

Batik Trusmi Cirebon's Online Promotion Strategy to Increase Sales Through Instagram @btbatiktrusmi in 2024

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ABSTRACT

Keywords

Online Promotion Strategy; Instagram; Commitment; Digital Marketing Communications; Batik Trusmi Cirebon

Promotional strategies through social media are a crucial aspect of digital marketing communications, particularly for the batik industry facing competition in the digital era. This study aims to describe the online promotional strategy implemented by Batik Trusmi Cirebon through its Instagram handle @btbatiktrusmi throughout 2024 and to analyze the response and engagement levels of followers to published promotional content. This study employed a qualitative descriptive method. Data collection techniques included documentation and in-depth interviews. Purposive sampling was employed to obtain informants aligned with the research objectives: marketing managers, marketing staff, and Trusmi batik consumers. Data validity was tested using source triangulation to ensure the validity of the information obtained. The results showed that the promotional strategy was implemented through the use of hard-selling, educational, and branding content tailored to the productive age market segment (25 years and older). Instagram insight analysis was used to identify audience population, interests, viewing duration, and interaction levels such as likes, comments, and shares. Online data is then compared with offline sales data to identify the most potential market segments. This strategy demonstrates that optimally utilizing Instagram features can increase engagement and contribute to increased product sales. The implementation of the promotion mix on Instagram includes advertising through Meta Ads (ads awareness and ads hard selling), public relations through educational and responsive content, sales promotion through certain period promos, direct marketing through comment and direct message features, and event marketing through offline event promotions published on Instagram.

1. Introduction

The development of digital technology in Indonesia has shown a very significant increase in recent years, which has had a wide impact on various aspects of people's lives, including in the fields of economics and marketing. By 2025, the number of internet users in Indonesia will reach around 229.4 million people or equivalent to 80.66% of the total national population (Indonesian Internet Service Providers Association, 2025). This figure shows that most Indonesians are connected to the internet, thus opening up great opportunities for companies to utilize digital platforms as a means of communication and marketing. The dominance of internet users comes from the Millennial generation and Generation Z, known as the digital native generation, who actively use the internet for various needs, such as work, study, communication, and entertainment (Shabrina, 2023).

The increase in the number of internet users is inseparable from several supporting factors, such as improving the quality of network infrastructure, increasing the coverage of internet services, increasing smartphone ownership, and increasingly affordable internet data package prices (Haryanto, 2025). This condition indirectly encourages changes in people's behavior, especially in terms of information consumption and product purchase patterns. Today's consumers tend to rely more on the internet and social media to search for product information before making a purchase. Thus, companies are required to be able to adapt to these behavioral changes by developing digital-based marketing strategies.

Changes in consumer behavior towards digital have made social media one of the important instruments in online promotion strategies. Social media not only functions as a means of communication, but also as a platform that allows direct interaction between companies and consumers. Platforms like Instagram have visual and interactive characteristics that allow companies to convey messages in a more engaging way and build two-way communication with audiences. Through features such as reels, stories, and comments, companies can create a more personalized and responsive communication experience. This makes Instagram one of the effective platforms in supporting online promotional activities.

In the context of modern marketing, online promotion not only focuses on direct sales, but also includes building a brand image, increasing brand awareness, and creating closer relationships with customers (Wibowo, 2015). In other words, digital promotion has a broader role than conventional promotion, because it is able to integrate various communication objectives in one platform. In addition, in the promotional mix, various activities such as advertising, sales promotion, direct marketing, public relations, and event marketing can be integrated in a digital marketing communication strategy to achieve more optimal results (Taufik, 2021)

Batik Trusmi Cirebon as one of the largest batik centers in West Java has also adapted to these digital developments. The company has undergone a transformation from traditional marketing methods to the use of digital platforms such as marketplaces and social media. This transformation is increasingly intensified, especially after the COVID-19 pandemic, which has significantly accelerated the digitalization process in the MSME sector (Interview Results with Trusmi Batik staff & artisans, November 2025). This change shows that digitalization is not only an option, but also a necessity for business actors in maintaining competitiveness in the market.

