, limited digital skills, algorithmic uncertainty, and the failure of certain promotional strategies (Donoriyanto et al., 2023).

4.1.2 Challenges in Implementing Digital Promotional Strategies

1. Limited Promotional Budget

Many MSME actors remain hesitant to allocate budgets for paid advertisements (Instagram Ads) or influencer collaborations because of limited capital. Consequently, promotional activities are often conducted organically, with limited reach. This condition is evident in case R1, where advertising without proper audience segmentation failed to generate a significant increase in sales (Sari et al., 2025). Solution: MSMEs can adopt cost-efficient strategies, such as utilizing user-generated content (UGC), implementing co-marketing programs with other businesses, or allocating small advertising budgets with clearly defined target audiences to improve effectiveness.

2. Limited Human Resources and Digital Literacy

Most MSMEs are managed directly by their owners, without dedicated social media teams. Limited human resources lead to inconsistent content, basic design quality, and delayed responses to consumer messages. These constraints reduce the effectiveness of two-way communication, which is a key strength of Instagram (Barus et al., 2023). Solution: MSME actors can participate in basic digital training programs, use ready-made design templates, or take advantage of scheduling features to automate their posting schedules.

3. Uncertainty of Instagram's Algorithm

Changes in Instagram's algorithm result in an unstable content reach. Several MSMEs reported that posts with similar formats generated significantly different levels of engagement. This creates a dependency on external factors that are difficult for MSMEs to control (Andini & Yahfizham, 2023). Solution: To mitigate this risk, MSMEs can diversify their platforms by utilizing TikTok, Facebook, or YouTube Shorts, which operate under different recommendation systems, while continuing to regularly evaluate content performance.

4. Failure of Certain Promotional Strategies

- a. Influencer collaborations that did not match the appropriate niche (case R5) increased follower numbers but did not translate into purchase conversions.
- b. Giveaways without follow-up strategies (case R8) only generated short-term participation, with engagement declining after the program's end.
- c. Ad-based promotions without clear audience targeting were found to be cost-inefficient and ineffective (Hermawansyah & Sudarmiatin, 2025).

Solution: MSMEs should conduct small-scale A/B testing before launching large campaigns, ensure that influencer selection aligns with the product niche, and design post-giveaway engagement strategies to sustain interaction.

Overall, although MSMEs face challenges related to limited budgets, human resources, algorithm uncertainty, and strategic failures, various alternative solutions can be implemented to minimize resource constraints and maintain the effectiveness of digital promotions. This finding emphasizes that promotional success is not determined solely by creative content but also by strategic resource management and the ability to adapt to the dynamics of digital platforms.

4.1.3 Promotional Strategies of MSME Actors

All MSME actors participating in this study utilized visual strength, two-way communication, and storytelling as core elements of their promotional strategies on Instagram. These approaches are implemented through various tactics, such as using Instagram Ads to expand audience reach, collaborating with influencers to build brand credibility, creating production process videos to foster emotional closeness with consumers, and conducting promotions during strategic moments, such as public holidays or special events.

Based on in-depth interviews and observations of MSME Instagram accounts, it was found that business actors apply diverse digital promotional strategies with distinct characteristics. Nevertheless, the analysis revealed consistent patterns across these strategies. One notable finding is the influence of endorsements by public figures or content creators in the culinary field, which has been proven to generate immediate sales impacts. As expressed by one informant: "*Once reviewed by a food vlogger, orders increased dramatically.*" (R2).

Table 4. MSME Promotional Strategies on Instagram

No	Main Strategy	Form of Implementation	Field Findings	Theoretical Support
1	Visual strength	Aesthetic photos, well-organized feeds, production process videos	High-quality visual content increases product appeal	Philip Kotler et al., 2019
2	Two-way communication	Fast DM replies, comment responses	Enhances engagement and consumer trust	Febrysari, 2025
3	Storytelling	Brand stories, business processes, inspirational narratives	Builds emotional connections with consumers	Mat Mursalin et al., 2025
4	Paid promotion	Instagram Ads	Expands audience reach	Philip Kotler et al., 2019
5	Influencer collaboration	Reviews by food vloggers or influencers	“Once reviewed by a food vlogger, orders increased dramatically.” (R2)	Lesmanah et al., 2023
6	Special moments	Holiday discounts, seasonal trends	Increases purchase urgency	Philip Kotler et al., 2019

These findings align with Electronic Word-of-Mouth (eWOM) theory, as described by Lesmanah et al. (2023), which suggests that social validation provided by influential figures on social media has a strong potential to drive consumer purchase decisions. The credibility and popularity of such figures reinforce positive product perceptions, ultimately increasing purchase intentions and sales conversions.

