

# Effectiveness of Using Social Media as *Digital Marketing Media* for UMKM Deandra Batik Lampung

Ratu Chaterine Fajri <sup>1</sup>, Dini Safitri <sup>2</sup>, Winda Kartika <sup>3</sup>, Valdi Mughni Budiman <sup>4</sup>

<sup>1,2,3,4</sup> Lampung State Polytechnic

---

## ARTICLE INFO



ISSN: 2620-6196

Vol. 8 Issues 1 (2025)

### Article history:

Received - 12 April 2025

Revised - 20 April 2025

Accepted - 08 May 2025

### Email Correspondence:

[ratuchaterine@polinela.ac.id](mailto:ratuchaterine@polinela.ac.id)

### Keywords:

Social Media, Digital Marketing, UMKM, Marketing Strategy, Brand Awareness

## ABSTRACT

The development of digital technology encourages MSMEs to optimize social media as an effective and efficient marketing tool. This study aims to analyze the effectiveness of utilizing social media, especially *Whatsapp Business*, Instagram and TikTok, as digital marketing media for MSME Deandra Batik Lampung. The method used is qualitative with data collection techniques through interviews, observations, and documentation. The results of the study show that social media can significantly increase *brand awareness*, interaction with customers, and sales of batik products. However, obstacles such as lack of understanding of social media algorithms and limited technical skills are the main obstacles in optimizing digital marketing. Training efforts and utilization of social media analytics features help overcome these obstacles. Utilizing social media as a digital marketing medium is an effective way for MSME Deandra Batik Lampung to face market competition by maximizing market interaction and reach. This study provides important recommendations for increasing digital marketing capacity so that MSMEs can maximize the use of social media.

---

## INTRODUCTION

The development of information and communication technology has brought about major changes in the way business actors carry out business activities, especially in the field of marketing. Social media is now one of the most strategic digital platforms in marketing, especially for Micro, Small, and Medium Enterprises (MSMEs). According to Nasrullah (2016), social media is a platform that allows its users to interact, share content, and build social bonds in virtual communities. In the context of marketing, Kotler and Keller (2016) state that digital marketing is a marketing process using digital technology, especially the internet, to reach and build relationships with customers effectively and efficiently.

MSMEs in Indonesia are the backbone of the national economy, contributing 60.51% to Gross Domestic Product (GDP) and absorbing around 97% of the workforce (Ministry of Cooperatives and SMEs, 2022). However, digital transformation among MSMEs is still slow. A survey by the Ministry of Cooperatives and SMEs (2022) revealed that only 22% of the approximately 64 million MSMEs actively utilize digital media, even though social media has been proven to increase *brand awareness*, expand market reach, and strengthen interactions with customers (Fadhilah & Pratiwi, 2021).

There are several empirical studies that confirm the importance of social media in strengthening MSME marketing. Musamma and Tahir (2021) studied the Hello Decoration MSME which succeeded in increasing customer loyalty and market appeal through Instagram. Sutanto et al. (2022) found that the use of Instagram is effective in building brand identity and expanding the market for MSMEs in South Tangerang. Achmad et al. (2024) also reported that MSME Barokah Jaya Bersama was able to increase sales by up to 30% thanks to marketing strategies through Facebook and Instagram.

In addition, research by Rahayu and Astuti (2021) shows that optimizing digital marketing through social media can reduce promotion costs while increasing the effectiveness of communication with customers. Indahwati and Haryanto (2023) added that social media supports marketing strategies that are adaptive and responsive to changes in consumer behavior, an important factor in developing MSME businesses in the digital era. Research by Sari and Wahyudi (2023) shows that digital marketing strategies through social media have proven effective in increasing MSME sales in Yogyakarta. The use of platforms such as Instagram and Facebook helps business actors reach a wider market at a low cost, while strengthening customer loyalty through intense two-way communication. Similar findings were also expressed by Vera et al. (2024), who stated that the majority of MSMEs in Serang City use social media as their main marketing tool. Social media is considered capable of accelerating the product introduction process, building direct interactions with customers, and increasing the competitiveness of small businesses. Meanwhile, Talib et al. (2024) emphasized that consistent and planned use of social media significantly increases brand awareness. MSME actors who use social media with a strong visual approach, product *storytelling*, and active engagement with *followers* experience growth in *audience reach* and positive perceptions.