Instagram @btbatiktrusmi be one of the main channels used by Batik Trusmi in conducting online promotions. Through this platform, the company presents various types of visual content, such as product photos, production processes, to storytelling about the cultural value of batik. The content not only aims to attract consumers' attention, but also to provide education and build a strong brand image. Features such as reels, stories, and interaction through comments are optimally utilized to increase engagement with the audience (Julius, 2025). With this approach, Batik Trusmi not only promotes products, but also builds a closer relationship with its consumers.

In the midst of these developments, Batik Trusmi also faces quite stiff competition with competitors who have similar digital strategies. Some accounts such as @batikcirebon.officialstore and @kinnas.id show that competition is not only on the quality of the product, but also on the ability to manage social media and attract the attention of the audience. This requires Batik Trusmi to continue to innovate in creating attractive content and develop promotional strategies that are more effective and adaptive to changes in digital trends.

To assess the extent of the effectiveness of the promotional strategy that has been carried out, data is needed that can objectively show the development of the company's performance. One of the ways used is to compare the targets that have been set with the sales results that are actually achieved. The target achievement of Instagram promotion @btbatiktrusmi determined based on the results of the previous campaign performance analysis. The marketing team conducts content testing using the A/B testing method to find out the most effective types of promotions, which are measured through indicators such as impressions, number of clicks, and sales conversions.

The data is then used as a basis for decision-making, both to increase the budget for effective campaigns and to stop suboptimal campaigns. In addition, the company also establishes the ratio

between promotional costs and sales results as the main indicator of the success of the promotion. With this approach, promotion evaluation focuses not only on reach or engagement levels, but also on the real impact on increasing sales (Results of an interview with a marketing manager, November 2025). This shows that Batik Trusmi implements a performance-based marketing strategy.

Although Instagram @btbatiktrusmi has become one of the main media in promotional activities, its implementation still faces various challenges. One of the main challenges is maintaining the level of audience engagement with the published content. Engagement is an important indicator in assessing the success of a digital strategy, as it reflects the extent to which the audience is interested and engaged with the content presented (Wibowo, 2015). In addition, changes in social media algorithms and high levels of competition are also factors that affect the effectiveness of promotions.

Based on these conditions, research is needed that is able to describe in depth how the online promotion strategy of Batik Trusmi through Instagram is designed, implemented, and evaluated in an effort to increase sales in 2024. This research is expected to provide a comprehensive overview of the digital promotion practices carried out by Batik Trusmi, as well as contribute to the development of digital marketing communication strategies, especially for MSME actors in the batik industry.

2. Method

This study applies a qualitative descriptive approach to understand in depth the online promotion strategy of Batik Trusmi Cirebon through Instagram @btbatiktrusmi in 2024. The qualitative approach was chosen because this research focuses on the meaning, process, and interpretation of the phenomenon of digital marketing communication in a natural context (Sunarsi, 2025). The descriptive method is used to systematically describe the promotional strategies implemented as well as the response of followers to the published content.

Data was collected through in-depth interviews with Marketing Managers, Marketing Staff, and Batik Trusmi consumers to explore the planning, implementation, and evaluation of online promotions (Suharyat et al., 2023). In addition, documentation is carried out on @btbatiktrusmi's Instagram account, official website, and company archives as a source of supporting data that is analyzed interpretively (Agustini, Aully Grashinta, San Putra, Sukarman et al., 2023).

Informants were determined using purposive sampling techniques, which are deliberate selection based on certain criteria to suit research needs (Nasution, 2023). Data analysis uses Miles and Huberman's interactive model which includes data reduction, data presentation, as well as conclusion drawing and verification (Sapto Haryoko, Bahartiar, 2020). To ensure the validity of the data, this study applied source triangulation by comparing the results of interviews and company documents to improve validity and minimize bias (Suparman, 2020).