4.1.4 Instagram Consumer Perspectives

Based on interviews with four consumer informants, it was revealed that the purchase intention toward MSME products on Instagram is not solely influenced by price. Instead, consumers place greater emphasis on the quality of visual content, including clarity, stylistic consistency, and overall feed aesthetics. In addition, active interaction from seller accounts, such as prompt responses to inquiries, engagement in comments, and use of interactive features, serves as an important indicator of trust. Convincing testimonials, whether written or in video form, provide social validation for the products offered. Equally important, the ability of business actors to craft compelling stories that connect products with experiences, emotions, or values is a determining factor in shaping positive perceptions and encouraging purchase decisions.

Seller responsiveness emerged as a key indicator influencing consumer trust in MSME Instagram accounts. This was emphasized by informant K1, who stated, *“I trust accounts more when they are active and respond frequently to DMs,”* indicating that fast, friendly, and consistent interaction between sellers and potential buyers enhances a sense of security and builds a positive image. Electronic word-of-mouth also plays a significant role in influencing purchase intentions. Informant K2 remarked: *“An influencer I follow reviewed it, so I immediately tried it,”* highlighting how reviews from public figures or micro-influencers with emotional connections to their audiences can stimulate curiosity and confidence in trying products.

The aesthetic quality of visual content is another important consideration in shaping perceptions of product quality. Informant K3 stated, *“If the photos are aesthetic, I believe the product quality is also good,”* indicating a correlation between an attractive visual presentation and perceived product quality. Moreover, personal and emotionally engaging storytelling creates strong emotional involvement. Informant K4 expressed, *“The story was touching, so I wanted to support the business,”* demonstrating that human-centered narratives can encourage consumer support not only for rational benefits but also due to emotional attachment to the business.

Table 5. Instagram Consumer Perspectives toward MSMEs

Consumer Code	Purchase Intention Drivers	Direct Quotation	Interpretation
K1	Account activity & fast response	"I trust accounts more when they are active and respond frequently to DMs."	Account activity increases trust
K2	Influencer validation	"An influencer I follow reviewed it, so I immediately tried it."	eWOM influences purchase decisions
K3	Visual quality	"If the photos are aesthetic, I believe the product quality is also good."	High-quality visuals create quality perception
K4	Emotional storytelling	"The story was touching, so I wanted to support the business."	Relevant narratives foster loyalty and support

Source: Researcher Interviews, 2025

These findings indicate that MSME promotional strategies that integrate high-quality visuals, responsive seller-consumer interactions, social validation through testimonials or reviews, and emotionally engaging storytelling have a significantly greater potential to build customer loyalty (Huang et al., 2022). This integrated approach not only strengthens the brand image in consumers' minds but also substantially increases sales conversion opportunities, thereby positively contributing to business growth and sustainability.

4.1.5 Data Collection and Processing Process

This study will be conducted between January and June 2025. Data were obtained through three primary methods: (1) in-depth interviews with eight MSME actors and four consumers; (2) non-participant observation of MSME Instagram accounts; and (3) digital documentation, including screenshots, posted content, testimonials, and account interactions. Data analysis was conducted manually using thematic analysis. The analytical stages included: (1) data reduction to filter relevant information, (2) thematic coding such as Product Visuals, Testimonials, Influencers, and Engagement, (3) categorization of main themes into two major groups—Promotional Strategies and Consumer Responses—and (4) theoretical interpretation based on the perspectives of Philip Kotler et al. (2019), Mat Mursalin et al. (2025), Febrysari (2025), and Lesmanah et al. (2023). To ensure data trustworthiness, this study employed source triangulation, verification of interview transcripts, and the principle of data saturation to confirm the adequacy of the collected information. In addition, qualitative validity was ensured by adhering to four core criteria—credibility, transferability, dependability, and confirmability—thereby ensuring that the findings possessed sufficient academic reliability and validity.

4.2 Discussion

The findings of this study directly address the research problem, namely, how promotional strategies implemented through Instagram can increase consumer purchase intention among MSMEs in the DKI Jakarta region. Overall, MSMEs that successfully integrate the four key elements—high-quality visual content, active audience interaction, utilization of customer testimonials, and collaboration with micro-influencers—demonstrate significant increases in engagement indicators, account traffic, and sales performance. High-quality visual content plays a crucial role in capturing consumers' initial attention, which is further reinforced by brand narratives and storytelling to build interest and desire. Active interactions, such as promptly responding to direct messages (DMs), replying to comments, and conducting question-and-answer sessions, foster personal relationships that enhance consumer trust. Meanwhile, customer testimonials function as social validation that strengthens purchasing decisions, particularly when delivered by micro-influencers or public figures with credibility among the target audiences.

