

Increasing The Capacity of MSME Product Sales Through Sales Promotion Advertisements on Social Media

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ABSTRACT

Keywords

Sales Capacity; SMEs; Sales Promotion Advertisement

Sales promotion advertisements play an important role in increasing the capacity of MSMEs in terms of product sales and are able to influence purchasing decisions by providing stimulation to potential consumers. Sales promotions have an interesting aspect in stimulating potential consumers by providing discounts, holding contests, flash sales and loyalty programs, which are designed to increase customer interest and involvement. The purpose of the study is to explain the role of sales promotion advertisementsUMKM Astro Distro Fashionon social media to stimulate potential consumers. Types and approaches of research: qualitative descriptive research type, using a case study approach. The object of research in UMKM Astro Distro Fashion, Sragen Regency, Indonesia. Types and sources of research data: (a) narratives from the main data source, namely informants of UMKM Astro Distro Fashion advertising activities; (b) results of observations of MSME sales promotion advertisements on social media. Informants consist of owners and managers of UMKM ADF, creative content for UMKM ADF advertisements, consumers of UMKM ADF. Data Validation: guaranteeing the validity of data with source triangulation, method triangulation. Data analysis techniques: using an interactive inductive logic modelMile and Huberman. Conclusion: Sales promotion advertising can increase the sales capacity of MSME products by increasing their frequency and depth. MSME Astro Distro Fashion carries out sales promotion advertising activities through flash sale strategies, discounts, lottery coupons by paying attention to time, new items, making items go viral quickly, the amount of sales value and risk.

1. Introduction

Micro, Small and Medium Enterprises (MSMEs) have an important function in helping to grow the national economy, number one in overcoming unemployment. In less developed countries, MSMEs create about two-thirds of all formal jobs, with this figure increasing to 80% in low-income countries (Review et al., nd). In developing regions, micro and small enterprises (MSMEs) are critical to economic growth and employment, contributing to local livelihoods and generating income (Ayalu et al., 2023).

One of the things faced by MSMEs is their ability to offer products to potential consumers in the community. Most MSMEs do not yet have the capacity to use digital technology advertising strategies with a positive impact. Weaknesses in using digital advertising, using social media and e-commerce platforms make their target market penetration very limited (Sholikha & Pujianto, 2024). SMEs experience difficulties in integrating advertising activities into holistic business methods (Gilmore et al., 2012).

The growing use of social media provides a wide opportunity for MSMEs to advertise their products with a low budget. This new platform provides MSMEs with a larger market target with a low budget. Simplifying the management of online stores and presenting media that can engage

potential buyers and track sales activities (Indonesia & Online, 2024). Using social media advertising media will be able to reach a wide range of potential buyers and involve them in sales transactions (Journal & Mea, 2022).

Sales promotion ads on social media such as Instagram, Facebook, and TikTok can really expand the target market and attract potential buyers by looking at the products offered. New media, social media has a large niche market (Afrizal & Karsa, nd). SMEs use new media to connect themselves with potential buyers, offer products, and create relationships with potential buyers. Social media as a means of creating image advertisements that will be able to increase the visibility of a product and create buyer loyalty (Victor & Dias, n.d.).

The use of social media as an advertising medium will be able to increase sales continuously. MSMEs use a lot of social media to advertise their products that have an interactive character (Ariyati et al., 2024). New media, social media as a means for MSMEs to target potential buyers in a wide world scope, involving potential buyers at all times and establishing mutually beneficial relationships. Expanding the target market will be able to increase sales value (Al-Bantani, 2020).

MSMEs have widely used social media, but many of them do not yet know how to use successful sales promotion advertising methods to target the market that suits the type of product offered. An understanding of market targets and segmentation must be possessed by MSMEs to create tactics in using social media advertising (Syafuddin et al., 2024). New media, social media brings various opportunities and challenges for MSMEs, amidst increasingly tight business competition. Continuously, MSMEs must always adapt to social media that continues to innovate and develop its features (Safitri & Pabulo, 2024).