The informants in this study consist of several parties who are directly related to Batik Trusmi's promotional activities, namely Marketing Managers, Marketing Staff, and consumers who have interacted with @btbatiktrusmi Instagram account. The selection of informants was carried out using the purposive sampling technique, which is the deliberate selection of informants based on certain criteria relevant to the purpose of the research. validity of the findings.

3. Result and Discussion

3.1. Results

In the results of the interview that the author has conducted in identifying the topic that is being discussed, the author classifies it in the following sections:

Table 1: Research Findings

Promotional Components	Remarks
Promotion Planning	1. The analysis of the Instagram market segment @btbatiktrusmi carried out through insight data such as age, gender, audience location, and content interaction, and compared with offline customer data. The results show that the majority of the audience is over 25 years old with high purchasing power, so it becomes the basis for determining marketing strategies. 2. The purpose of promotion through Instagram is carried out by taking into account certain momentum or periods that are relevant to market needs, such as ahead of Eid or after a long holiday period. During this period, there is usually an increase in the need for products, such as shirts or blouses for work purposes. 3. The design of promotional messages on Instagram is carried out based on the company's communication guidelines in the form of SOPs and FAQs to maintain message consistency, brand identity, and ensure communication with consumers remains professional. 4. The selection of Instagram as a promotional channel is based on the characteristics of a more mature audience and has higher purchasing power than other platforms such as TikTok, so it is more suitable for promoting Batik Trusmi products that highlight the quality and value of the brand. 5. The determination of the digital promotion budget is carried out through the A/B testing method by testing several variations of promotional content. The results are analyzed based on the number of clicks, audience interest, and purchases to determine the most effective campaigns.
Promotional Mix	1. Advertising is the most dominant promotion on Batik Trusmi's Instagram through digital ads awareness ads to introduce products and hard selling ads to encourage purchases, which are used according to the purpose of the marketing campaign. 2. Public relations activities focus on building relationships with consumers through informative and educational content on social media to strengthen brand image and consumer trust. 3. Batik Trusmi implements sales promotions on Instagram through certain period promos, such as twin dates, Ramadan, or ahead of holidays, to encourage consumers to make purchases immediately. 4. Direct marketing is done through direct communication with consumers on Instagram, such as providing product information and answering questions, thus allowing two-way communication and understanding the needs of the market. 5. Batik Trusmi organizes promotional events in stores, such as on the company's birthdays, to attract consumers to the store and strengthen the brand experience, which is also published through Instagram.
	1. Instagram promotion evaluation @btbatiktrusmi done using Meta analytics by looking at indicators such as impressions, clicks, cost per click, and purchase conversions, and using A/B testing to compare the effectiveness of

Promotion Evaluation	content. Evaluations are carried out every week so that the promotion strategy can be adjusted immediately. 2. The results of the evaluation showed that Batik Trusmi had understood the most effective content formats and advertising strategies on Instagram, and set the ideal ad ratio by comparing the promotion budget and sales results as the basis for continuing, improving, or stopping the campaign.
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3.2 Discussion

Based on the results of interviews with Marketing Managers, Marketing Staff, and Batik Consumers Trusmi, it was found that the Instagram promotion strategy @btbatiktrusmi 2024 was implemented in a structured manner through the promotion planning stage (Uluwiyah, 2022), Promotional Mix (Syarifuddin & Tumbuni, 2022), as well as digital promotion evaluation (Lismawati, 2021). The promotional strategy implemented by Batik Trusmi includes several integrated and data-based stages. These stages start from market segmentation analysis that utilizes social media insight data, determination of seasonal promotional goals, designing standardized promotional messages through SOPs and FAQs, to the use of online promotional mixes that include advertising, public relations, sales promotion, direct marketing, personal selling, and events. In addition, the company also conducts periodic evaluations using A/B testing methods and sales conversion measurement as the main indicators of campaign success. This approach shows that the promotional strategy implemented is not only operational, but also strategic and based on measurable data analysis.