UMKM Deandra Batik Lampung is one of the business actors in the traditional batik sector who has started to utilize social media such as *Whatsapp Business*, Instagram and TikTok to promote its products. However, the effectiveness of utilizing social media has not been studied in depth. Tanjung and Pratama (2022) in their study on batik MSMEs in Pekalongan revealed that technical constraints and lack of understanding of social media algorithms often hinder the optimization of digital marketing. A similar thing was also experienced by batik UMKM in Lampung, so further research is needed to determine the extent to which social media is able to improve marketing performance.

By considering data and findings from various previous studies, this study aims to explore the effectiveness of utilizing social media as a *digital marketing medium* for UMKM Deandra Batik Lampung. This study is expected to provide a comprehensive picture of the strategies, benefits, and obstacles in utilizing social media which will be the basis for further development of UMKM digital marketing.

## RESEARCH METHODS

This research uses a qualitative approach with the aim of deeply understanding the effectiveness of utilizing social media as a digital marketing tool for UMKM Deandra Batik Lampung. The qualitative approach was chosen because it can explore rich descriptive data regarding the experiences, strategies, obstacles, and perceptions of MSME actors in utilizing social media for marketing. The research was conducted at UMKM Deandra Batik Lampung which is engaged in the production and marketing of typical Lampung batik located on Jl. Garuda, Beringin Raya, Kemiling District, Bandar Lampung City. The research subjects consisted of MSME owners, social media managers, and several customers who actively interacted through the MSME social media platforms.

Data was collected using several techniques as follows:

1. In-depth interview ( *in-depth interview* )  
Interviews were conducted with MSME owners and managers to obtain information about experiences, strategies, and obstacles in utilizing social media.
2. Participatory observation  
Participatory observation was conducted by directly observing digital marketing activities on social media such as Instagram and TikTok, including how content is managed and interacted with customers.

### 3. Documentation

Collection of supporting documents such as social media posts, interaction statistics data, and digital promotional materials used by MSMEs.

Data obtained from interviews, observations, and documentation will be analyzed using thematic analysis methods which include the stages of data collection, data reduction, data presentation, and drawing conclusions.

## RESULTS AND DISCUSSION

### The Use of Social Media as a *Digital Marketing Medium* by UMKM Deandra Batik Lampung

Based on data obtained through in-depth interviews with the owners and managers of the Deandra Batik Lampung UMKM, social media is one of the main media in promoting batik products. *Whatsapp Business*, Instagram and TikTok are the most frequently used platforms due to their ease of access and features that support visual marketing of batik products.

By utilizing *Whatsapp Business*, Deandra Batik can display photos and videos of the batik making process via Whatsapp status, so that potential customers can find out about the latest batik motifs. On *WhatsApp Business*, there is a catalog with pictures and prices listed. Prospective customers can also ask about product information by clicking send a message on *WhatsApp Business* or directly adding the product they want to buy to the cart. On Instagram and TikTok social media, they can display photos and videos of the batik making process and product results directly to consumers. Deandra Batik Lampung actively shares information related to the latest motifs, product usage references and also reviews from customers by re-sharing photo and video statuses from its customers. In addition, Deandra Batik Lampung is also active in answering questions from customers both via Instagram and TikTok. This enables *real-time interaction* with customers, which increases customer trust and engagement towards the product. This strengthens the opinion of Nasrullah (2016) who stated that social media plays a role as an interactive medium that strengthens the relationship between business actors and consumers.