Many MSMEs are not yet able to use features on social media that will support promotional sales advertising activities. There is still a high gap between the availability of technological features on social media and the capacity of use carried out by MSMEs (Hidayanto et al., 2022). The use of social media for sales promotion advertising needs to maximize content features to bring out brand loyalty held by consumers (Pratiwi & Samsudin, 2024).

There are still few MSMEs that have the ability to see the exact influence of sales promotion advertisements carried out on social media. MSMEs need to increase the ability of financial and human resources as capital to use digital media to trace and assess the influence of social media advertising campaigns. MSMEs have weaknesses in analyzing comprehensively (Ghufrony et al., 2024).

The development of integrated marketing communication methods synergizing social media as a digital advertising medium will be able to maximize sales promotion advertising campaigns holistically. This approach can help MSMEs maximize reach with a limited budget (Kumar & Nanda, 2023).

Research related to the effectiveness of various forms of sales promotion advertising such as the use of discounts, coupons, flash sales, giving gifts on social media which aim to increase the sales value of MSME products. Many young people consider that social media advertising is less interesting than traditional advertising (Kowang, 2018). The impact of advertising on social media is influenced by the credibility and originality of the advertisements created. An interesting advertisement is an advertisement that is unique, contains elements of novelty that will be able to influence potential buyers and will be able to increase the determination to buy (Pellet & Ettis, 2022).

It requires comprehensive research to find out the right sales promotion advertising method that can increase the sales value of MSME products. Digital advertising provides MSMEs with cheap media that can reach a wide target market, which utilizes platforms such as social media, e-commerce. Promotional sales advertising marketing creates valuable and relevant content that helps SMEs attract and retain a clearly defined audience. This strategy not only drives sales but also increases brand awareness and customer engagement. Content marketing is a key component of digital marketing that SMEs can use to differentiate themselves in a competitive marketplace (Verdugo-ochoa, 2024). Social media platforms like Facebook, Instagram, and WhatsApp are essential for SMEs to reach a wider audience. These platforms allow direct engagement with customers, fostering

loyalty and brand awareness. The use of social media to significantly increase sales, shows the effectiveness of social media platforms in digital marketing (Rahardjo, 2023).

From the background above, this research aims to 1) show that a properly designed sales promotion advertising strategy on social media can increase the sales capacity of MSME products, both in terms of audience reach and increasing purchase conversions, 2) This research is important because there are still many MSME actors who have not utilized social media optimally in their promotional activities, as well as a lack of understanding regarding the effectiveness of various types of sales promotion advertising in driving business growth.

2. Method

2.1. The Place and Time of Research

This research was conducted at UMKM Astro Store. The reason for choosing UMKM Astro Store as a place and object of research is because UMKM Astro Store is a Micro, Small and Medium Enterprise that carries out Sales Promotion Advertising activities.

2.2. Types and Approaches of Research

This type of research is qualitative descriptive research, using a case study approach. According to Yin (2009), case study is an empirical investigation that investigates contemporary phenomena in a real-life context. The case study research method is an appropriate strategy to use in research that uses how or why research questions. The substance of data and information needed in qualitative descriptive research concerns understanding, experience, informant views, observation results and documents in this case concerning entrepreneurial empowerment (Creswell, 2013). Qualitative descriptive research with a case study approach involves all actions, statements, attitudes, and beliefs of researchers in interpreting the objects being studied (HB Sutopo, 2006).

2.3. Types and Sources of Research Data

The types and sources of data or information in this study include: 1) primary data in the form of qualitative information in the form of: (a) statements from the main data source, namely selected informants and the results of observations on the activities of Astro Store UMKM Sales Promotion Advertising; b) results of observations on activities related to the activities of Astro Store UMKM Sales Promotion Advertising

2.4. Unit of analysis or research subject

The unit of analysis in research can be an object, activity, social situation, individual, or place where the research variable data that is the problem is located (Arikunto, 2005). The research subject has a very strategic role because it is from the research subject that data about the research variables will be obtained. The unit of analysis in this study is the UMKM Astro Store Sales Promotion Advertising activity.