However, field findings also indicate that the use of Instagram Ads does not automatically increase purchase intention. Several MSMEs that relied on paid advertisements without proper audience segmentation experienced low engagement levels and insignificant sales conversion rates. This

highlights the importance of strategies grounded in an understanding of market characteristics and digital consumer behavior (Maharani et al. 2024).

These findings are consistent with several established conceptual frameworks and marketing theories.

1. Customer Path 5A Philip Kotler et al. (2019)—a process beginning with awareness, appeal, inquiry, action, and advocacy, in which strong emotional interaction can transform consumers into brand advocates.
2. AIDA Model (Mat Mursalin et al., 2025)— effective strategies encompass attention (through appealing visuals), interest (through brand narratives), desire (through quality evidence and testimonials), and action (through calls to purchase and special promotions).
3. Brand Engagement & Storytelling Febrysari (2025) compelling narratives foster emotional attachment and enhance customer loyalty.
4. Electronic Word-of-Mouth (e-WOM) Theory Lesmanah et al. (2023)— Social validation from third parties, such as influencers, can reshape consumer perceptions and accelerate purchase decision-making.

The primary implication of this study is that the effectiveness of MSME digital promotion does not depend solely on the frequency of posts but rather on the quality of emotionally driven and interactive communication. Collaboration with micro-influencers must be strategically selected based on the alignment between brand values and target audiences. In addition, the use of paid advertisements should be accompanied by a careful analysis of digital consumer behavior to ensure that promotional messages are accurately targeted.

5. Conclusion

This study addresses the following central research question: *How can promotional strategies on Instagram increase consumer purchase intention among MSMEs in Jakarta?* Based on data analysis from eight MSME actors and four active consumers, the study concludes that Instagram plays a significant role as a digital promotional medium capable of increasing consumer purchase intention for MSMEs in Jakarta, Indonesia. The most effective strategies include collaboration with micro-influencers, presentation of authentic and high-quality visual content, selective use of Instagram Ads during strategic moments, and implementation of two-way communication through interactive features such as Stories, Reels, and Direct Messages. The application of these strategies has been shown to increase engagement, consumer trust and purchase conversion rates.

These findings reinforce the relevance of the theoretical frameworks underpinning this study, namely Customer Path 5A (Philip Kotler et al., 2019), the AIDA Model (Mat Mursalin et al., 2025), Electronic Word-of-Mouth Theory (Lesmanah et al., 2023), and brand engagement theory (Febrysari, 2025). Collectively, these theories emphasize that visual appeal, emotional engagement, social validation, and active interaction on Instagram can guide consumers from initial interest to purchase decision-making. Academically, this study enriches the literature on social media-based digital marketing in the context of Indonesian MSMEs. Practically, the findings provide strategic guidance for MSME actors to optimize Instagram-based digital promotion in a human-centered, effective, and measurable manner, enabling them to compete in an increasingly competitive digital business ecosystem.

5.1 Operational Recommendations for MSMEs

Based on the study's findings, MSMEs can implement the following practical steps to enhance the effectiveness of digital promotion on Instagram:

1. Posting Frequency — Upload content 3–5 times per week using a balanced mix of feed posts (product visuals), reels (short videos of processes or testimonials), and stories (routine interactions, polls, or Q&A sessions).
2. Influencer Selection — Utilize micro-influencers (5,000–50,000 followers) with engagement rates of at least 5–10%. Ensure niche compatibility with the product; for example, food MSMEs should collaborate with food vloggers rather than general lifestyle influencer. Small-scale trial collaborations are recommended before entering into long-term agreements.

3. Use of Instagram Ads — Allocate a realistic monthly budget of IDR 300,000–500,000. Focus Ads on strategic moments, such as Ramadan, national online shopping days, or weekends, with specific audience segmentation based on age and location.
4. Performance Metrics (KPIs) — Evaluate promotional performance using indicators such as engagement rate, click-through rate (CTR), cost per click (CPC), conversion rate, and growth in interaction metrics (DMs, comments, testimonials).

Limitations and Future Research

This study had several limitations. First, the relatively small number of informants (eight MSME actors and four consumers) and the exclusive focus on Instagram limit the generalizability of the findings to all MSMEs and other social media platforms. Second, the qualitative approach employed does not measure the quantitative impact of promotional strategies on purchase intentions. Future studies should expand the research area, compare cross-platform effectiveness, apply mixed-methods or quantitative approaches, and incorporate consumer demographic factors as moderating variables. Such efforts would yield more comprehensive and actionable insights for MSME practitioners in the digital era.