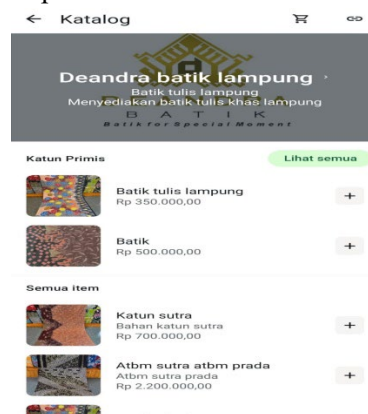


Figure 1. *WhatsApp Business* Deandra Batik Lampung



Figure 2. Instagram Deandra Batik Lampung



Image 3. Tiktok Deandra Batik Lampung

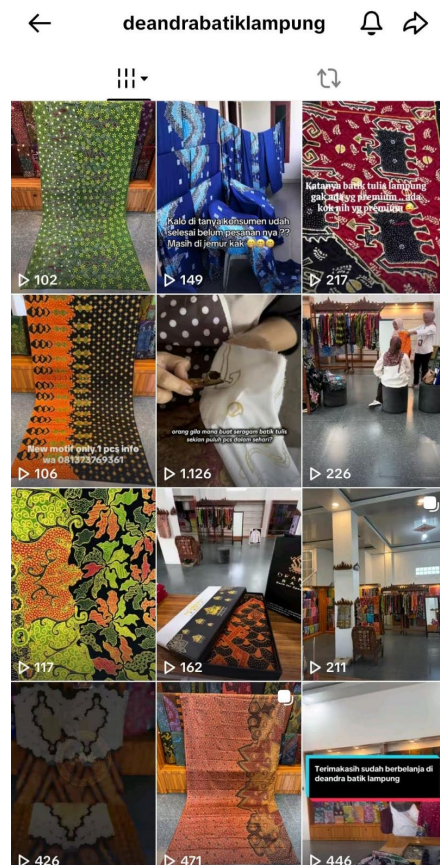
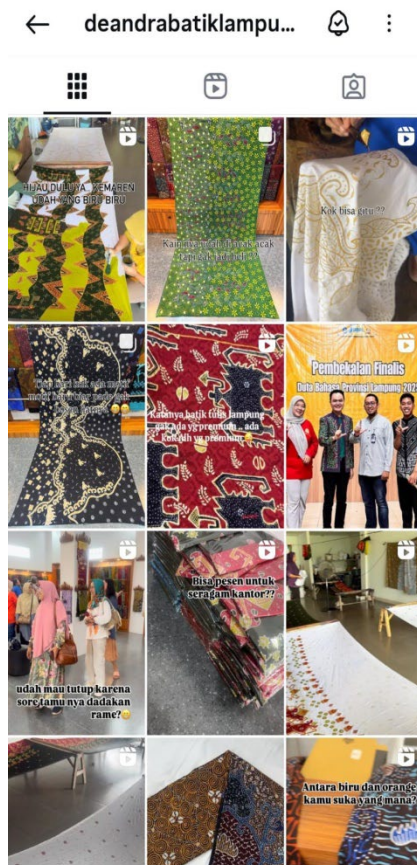


Figure 4. Deandra Batik Lampung Actively creates content on social media Instagram and Tiktok