2.5. Data collection technique

Data collection techniques in this study were carried out through participatory observation, document searches, and in-depth interviews with key informants, primary informants, and supporting informants (Denzin, Norman K., & Lincoln, 2009). In this study, the researcher used a complete observer. According to (Bruce A. Chadwick, Howard M. Bahr, 1991), the role as a full observer means that the researcher is near the scene, seeing, observing, recording, but not involved in the event being observed. The tools used for data collection are digital voice recorders, cameras, hand phone cameras, and field notes.

2.6. Data Validation

Ensuring the validity or reliability of data and information is done through validation using the triangulation method of sources, methods and objects of field observation results (HB Sutopo, 2006).

2.7. Data Analysis Techniques

Data analysis in this study used an interactive inductive logic model. Miles & Huberman (2012). The basic principle of this data analysis model is that the data analysis process has begun since the data collection stage until the final conclusion is drawn. Broadly speaking, the interactive inductive analysis model involves five components of analysis, namely data collection, data presentation, data reduction, data verification, and drawing conclusions.

3. Result and Discussion

Sales promotion advertisements that offer the lure of prizes have an influence on customers' mindsets and increase their enthusiasm for buying, when there is a match between the type of product needed and the attractive prize incentive (Park et al., 2021). For example, the promotion method "Buy 2 get 20% off" has been proven to increase the value of a brand and brand loyalty (Ahn & Park, 2022).

Consumer shopping patterns can be influenced through sales promotion advertising by analyzing various factors such as the frequency and depth of promotions, the impact of different promotional tools on consumer behavior, and the use of information technology to optimize sales strategies. Research shows that understanding long-term and short-term purchasing patterns is caused by promotions as an effective marketing strategy (Luo et al., 2016). Studies emphasize the importance of tools such as coupons, samples, price discounts, and buy-one-get-one-free offers in influencing consumer purchasing behavior and brand loyalty (Lu, 2017). In addition, the use of technology for data tracking can help identify product sales patterns, recommend promotional strategies such as discounts, coupons can add value to increase sales (Ashraf et al., 2014). This thinking will be in line with what customers like.

The buy one get one free promotion has also been practiced by Astro Store, as conveyed by informant 1:

For example, when shopping, after shopping, customers are given a voucher so that customers will shop again later, this is a reminder for customers to shop again at that store, not to shop at other department stores.

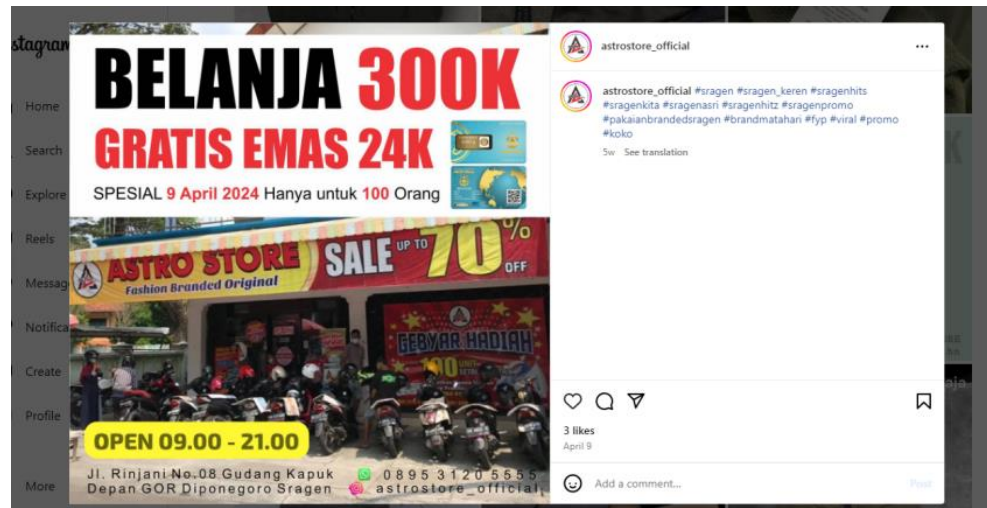


Figure 1. Shop 300 thousand, free 24 carat gold special April 9 only for 100 people