References

Adi Hermawansyah, & Sudarmiatin Sudarmiatin. (2025). Integrated Digital Marketing Strategy for UMKM in Facing Globalisation Challenges : A Multi-Channel and Digital Alliance Approach. *Harmony Management: International Journal of Management Science and Business*, 2(2), 66–70. <https://doi.org/10.7006/harmonymangement.v2i2.233>

Afrianti, U., Isa Anshori, M., & Andriani, N. (2024). Digitalisasi Marketing Melalui Instagram dan Facebook Ads Dalam Meningkatkan Skala Usaha UMKM: Systematic Literatur Review. *Jurnal Masharif Al-Syariah*, 9(1), 187–198. <https://www.doi.org/10.30651/jms.v9i1.21058>

Ain, N., Safitri, D. N., & Hendra, J. (2024). Pemasaran Digital dan E-Commerce di Era Globalisasi: Tren, Inovasi, dan Dampaknya pada Bisnis Global. *Journal of Education Transportation and Business*, 1(2), 753–763. <https://doi.org/10.57235/jetbus.v1i2.4380>

Amelia Tri Andini, & Yahfizham. (2023). Analisis Algoritma Pemrograman Dalam Media Sosial Terhadap Pola Konsumsi Konten. *Jurnal Arjuna : Publikasi Ilmu Pendidikan, Bahasa Dan Matematika*, 2(1), 286–296. <https://doi.org/10.61132/arjuna.v2i1.526>

Ariandi, M. A., Rinaldi, M., Widya, S., Dharma, C., & Mulawarman, U. (2025). Pendampingan Strategi Pemasaran pada UMKM untuk Meningkatkan Efektivitas Penjualan Berbasis Digital Marketing (Assistance in Developing Marketing Strategies for MSMEs to Enhance Sales Effectiveness through Digital Marketing). *Jurnal Nusantara Mengabdi (JNM)*, 4(2), 63–72. <https://doi.org/10.35912/jnm.v4i2.4449>

Arimiawati, I., Moenawar, M. G., & Muhammad, B. (2024). Pengaruh Foto Produk terhadap Minat Beli Konsumen pada Akun Instagram @ skintificid The Influence of Product Photos on Consumer Purchase Interest on Instagram Accounts @ skintificid. 4(2), 211–224.

Aulia, H., Mu'arrif, Z. I., & Sumanti, E. (2024). Perbandingan Model Promosi pada Platform Facebook, Instagram, dan Tiktok terhadap Keputusan Pembelian berdasarkan model AISAS. *Ekonomis: Journal of Economics and Business*, 8(2), 1414. <https://doi.org/10.33087/ekonomis.v8i2.1818>

Bhikuning, D., Wasiati, H., Radinka, I. D., & Satria, N. (2025). Perbandingan Efektivitas Digital Marketing Melalui Platform Instagram dan Tiktok Pada Ritel Makanan dan Minuman. *Jurnal Ilmiah Global Education*, 6(2), 195–208. <https://doi.org/10.55681/jige.v6i2.3676>

Challa, A., & Anute, N. (2021). The Effectiveness of Instagram Content Marketing on Brand Building of a Company. *Journal of Sales, Service and Marketing Research*, 2(2), 1–7. <https://doi.org/10.46610/jssmr.2021.v02i02.001>

Dariz Radyananda Barus, Handika Natanael Simamora, Michael Glora Surya Sihombing, Josua Panjaitan, & Lenti Susana Saragih. (2023). Tantangan dan Strategi Pemasaran UMKM di Era Teknologi dan Digitalisasi. *Journal of Creative Student Research*, 1(6), 357–365. <https://doi.org/10.55606/jcsrpolutama.v1i6.3031>

Donoriyanto, D. S., Indiyanto, R., Juliardi A. R., N. R., & Syamsiah, Y. A. (2023). Optimalisasi Penggunaan Media Sosial sebagai Sarana Promosi Online Store pada Pelaku UMKM di Kota X. *Jurnal Abdimas Peradaban*, 4(1), 41–49. <https://doi.org/10.54783/vw5kdw78>

Febrysari. (2025). Pemanfaatan Media Sosial Instagram @Bakmietaat Dalam Membangun Brand Awareness Pada UMKM. *Program Studi Ilmu Komunikasi Fakultas Ilmu Komunikasi Universitas Mercu Buana Jakarta*.