Furthermore, the results of the study show that Instagram is used as the main medium to reach certain market segments, namely consumers aged 25 years and above with medium to upper purchasing power ($\geq$ IDR 250,000). This segment is considered more relevant to the positioning of Trusmi Batik products which emphasizes quality and aesthetic value. Meanwhile, other platforms like TikTok tend to reach more price-sensitive segments, so the strategies used on those platforms are different. This difference in audience characteristics shows that Batik Trusmi has effectively implemented media segmentation by adjusting the platform based on the target consumer profile.

In terms of promotion evaluation, Batik Trusmi does not only focus on surface metrics such as the number of impressions and clicks, but emphasizes more on conversion rates and return on investment (ROI). This shows that the company is business-oriented, where the success of a promotion is measured by its contribution to increased sales. The use of A/B testing is also an important strategy in determining the effectiveness of content, as it allows companies to compare several variations of content and choose the most optimal one based on performance data.

Followers' response to published content is also an important indicator in assessing the success of a promotion strategy. The results of the study show that audiences tend to be more interested in content that is up-to-date, educational, and informative. This kind of content not only increases engagement, but also builds consumer trust in the brand. This interest ultimately has an impact on increased buying interest, which is reflected in interactions such as comments, direct messages, and purchase decisions. Thus, it can be said that the content strategy implemented by Batik Trusmi has succeeded in integrating information and persuasion aspects in marketing communication.

Based on the theory that has been explained earlier, it can be understood that the right promotional strategy has an important role in increasing the marketing effectiveness of a company. A good strategy is not only able to attract the attention of consumers, but also able to influence purchasing attitudes and behaviors. In this context, Batik Trusmi shows that the success of promotion is not only determined by content creativity, but also by the ability to understand audience characteristics and utilize data as a basis for decision-making.

Furthermore, the researcher analyzed in more depth how the strategy is implemented in practice, especially in the use of Instagram as the main promotional medium. This analysis includes how companies design content, determine publication times, and manage interactions with audiences.

With this approach, the research not only describes the strategy descriptively, but also provides a more comprehensive understanding of the effectiveness of digital promotion strategies in improving marketing performance.

The results of the study show that Instagram promotion strategies @btbatiktrusmi go through several stages, namely:

1. Promotion planning

Batik Trusmi conducts promotion planning through a series of systematic and structured stages, starting from market segment analysis to evaluation of promotional results. This process shows that the strategies implemented are not spontaneous, but are carefully designed based on a managerial approach in marketing communication. This is in line with the concept of promotion planning which states that promotional activities must begin with the analysis of the target market, determination of promotional objectives, message design, media selection, budget determination, and evaluation of the results of promotional activities. By following these stages, Batik Trusmi is able to ensure that every promotional activity carried out has a clear and measurable direction.

The initial stage in planning the promotion of Batik Trusmi through Instagram is to analyze market segments. This analysis is carried out by utilizing insight data available on the Instagram platform, such as age, gender, geographical area, and the level of audience interaction with published content. In addition, the data is also compared with offline customer data to obtain a more comprehensive picture of consumer characteristics. This approach shows that Batik Trusmi does not rely only on one data source, but integrates various sources of information to improve the accuracy of market segmentation.

The results of the analysis show that the majority of the audience who actively interact with Batik Trusmi's Instagram account is in the age range of over 25 years old with relatively high purchasing power. This finding is the basis for determining product positioning, where the products marketed are in the medium to premium price range. This is in line with the concept of market segment analysis as the first step in promotion planning, where companies need to adjust their products and marketing strategies to the characteristics of the target consumer (Uluwiyah, 2022). By understanding the characteristics of the audience in depth, Batik Trusmi can design a more targeted and effective promotional strategy.

Furthermore, the determination of promotion goals is carried out by taking into account relevant market momentum, such as the Eid period, wedding season, and the back to work period. These momentum were chosen because they have high potential in increasing consumer needs for batik products. The promotion goals set not only focus on increasing sales in the short term, but also on strengthening brand awareness and increasing consumer buying interest in the long term.