Regarding the buy one get one free or BOGO promotion conveyed by "Buy One Get One Free" (BOGO) promotion is a sales promotion method that can convince, please customers and foster purchasing enthusiasm. The BOGO sales promotion method has a significant effect on managing retail sales (Thomas & Chrystal, 2013). The results of the research report show that 42.3% of question answerers expressed high satisfaction with the BOGO program, and 46.8% said they would repurchase products in the BOGO program (Jayaraman et al., 2013). The BOGO scheme program has a high impact on the purchasing mindset of potential buyers (Balatucan, 2019).

a. Flash Sale

The optimal time for a flash sale depends on factors such as consumer emotions, willingness to pay, and the goal of reducing stock. Research shows that implementing flash sales with limited-time discounts can lead to impulse purchases and increased consumer interest (H. Herlina et al., 2021; Martaleni et al., 2022). Flash sales held strategically at certain intervals can help reduce inventory while influencing future buyers' willingness to pay (Dilmã & Li, 2019; Dilme & Li, 2019).

However, it is important to ensure that flash sales do not violate competition laws, such as engaging in predatory pricing practices (Jayani et al., 2022). Therefore, the right time to conduct a flash sale is when it is in line with consumer behavior, increases purchasing decisions, and complies with legal regulations to avoid unfair competition practices.

Flash sale practices are carried out by Astro Store every Saturday and Sunday, the 1st-5th of every month. According to the managers, flash sales on those dates usually make the store crowded with visitors, since morning there are already many people queuing or waiting. In addition, promos are also carried out at certain moments, such as before Eid al-Fitr.

Especially if I post a flash sale, early in the morning at 10:00 WIB, people are already queuing in front of the store. If it's a promo, it's not announced how many days in advance. For example, today it closes at 20:00 WIB, later at 20:00 WIB I'll share a little less. I like to hunt for stock, I once had a flash sale on men's t-shirts for 2 days, about 2,000 t-shirts, the rest were few, even though the items sold were local class items. Daring to promo becomes a mindset that people can detect if the items being sold are cheap. Sales in fashion are busy during Eid, so it increases enthusiasm in doing business.

b. Discount Ads and Sweepstakes Ads

Advertising activities discount promotions, promotions, sweepstakes and coupons are effective ways to persuade consumer behavior and increase sales. Discount ads and sweepstakes ads are ways to present sales promotion advertising messages that aim to convince buyers and increase UMKM sales.

This method can support sales levels and increase buyer engagement and loyalty by providing convincing stimuli that contribute to business success. This activity has been carried out by Astro Store:

The method of advertising sales promotion that we do using discounts, coupons, draws are carried out within six months. Prizes with types of goods including bicycles, refrigerators and televisions. We do not use the type of points, we use the coupon system. The use of the point system is dominated by certain buyers, if using coupons, prizes will be obtained by customers who get luck, this will please new buyers.



