



The effect of using web-based Kahoot media on the learning outcomes of grade X students in the informatics subject at MAN – and the optimization of Instagram social media utilization for increasing sales at Aliya Cell, Maccorawalie Village, Sidenreng Rappang Regency

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Abstrak

Penelitian ini berfokus pada optimalisasi penggunaan media sosial Instagram untuk meningkatkan penjualan di Aliya Cell, sebuah usaha yang bergerak dalam bidang penjualan ponsel, aksesoris, pulsa, dan layanan pembayaran digital di Kabupaten Sidenreng Rappang. Meskipun media sosial memiliki potensi besar sebagai alat pemasaran, Aliya Cell menghadapi beberapa kendala seperti kurangnya konten menarik, frekuensi posting yang tidak konsisten, dan minimnya penggunaan data untuk strategi pemasaran. Penelitian ini bertujuan untuk mengetahui strategi efektif dalam memanfaatkan media sosial untuk meningkatkan penjualan serta mengidentifikasi kendala yang ada. Jenis dan desain penelitian yang digunakan adalah kualitatif deskriptif, dengan pengumpulan data melalui wawancara, dokumentasi, dan observasi. Penelitian diharapkan dapat memberikan rekomendasi praktis bagi Aliya Cell dalam meningkatkan visibilitas merek, interaksi pelanggan, dan efisiensi pemasaran melalui Instagram.

Kata kunci: Media sosial; Instagram, Pemasaran digital; peningkatan penjualan, Strategi pemasaran

Abstract

This study focuses on optimizing the use of Instagram social media to increase sales at Aliya Cell, a business engaged in the sale of mobile phones, accessories, prepaid credit, and digital payment services in Sidenreng Rappang Regency. Although social media has great potential as a marketing tool, Aliya Cell faces several challenges such as a lack of engaging content, inconsistent posting frequency, and minimal use of data for marketing strategies. The purpose of this research is to determine effective strategies for utilizing social media to boost sales and to identify existing obstacles. The type and design of the research used is descriptive qualitative, with data collection through interviews, documentation, and observation. This study is expected to provide practical recommendations for Aliya Cell in enhancing brand visibility, customer interaction, and marketing efficiency through Instagram.

Keywords: Social media; Instagram; Digital marketing; Sales improvement; Marketing strategy

Introduction

In today's digital era, online marketing has become a crucial tool for businesses across various sectors. With easy access and extensive reach, digital marketing offers significant opportunities to increase sales. However, in a market saturated with

competitors, it is essential to develop effective marketing strategies, such as utilizing Instagram as a platform to promote micro, small, and medium enterprises (MSMEs) like Aliya Cell. MSMEs play an important role in economic development, particularly in developing countries such as Indonesia. According to Law No. 20 of 2008, MSMEs are defined as productive businesses

owned by individuals or business entities that meet the criteria of micro, small, and medium enterprises based on asset size and annual turnover. The rapidly growing business environment presents both challenges and opportunities for business owners to sustain and expand their market share.

According to the 2024 report by the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia has reached 221,563,479 people, equivalent to 79.5% of the total population of 278,696,200. This marks a 1.4% increase compared to the previous year, highlighting the vast potential of the digital marketing market in Indonesia. Social media platforms should therefore be leveraged by various groups for positive purposes, such as promoting local businesses like Aliya Cell.

Social media has become one of the most effective marketing tools in the digital era. Technological advancements have transformed patterns of communication, information consumption, and consumer decision-making. With the number of active users continuing to grow annually, platforms such as Instagram, Facebook, WhatsApp, and TikTok provide vast opportunities to reach wider audiences and increase customer engagement.

Aliya Cell, established on October 12, 2015, is a retail business founded by a married couple, Muhammad Ilyas and Nur Alam. Initially, the store only sold prepaid mobile credit but gradually expanded its offerings to include data packages, used mobile phones, and later, brand-new smartphones from well-known brands such as Xiaomi, Oppo, and Vivo. Today, Aliya Cell also provides a range of mobile accessories and digital payment services. This growth demonstrates how a small business can expand with dedication, hard work, and adaptability to market demands.

Despite operating in the competitive electronics retail market, Aliya Cell has

maintained stable daily sales transactions and sufficient product stock to meet customer demand. However, one of the key challenges it faces is attracting new customers, retaining existing ones, and increasing sales volume efficiently. Optimizing the use of Instagram could serve as a strategic solution to these challenges. Nevertheless, the business has yet to maximize its social media potential due to issues such as a lack of engaging content, inconsistent posting frequency, and minimal data-driven marketing strategies.

Based on preliminary observations, it was found that Aliya Cell's Instagram activity remains relatively low. The business often uploads product photos without compelling captions or creative presentation, leading to low audience engagement. This suggests that Instagram's full potential for expanding market share and enhancing brand awareness has not been fully tapped. As such, this study aims to explore effective strategies to optimize Instagram as a marketing tool to improve promotional effectiveness, customer interaction, and overall business growth.