The next stage is the design of promotional messages which is carried out using company communication guidelines in the form of Standard Operating Procedures (SOP) and Frequently Asked Questions (FAQ). The use of this guideline aims to maintain the consistency of the message conveyed to the audience, so that there are no differences in information that can affect consumers' perception of the brand. The promotional messages conveyed are packaged in various forms of content, such as educational content, branding content, and hard selling content. Educational content is used to provide information about batik products and cultural values, branding content aims to build brand image, while hard selling content is used to encourage purchasing decisions. The combination of these three types of content shows that Batik Trusmi implements a communication strategy that is not only informative, but also persuasive, with the aim that the message conveyed can expand and influence consumers to be interested in making purchases (Utami, 2017).

In terms of choosing media channels, Batik Trusmi strategically chose Instagram as the main platform in digital promotion activities. This selection is based on the characteristics of Instagram's audience which is considered more mature and has higher purchasing power compared to other platforms. In addition, Instagram also has the advantage of presenting attractive visual content, so it is very suitable for promoting batik products that have high aesthetic value. This is in line with the opinion (Moses, 2023) which states that the effectiveness of promotional media is largely determined by the suitability between the characteristics of the platform and the intended target audience. Thus,

Batik Trusmi's decision to choose Instagram as the main media shows that there are strategic considerations based on audience analysis.

The last stage in promotion planning is the determination of the promotional budget which is carried out in an adaptive and data-driven manner. Batik Trusmi uses the A/B testing method by testing several variations of promotional content to find out which ones are most effective in attracting the attention of the audience and driving purchase conversions. The variables tested included visual content, copywriting, and presentation format. The results of the test are then analyzed based on metrics such as clicks, interaction rate, and sales conversions. Campaigns that perform best will get a larger budget allocation, while campaigns that are less effective will be fixed or terminated. This approach shows that Batik Trusmi applies the principle of efficiency in the management of promotional budgets, where every decision is based on empirical data. This is in line with the concept of promotional budget planning which emphasizes the importance of effectiveness in the use of marketing resources (Sahabat et al., 2023).

Overall, the promotional planning carried out by Batik Trusmi shows the integration between theory and practice in marketing communication. Each stage of planning is carried out systematically by considering various factors, from audience characteristics to cost-effectiveness. Thus, the strategies implemented are not only able to improve marketing efficiency, but also contribute to the achievement of overall business goals.

2. Promotional Mix

Based on the results of the interview, Batik Trusmi applies various elements of the promotional mix in marketing activities through Instagram in an integrated and mutually supportive manner. A promotional mix is a combination of various marketing communication tools used by companies to convey messages to consumers effectively, with the aim of not only attracting attention, but also influencing purchasing attitudes and behaviors. In practice, Batik Trusmi does not use just one approach, but combines several promotional elements to create a more comprehensive and sustainable communication strategy.

As a social media platform that relies on visual content, Instagram provides various advertising features that support paid promotional activities, such as Meta Ads which are used by Batik Trusmi. Advertising activities carried out through this platform make the Meta Ads feature one of the main strategies in reaching a wider audience. The use of paid advertising is carried out through two main approaches, namely ads awareness and ads hard selling. Ads awareness is used to introduce products to new audiences and increase consumer knowledge about brands and products offered.

Meanwhile, hard selling ads are focused on trying to drive direct purchase actions through more persuasive offers. This approach shows that Batik Trusmi understands the importance of differentiating communication goals in each advertising campaign, so that the message conveyed can be adjusted to the stage of the consumer journey. This strategy is in line with the theory that advertising is a form of paid communication used to convey promotional messages to the audience in a broad and targeted manner. This strategy is in accordance with the theory that advertising is a form of paid communication to convey an idea, product, or service from a party to a wider audience (Arif Fakhrudin, Maria Valeria Roellyanti, 2022).

In public relations practice on social media, Instagram acts as a strategic means for Batik Trusmi to build a positive image of the company through various non-commercial communication activities. This is realized through the presentation of educational content about batik, such as information about the philosophy of the motif, the production process, and the cultural values contained in the product. In addition, the company also maintains responsive communication on social media by replying to comments and messages from the audience quickly and informatively.