Figure 2. Big Discounts Happy December

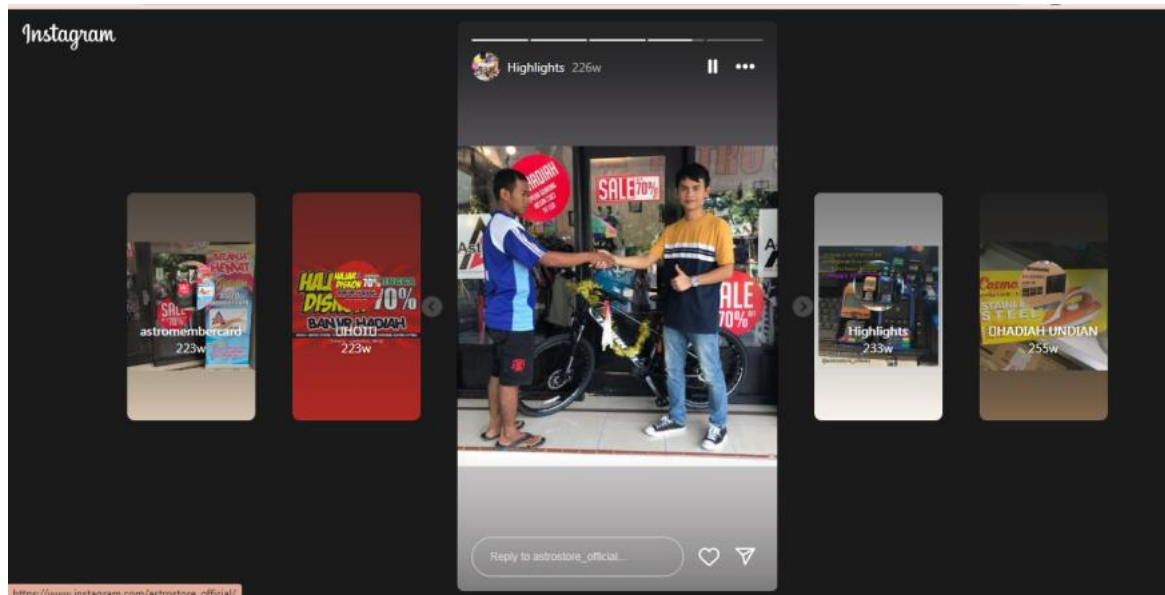


Figure 3. The raffle prize winner gets a bicycle.

The promotional advertising activities carried out by Astro Store using discounts, coupons, and sweepstakes make potential customers interested in buying. This is almost as conveyed by (Keller & Kotler, 2022) said, discount ads are part of sales promotion ads that aim to stimulate potential buyers to immediately decide to buy. Discount ads can increase the number of sales in a short time and support MSMEs to reduce product inventory in the warehouse.

The study was conducted by the Last Supper (2022) found the real effect of discount advertising on purchase incentives; discount advertising and sales promotion advertising actually convince buying attitudes. Basically, the new method of coupon advertising, lottery advertising, discount advertising, offers a unique way to please buyers by delivering various discounts through a lottery.

c. Time Distance

Promotional advertising experts emphasize the incentive period distance in the incentive method for MSMEs. The incentive or incentive time gap is the distance between the activity of providing one incentive action to another incentive action so that prospective buyers are interested and stimulated.

UMKM Astro Store has used the time-distance method in providing incentives to customers, Informant 1 said:

I use a period of weeks, I make coupons in small quantities, so that prospective buyers are curious, interested, stimulated, motivated to ask when there will be another promotion, so that the achievement of incentives from time to time can be predicted. Usually, the promotion period is one week before the coupon draw, the time is closed to calculate the number of coupons. Many buyers shop, few buyers shop, after that it is calculated. When the coupon time is not running, many customers ask. The coupon draw activity is carried out through live broadcasting on Instagram social media. The response on Instagram social media in the draw event was quite a lot.

The long-distance activity carried out by Astro Store has the aim of making prospective buyers curious, interested, stimulated, motivated to ask when there will be another promotion, so that the achievement of incentives from time to time can be predicted to increase purchases. *This is almost the same as what was said by Rentschler et.al (2023).* By providing a gap, MSMEs have time to assess the achievement of incentives that have been carried out, assess according to the expected achievements, to design the next incentive activity. The gap in the provision of incentives allows

MSMEs to make plans and apply certain incentive methods. This provides a thoughtful and conceptual planning period.

Mitchell (2020) adding, providing incentives within a limited period, including providing coupons and draws, will create acceleration in purchases and increase sales value due to the urgency of customer needs. Providing these incentives offers customers the freedom to reduce time, get results, take part in draws and get bonus prizes (Manzoor & Akoglu, 2017). The results of a study explain that providing short-term incentives, through store coupons, has an impact on accelerating the increase in purchases compared to providing manufacturer coupon incentives (Aggarwal & Vaidyanathan, 2015).

d. New Item Promotion Advertisement

Promotional advertisements for new goods through incentives provided will be able to increase sales value through attractive stimuli and lures to potential buyers. The dissemination of information through promotional advertisements for new goods will inform the public about things that will benefit potential buyers.