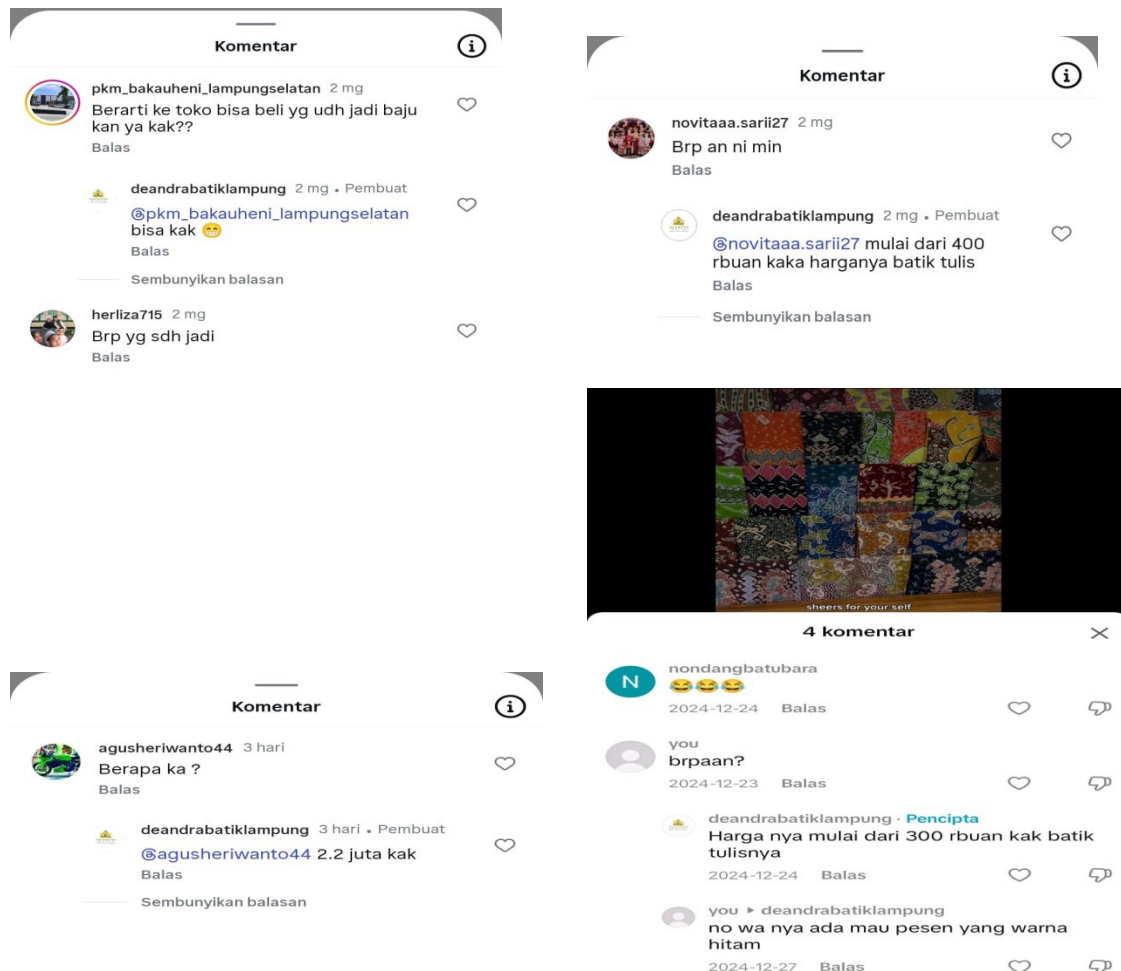


Figure 5. Deandra Batik Lampung actively interacts with potential customers on social media Instagram and TikTok.

### The Effectiveness of Social Media in Increasing *Brand Awareness* and Sales

From the results of observation and documentation, it can be seen that the Instagram account of UMKM Deandra Batik Lampung has experienced an increase in followers of around 40% over the past six months. This increase was accompanied by a 25% increase in sales during the same period, especially after a more targeted and consistent content strategy was implemented.

This data is in line with the research results of Achmad et al. (2024) who found that consistency in social media management can increase customer loyalty and expand the MSME market. Additionally, active interaction through comments and private messages on social media platforms provides direct feedback that is useful for product development and customer service improvement.

### Obstacles and Barriers in the Use of Social Media

Although social media is effective, UMKM Deandra Batik Lampung faces several obstacles, especially the lack of knowledge about social media platform algorithms. Frequently changing algorithms make content reach inconsistent and result in decreased engagement over time. In addition, the limited human resources managing social media have an impact on the lack of creativity in content creation. This is in line with the findings of Tanjung and Pratama (2022) who highlighted technical barriers as one of the inhibiting factors for the success of digital marketing in batik MSMEs.



### Strategies Applied to Overcome Barriers

UMKM Deandra Batik Lampung tries to overcome these obstacles by participating in digital marketing training and consulting with social media practitioners. This training helps improve understanding of how algorithms work and techniques for creating interesting content.

In addition, MSMEs are starting to utilize analytical features on Instagram and TikTok to identify the best times to post and the types of content that audiences like the most. This approach supports Sugandini's (2019) theory which emphasizes the importance of engagement and data analysis to optimize digital marketing.