Hirmantono, A., Teknologi dan Bisnis Ahmad Dahlan Lamongan, I., & Tadulako, U. (2021). Strategi Pemasaran UMKM di Masa Pandemi Covid-19: Studi Kasus UMKM di Kawasan Pondok Pesantren Darul 'Ulum Jombang (MSME Marketing Strategy during the Covid-19 Pandemic: Case study of UMKM in the Area of Pondok Pesantren Darul 'Ulum Jombang). *Jurnal Bisnis Dan Pemasaran Digital (JBPD)*, 1(1), 43–48.

Hurriyaturohman. (2020). Penggunaan Instagram Sebagai Media Promosi UMKM Tas Pepari Leather. *Prosiding Seminar Nasional PBSI-III Tahun 2020*, 205–216.

Lesmanah, U., Melfazen, O., & Yazirin, C. (2023). Pelatihan Digital Marketing untuk Meningkatkan Pemasaran Produk UMKM Ikan Asin. *I-Com: Indonesian Community Journal*, 3(4), 1719–1725. <https://doi.org/10.33379/icom.v3i4.3338>

Maharani, A. R., Ponirin, P., Santi, I. N., Risendy, R., Manajemen, S., Manjemen, E., Ekonomi, F., & Tadulako, U. (2024). *Efektivitas Penggunaan Iklan Instagram sebagai Media Promosi UMKM Efektivitas Penggunaan Iklan Instagram sebagai Media Promosi UMKM kehidupan manusia pada abad 21 , karena pada era digitalisasi ini teknologi digital dapat dan video untuk dilihat semua ora. 2.*

Mat Mursalin, Setiabudi, F., & Hidayat, A. (2025). YUME : Journal of Management Strategi Pemasaran untuk Meningkatkan Penjualan UMKM Empek-Empek Andi di Era Digital Mat Mursalin 1✉. *YUME : Journal of Management*, 8(1), 1425–1438.

Mavilinda, H. F., Nazaruddin, A., Daud, I., & Siregar, M. I. (2022). Peningkatan Daya Saing UMKM di Era New Normal Melalui Strategi Pembuatan Konten Promosi Digital. *Jurnal Abdimas Musi Charitas*, 5(2), 62–70. <https://doi.org/10.32524/jamc.v5i2.299>

Nurlinda Sari, Risky Laras Syari, Rio, Humairo, & Abdul Pandi. (2025). Strategi Pemasaran yang Efektif untuk UMKM di Era Digital. *Jurnal Ilmu Pendidikan Dan Sosial*, 4(1), 21–29. <https://doi.org/10.58540/jipsi.v4i1.787>

Philip Kotler, Hermawan Kartajaya, I. S. (2019). Marketing 4.0. In *Vertrieb und Marketing in der digitalen Welt* (pp. 57–66). https://doi.org/10.1007/978-3-658-17532-0_5

Pramesti, P., & Dwijayanti, A. (2021). Mengintegrasikan Sosial Media dan E-commerce dalam Pemasaran Dandang (Studi Deskriptif Kualitatif pada UMKM Dandang MJ). *IKRA-ITH ABDIMAS*, 4(2), 79–87.

Prasetyo, E. T., Sastrodiharjo, I., & Suraji, R. (2022). Upaya Peningkatan Omset Penjualan UMKM melalui Penerapan Digital Marketing terhadap UMKM di Bekasi. *Jurnal Pemberdayaan Umat*, 1(2), 61–70. <https://doi.org/10.35912/jpu.v1i2.969>

Pratiwi, K. S. A. L., Luh Putu Agustini Karta, N., Ramanita, N. W. S., Aprilia, N. P. N., & Wardani, R. K. (2023). Penerapan Digital Marketing sebagai Media Pemasaran Global Guna Meningkatkan Penjualan Kain Tenun Gringsing Desa Tenganan Pegringging Bali. *Jurnal Bisnis Dan Pemasaran Digital*, 2(2), 105–113. <https://doi.org/10.35912/jbpd.v2i2.2566>

Purwanto, E., & Wulandari, R. I. (2023). Digital Marketing Sebagai Strategi Pengembangan Pasar Pada UMKM Di Kelurahan Rungkut Menanggal. *JICS : Journal Of International Community Service*, 2(02), 50–58. <https://doi.org/10.62668/jics.v2i02.725>

Romadhona, A., & Febriyani, F. (2025). Analisis Strategi Promosi Melalui Akun Instagram Infokrian Untuk Meningkatkan Brand Awareness. *Jurnal Manajemen Dan Bisnis (JMB)*, 6(1), 2745–2892.

Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. PT Alfabeta.

Sugiyono. (2020). *Metodologi Penelitian Kuantitatif, Kualitatif dan R & D*.