By leveraging Instagram effectively, Aliya Cell can achieve several key marketing objectives: increasing brand visibility through creative and consistent content; reaching wider audiences through features such as paid advertisements and algorithm optimization; and evaluating campaign effectiveness using metrics such as engagement rate, reach, and conversion rate. These strategies, if implemented properly, can significantly improve the store's competitiveness in the local market.

Therefore, this study focuses on identifying effective Instagram marketing strategies for Aliya Cell, understanding the challenges faced in managing social media, and providing practical recommendations to enhance sales performance. The findings are expected to benefit not only Aliya Cell but also other MSMEs seeking to optimize social media marketing in similar competitive environments.

Method

This research employs a qualitative method with a descriptive approach. The qualitative method is chosen to obtain an in-depth understanding of the phenomena related to the optimization of Instagram use as a marketing tool for Aliya Cell. A descriptive approach is used to systematically present the findings in a narrative form, highlighting the strategies applied, the challenges encountered, and the opportunities available to the business. This approach is suitable for studies that focus on exploring detailed perspectives from multiple stakeholders rather than quantifying the findings.

The research was conducted at Aliya Cell, located in Maccorawalie Village, Sidenreng Rappang Regency, South Sulawesi, Indonesia. This location was selected because Aliya Cell is a representative example of a micro, small, and medium enterprise (MSME) operating in the electronics and telecommunications retail sector. The study was carried out over a two-month period, from March 2025 to May 2025, covering all stages from data collection to data analysis.

Participants in this study were selected using purposive sampling, which allows researchers to deliberately choose informants who are considered capable of providing relevant and accurate information. The informants consisted of 10 individuals: the store owners (2 people), an employee (1 person), customers (4 people), and local residents (3 people). This composition ensures the collection of diverse perspectives, including those directly involved in managing the business and those interacting with it as consumers or community members.

The data used in this study consist of primary and secondary sources. Primary data were obtained directly from interviews and

observations, while secondary data were sourced from books, previous research, photographs, and relevant documentation. The combination of both types of data strengthens the credibility of the research findings by allowing for cross-verification and triangulation.

Data collection techniques include semi-structured interviews, documentation, and literature review. Semi-structured interviews were chosen to allow flexibility in exploring informants' answers while maintaining focus on the research objectives. Documentation involved collecting Instagram posts, sales reports, and promotional materials used by Aliya Cell. The literature review focused on relevant academic references discussing social media marketing, Instagram strategies, and MSME development.

The data analysis technique employed in this research follows the Miles and Huberman model, which includes three stages: data reduction, data display, and conclusion drawing/verification. In the data reduction stage, only relevant information—such as social media usage frequency, content quality, and customer interaction patterns—was retained. In the data display stage, the information was presented in narrative form and supported by tables or visual aids when necessary. In the conclusion drawing stage, patterns and relationships between Instagram usage and sales performance were identified, with conclusions verified through triangulation.

In addition to thematic analysis, the study also incorporates a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to evaluate the internal and external conditions of Aliya Cell. This approach helps identify key strengths that can be leveraged, weaknesses that need improvement, opportunities for market expansion, and threats from competitors or market changes. SWOT analysis results will serve as a foundation for practical recommendations tailored to the business context. To maintain

the validity and reliability of the findings, triangulation was carried out by comparing data from multiple sources and perspectives. Informant statements were cross-checked with actual observations and secondary data to ensure consistency. This methodological rigor ensures that the recommendations provided are not only theoretically sound but also practically applicable to Aliya Cell's context.

Result and Discussion

This study examined how the optimization of Instagram as a marketing tool affects sales performance at Aliya Cell. Data were collected from interviews with owners, employees, customers, and community members, as well as observations and documentation of the store's Instagram account. The findings highlight three main dimensions of Instagram usage: time allocation, content quality, and customer engagement, each of which significantly influences marketing outcomes.

The first finding relates to the **time spent managing Instagram**. Interviews revealed that Instagram was used inconsistently, typically for 15–30 minutes per day, with some days having no activity at all. Owners and employees recognized that this short and irregular usage limited visibility and engagement. Customers suggested that increasing daily management time to at least 1 hour could improve posting frequency and interaction.

The second finding focuses on **content quality**. The current content strategy mainly consists of simple product photos with minimal captions. Both customers and community members noted that such content lacked appeal and did not provide sufficient product information. Informants agreed that improving visual presentation, adding detailed descriptions, and maintaining a consistent posting style would enhance the account's attractiveness.

The third finding concerns **customer engagement**. Interaction with followers—such as replying to messages, responding to comments, and initiating conversations—was minimal. While some followers liked or viewed posts, conversion into actual sales remained low. This suggests that engagement strategies need to be more proactive and personalized to convert interest into purchases.