Promotional advertisements for new items have been carried out by Astro Store:

When we deliver sales promotion advertisements, the items we will promote are new items, even though we actually make promotions with remaining stock items. We always use new items when doing sales promotions. Because prospective buyers know that old items used for sales promotions, even if sold at a low price, will not last long. Because buyers already understand about the items. Prospective buyers will not think twice if the items being promoted are new items.

Astro store uses new items when conducting sales promotion activities. This has been truly realized by the store, because when conducting promotions with remaining stock items, these items will not sell and will not affect sales value. Astro Store when conducting sales promotion advertisements will always use new items and considers it important that new items will be able to increase sales. This is the same as what was stated (Wardani & Sofyan, 2023) that sales promotion advertising is useful in informing about new products and increasing sales). A well-crafted product description can significantly influence sales, especially when accompanied by customer reviews. The effectiveness of these descriptions tends to decrease as the volume of reviews increases (Wimmer & Scholz, 2019). Conversely, not all new product features guarantee increased sales; some may even deter potential buyers if they are perceived as lacking value (Simonson, I., Carmon, Z., & O'curry, 1994). This highlights the importance of understanding consumer perceptions in the context of new product introductions.

e. Chasing Viral Promotion

Viral promotion is a marketing strategy that uses social media and digital platforms to spread promotional messages quickly and widely. For Micro, Small, and Medium Enterprises (MSMEs), viral promotion can be a very effective tool because of its low cost and large potential reach.

In principle, viral promotional work has also been implemented by the UMKM Astro Store as expressed by informant 3:

If shops and stalls want to go viral quickly, then entrepreneurs must act quickly, create sales promotions and carry out advertising activities. Prospective buyers who like free things will flock to the store, although they remain selective. The promoted goods remain new with the lure and incentive of a free menu for several days or with a 50% discount with an extraordinary menu, the promotion is so that it becomes the talk of individuals and community groups. When opening a shop or stall, make interesting surprises, so that people flock to come. Must be able to make something different, unique and have a distinctive characteristic of the shop or stall.

Making sales promotions by carrying out advertising activities that contain free things, interesting surprises, making something different, unique ideas and having distinctive characteristics so that they can be talked about by many people is something that has...strong emotional elements,

social relevance, and practical value. This is almost similar to what was conveyed by Burgoon et al (2000) outlines that viral content often has strong emotional elements, social relevance, and practical value. SMEs can leverage these principles to create promotional campaigns that can attract attention and be shared by many people. Market (2020) added that viral promotion is about creating a big idea that is worth talking about. MSMEs that succeed in creating advertising content that has uniqueness, fun that can go viral will be able to reach wider potential customers at a low cost. This is reinforced by the opinion. This is reinforced by to make product promotions go viral quickly, marketers must focus on content characteristics, positive influences, and social motivations of viewers (Ehlers & Schalkwyk, 2022). Utilizing social media platforms for promotion can increase the spread of information about the products offered (Surniandari, 2017). Implementing viral advertising marketing methods that generate desire data about the promoted product and sending viral messages based on recipient data can also facilitate virality (Shulga et al., 2023).

f. Effective Promo Time

Sales promotion timing is related to sales results and customer engagement. Research shows that various factors, including consumer behavior, urgency, and the nature of the promotion, significantly influence the timing of promotions as a way to increase sales related to the customer mindset, the form of the promotion and the urgency of the promotion.

Time considerations when conducting sales promotion activities have been carried out by Astro Store and were stated by informant 2:

When conducting sales promotion activities, you must map out whether you already have regular buyers or not. When conducting sales promotions for more than 3 days, so that customers can taste the newly promoted products. If there are no customers yet, you must really create a strong appeal, if there are already customers, we create something, which is something that is awaited by prospective buyers. In my shop, the location does not move, the items promoted at different times but with the same items. Sales promotion information is carried out before the promotion period expires, so that people are waiting curiously when the promotion day comes.