### Implications of Social Media Utilization

Effective use of social media has a positive impact not only on increasing sales but also on improving brand image and more personal customer relationships. This provides a competitive advantage for Deandra Batik Lampung UMKM in the local and even national markets. This study strengthens the findings of several previous studies such as Rahayu and Astuti (2021) and Novitasari and Wibowo (2022), which show social media as an efficient and effective tool in MSME marketing strategies.

### CONCLUSION

Based on the results of research on the effectiveness of utilizing social media as a digital marketing medium for UMKM Deandra Batik Lampung, the following conclusions can be drawn:

1. Social media *Whatsapp Business* , Instagram and TikTok have proven effective as digital marketing platforms for UMKM Deandra Batik Lampung in increasing *brand awareness* , interacting directly with customers, and increasing sales of batik products.
2. The implementation of consistent and interactive content strategies can increase customer engagement and expand the reach of the MSME market. This is reinforced by the increasing number of followers and sales during the research period.
3. The main obstacles faced by MSMEs are the lack of understanding of social media algorithms and limited human resources in managing creative content consistently. These factors hinder the optimization of digital marketing to the maximum.
4. Capacity building efforts through digital marketing training and utilization of social media analytics features help overcome these barriers, thereby increasing marketing effectiveness.
5. The use of social media as a digital marketing tool has a significant positive impact not only on increasing sales, but also strengthening brand image and more personal customer relationships, thus providing a competitive advantage for MSMEs.

### Reference :

- Achmad, ZA, et al. (2024). *Effectiveness of using social media in developing Barokah Jaya Bersama MSMEs* . Poltara Journal , 4(1), 50–65.
- Fadhilah, R., & Pratiwi, D. (2021). *Utilization of marketing through social media by MSMEs in the pandemic era* . Scientific Journal , 1(1), 1–10.
- Indahwati, R., & Haryanto, B. (2023). *The role of social media in MSME marketing strategies in the digital era* . Journal of Digital Economy , 5(2), 77–90.
- Ministry of Cooperatives and SMEs. (2022). *Annual Report of Indonesian MSMEs* . Jakarta: Ministry of Cooperatives and SMEs.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed .). Pearson Education.

- Musamma, N.S., & Tahir, A. (2021). *The effectiveness of marketing communications using Instagram social media on Hello Decoration UMKM* . Islamic Communication Journal , 6(1), 105–118.
- Nasrullah, R. (2016). *Social Media: Perspectives of Communication, Culture, and Sociotechnology* . Bandung: Simbiosis Rekatama Media.
- Novitasari, D., & Wibowo, A. (2022). *The influence of digital marketing on the growth of MSMEs in Indonesia* . Journal of Business and Management , 8(4), 112–125.
- Rahayu, S., & Astuti, R. (2021). *Optimizing digital marketing using social media for MSMEs* . Journal of Management and Business Sciences , 7(3), 45–59.
- Sari, NP, & Wahyudi, S. (2023). *Digital marketing strategies through social media to increase sales of MSMEs in Yogyakarta* . Marketing Insight Journal , 9(1), 95–110.
- Sugandini, D. (2019). *Social systems theory and digital marketing* . Brilliant Journal , 1(1), 23–38.
- Sutanto, AC, et al. (2022). *Effectiveness of using Instagram in the branding process of MSMEs in Kemanggisan* . Journal of Digital Management and Marketing , 2(3).
- Talib, NRA, & Sari, MN (2024). *Analysis of the effectiveness of using social media in increasing brand awareness in UMKM in South Tangerang City in the digital era* . Journal of Economics, Management Accounting, Agribusiness , 2 (2), 30–48
- Tanjung, HM, & Pratama, A. (2022). *Utilization of Instagram as a digital marketing tool for batik UMKM in Pekalongan* . Journal of Creative Economy , 3(1), 20–35.
- Vera, M., et al. (2024). *Utilization of social media for MSMEs in Serang City* . Benefits: Journal of Economics and Tourism 1(1), 12–25.