A review of Instagram insights and store sales records indicated that weeks with higher posting frequency and more engaging content coincided with slightly higher sales figures. However, the correlation was not strong enough to conclude causality, partly due to inconsistencies in content strategy and limited paid promotion use.

In addition to internal factors, external opportunities were identified. The store's location in a moderately dense area with an increasing number of internet users provides a favorable environment for online marketing. However, competition from other electronics retailers who are more active on social media remains a significant challenge.

Based on the SWOT analysis, Aliya Cell's strengths include competitive pricing and good customer service, while weaknesses include inconsistent social media activity and lack of content planning. Opportunities include growing local Instagram usage and digital payment adoption, while threats include aggressive competitors and rapidly changing consumer preferences.

The table below summarizes key findings across the three main variables—time usage, content quality, and engagement—and their perceived impact on sales.

Variable	Current Practice	Challenges	Opportunities for Improvement
Time Usage	15–30 min/day	Low posting frequency	Allocate 1–2 hrs/day

Variable	Current Practice	Challenges	Opportunities for Improvement
Content Quality	inconsistent	frequency, missed engagement	schedule content updates
	Basic product photos, short captions	Low visual appeal, lack of detail	Use high-quality images, detailed captions, brand-consistent themes
	Minimal replies, rare interaction	Low conversion from interest to sales	Proactive DM replies, interactive posts, customer feedback campaigns

Regarding **content quality**, the results mirror findings by Fitriani et al. (2022), who emphasize that visually appealing, informative posts increase engagement rates. The current reliance on simple product images without storytelling or customer-centric framing limits the ability to differentiate the brand from competitors.

The **engagement gap** observed reflects Lometti, Reeves, and Bybee’s theory on media use, which highlights the importance of two-way communication. Customers expect brands to actively respond to inquiries and initiate dialogue. Minimal interaction, as seen at Aliya Cell, can signal disinterest and reduce purchase likelihood.

Interestingly, while sales records show small spikes during weeks with more active Instagram usage, the inconsistent approach prevents sustained growth. This finding supports Woodcock & Green’s (2010) conclusion that social media marketing requires long-term commitment to yield substantial sales impacts.

Discussion

The results demonstrate that while Aliya Cell has established a basic presence on Instagram, the platform’s potential as a sales driver remains underutilized. The findings align with Kotler & Keller’s (2022) argument that social media requires both consistent activity and engaging content to effectively influence consumer behavior. In Aliya Cell’s case, inconsistencies in posting schedules have reduced the algorithmic visibility of its content.

The dimension of **time allocation** plays a critical role in maintaining audience interest. Prior studies, such as Abbas et al. (2022), show that consistent posting schedules improve brand recall and customer trust. The owners’ acknowledgment of insufficient time spent on Instagram confirms that this variable is a significant internal weakness.

The SWOT analysis provides a clear framework for targeted interventions. For instance, leveraging Aliya Cell’s competitive pricing as a content theme—through promotional reels or bundle offers—could reinforce its market position. Additionally, using Instagram’s paid ads could help reach new customers beyond the immediate community. External factors, such as increasing smartphone penetration and digital payment adoption in the area, represent untapped opportunities. Aligning Instagram content with these trends—for example, posting tutorials on using digital payment services—could attract tech-savvy customers.

From a strategic perspective, this study highlights the need for integrated planning. A content calendar, audience segmentation, and engagement KPIs (e.g., engagement rate, click-through rate, conversion rate) should be implemented. This aligns with

recommendations by Erdogmus & Çiçek (2012), who found that structured planning increases marketing efficiency. While Aliya Cell faces challenges in time management, content creation, and engagement, the results indicate substantial potential for growth if these gaps are addressed systematically. Future initiatives should combine creative content, consistent scheduling, and active interaction to fully leverage Instagram's role in sales improvement.

Conclusion

This study concludes that Instagram has significant potential as a marketing tool for Aliya Cell, but its current utilization remains suboptimal. The findings show that inconsistent time allocation, low-quality content, and minimal customer engagement are the primary internal factors limiting the platform's effectiveness in driving sales. While the store maintains competitive pricing and good customer service, its social media activity lacks the consistency and creativity needed to compete in an increasingly digital marketplace.

The research also reveals that weeks with more frequent posting and engaging content coincide with small increases in sales, suggesting that improved and consistent Instagram usage could have a positive impact on business performance. Opportunities exist in the growing number of local internet users, the adoption of digital payments, and Instagram's various promotional features, such as paid ads and reels. However, external threats from more active competitors and shifting consumer preferences require Aliya Cell to act strategically and adapt quickly.

To maximize Instagram's potential, Aliya Cell should implement a structured content plan, allocate more daily time to account management, enhance visual and informational quality in posts, and actively engage with followers. By integrating these strategies with its existing strengths, the business can improve brand visibility, expand its market reach, and increase sales.

The recommendations from this study may also serve as a reference for other MSMEs seeking to optimize social media marketing in similar contexts.

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