When conducting sales promotions, certain times must be considered. The thinking of the Astro Store management is the same as the thinking of Manzoor & Akoglu (2017) which says that the time of sales promotion is connected to the customer's mindset when shopping, customers will increase the amount of spending at the end of the week or during the holidays. This can be used by entrepreneurs to do sales promotions. Doing promotional activities with limited time, so that customers will feel pressured to immediately follow the promotional program (Manzoor & Akoglu, 2017) (Spears, 2001). The ideal promotion time must also take into account the stock of goods in the warehouse (Kinberg, 1975).

g. Rebate or Price Cut

Rebates based on sales value are a common strategy used by companies to incentivize customers to make larger purchases. Promotional advertising activities of rebates or price cuts have been carried out by Astro Store and conveyed by informant 2:

Discount Price cuts can be seen from the computer settings, depending on the settings. On the cashier computer, it can be set depending on the customer category, individual customers are set as individual customers, reseller customers are set as reseller member customers. And everything is seen from the amount of shopping. Those who shop a lot will get a big discount, those who are getting a medium discount, those who shop a little will get a small discount.

Giving discounts based on the amount of shopping or purchase volume is the same as what was conveyed by Ajorlou & Jadbabaie (2019). The mechanism for giving discounts to potential consumers is based on purchase turnover and respect is based on sales volume. Different from what was conveyed by Xuemei & Qiang (2013) sales rebate system based on product category, emphasizing automatic rebate calculation depending on the type of product sold

h. Sales Promotion Risks

Sales promotion can create various risks for the business world. Although this incentive activity is made to increase sales value and to please consumers, there are negative risks that are sometimes not taken into account. Astro Store has calculated the risks of sales promotion activities. The awareness of the risks of conducting promotions is also realized by Astro Store managers and conveyed by informant 1:

When we do sales activities, there is always a risk. When we run sales promotion activities, sometimes there are items that sell well, there are also items that are sold. Each product has its own risks. There is a difference between fashion products and cellphone jewelry products. Nowadays, cellphone silicone jewelry is piling up, because currently cellphones that use certain silicone are no longer available. So, between cellphone silicone and others are no longer suitable. Very different from fashion products, if there is one that is not suitable, other buyers have one that is suitable.

When we carry out sales activities, there is always a risk, some things sell, and some things don't. The idea of the risk content is almost the same as that conveyed by Carter (1995) Sales promotion activities always try and aim to increase sales value. Promotion can foster a sense of comfort for consumers who are safe and false among consumers, which (Ye, 2014). However, this activity also contains other negative risks, such as reducing profits, the emergence of theft activities (Kumalasari, 2016) can burden resources and logistics, leading to inefficiencies, creating purchasing decisions that are based on careful thought, can have an impact on lowering a brand's image, can damage brand perception (Alexander & Ganesan, 2014), can damage sales power and product preference, customer loyalty and post-promotion purchasing behavior (Koku, 2014).

4. Conclusion

Sales promotion is a crucial strategy for MSMEs to increase visibility, attract customers, and encourage direct purchases. Techniques such as discounts, gifts, coupons, flash sales, and viral promotions have been proven to influence consumer behavior, increase brand loyalty, and help manage product stock. In the context of MSMEs such as Astro Store, the implementation of promotions is not only based on modern marketing theory but also adjusted to local market characteristics and dynamic business conditions.

The use of social media such as Instagram has become an important channel in maximizing promotional reach, enabling direct engagement with consumers, and strengthening communication between businesses and customers. In addition, the practice of promotional breaks, discounts based on purchase volume, and lottery programs have proven effective in maintaining customer interest without causing saturation or promotional fatigue. These approaches show that measurable and innovative strategies are essential to maintaining business sustainability amidst tight market competition.

However, MSMEs also need to be aware of the potential risks of sales promotions, such as the mismatch between promotional products and market needs, and the possibility of declining customer interest after the promotion. Therefore, continuous evaluation and in-depth understanding of consumer behavior are needed. By combining creative marketing strategies, the use of technology, and awareness of market dynamics, MSMEs can develop integrated marketing communications that are effective, competitive, and sustainable.

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