This approach aims not only to provide information, but also to build trust and emotional closeness with consumers. By displaying the value of preserving batik culture, Batik Trusmi also seeks to build a positioning as a brand that is not only business-oriented, but also has concern for cultural heritage. This is in line with the concept of promotional evaluation which emphasizes the importance of collecting data on consumer responses and market interest levels, where public relations plays a role in building reputation and creating harmonious relationships between companies and society through continuous communication (Sahabat et al., 2023).

As part of sales promotion activities on Instagram, Batik Trusmi uses this platform to communicate various sales promotion programs as part of a strategy to encourage sales increase in the short term. The forms of promotions carried out include twin date promos, discounts in certain periods, and special promos on big moments such as Ramadan and Eid. These programs are designed to create a sense of urgency that can encourage consumers to make a purchase immediately. In addition to providing incentives in the form of more attractive prices, sales promotions also function to increase the attractiveness of products in the midst of increasingly fierce competition. This strategy is in line with the concept of sales promotion which aims to provide added value for consumers and encourage transactions in a relatively short time.

Through interactive features on Instagram such as the comment column and the private message (DM) feature, Batik Trusmi applies a direct marketing strategy to build personal communication with consumers. Through this approach, Batik Trusmi can provide product information in a more personalized and specific manner according to consumer needs. This interaction also allows companies to obtain feedback directly from consumers, so that it can be used as material for evaluation and development of further promotional strategies. In addition, this personal communication can increase consumer satisfaction and strengthen loyalty to the brand. This shows that direct marketing not only serves as a communication tool, but also as a means to build long-term relationships with customers (Sulkaisi et al., 2024).

As an effective digital promotion platform, Instagram is used by Batik Trusmi to communicate various marketing events held in stores, such as the company's birthday celebrations. This activity is realized through the organization of various events in the store, such as the company's birthday celebration which presents special promos, discounts, and various other benefits for customers. This event not only aims to increase sales, but also to create a direct experience for consumers in interacting with brands.

Event promotion through Instagram also helps increase the reach of information and attract more visitors to offline locations. Thus, event marketing plays a role in strengthening the emotional connection between brands and customers, while creating a more immersive experience compared to digital promotions alone. This is in line with the opinion (Taufik, 2021) which states that event marketing can increase consumer engagement and strengthen the bond between the company and customers.

Overall, the implementation of the promotional mix by Batik Trusmi shows a strong integration between various elements of marketing communication. Each element does not stand alone, but complements each other in achieving predetermined marketing goals. Advertising plays a role in reaching a wide audience, public relations builds image and trust, sales promotion encourages purchases, direct marketing strengthens relationships with consumers, and event marketing creates a more personalized experience. This integration shows that Batik Trusmi has implemented an integrated marketing communication strategy that is able to increase the overall effectiveness of promotions.

3. Promotion evaluation

Batik Trusmi's Instagram promotion evaluation is carried out periodically every week by utilizing analytical data available on the Meta platform. This evaluation process is an important part of the marketing strategy cycle, as it serves to assess the extent of the effectiveness of the campaign that has been carried out as well as as a basis for subsequent decision-making. As explained by (Sahabat et al., 2023), a comprehensive evaluation of promotions includes efforts to determine the extent to which promotional objectives have been successfully realized through the collection of data on consumer response, market interest levels, and the impact of promotions on increased sales or brand awareness.

The marketing team systematically analyzes various key performance indicators (KPIs), such as the number of impressions, click-through rate (CTR), cost per click (CPC), and purchase conversion rate. Analysis of these indicators allows companies to understand the performance of content more comprehensively, not only in terms of reach, but also in terms of effectiveness in driving purchase actions.

In addition to using these quantitative metrics, Batik Trusmi also applies the A/B testing method as part of its promotion evaluation strategy. A/B testing is one of the evaluation methods in digital marketing that is used to compare two versions of promotional content to find out which one provides the most effective results. This method is important because it allows companies to directly test the audience's response to different variations of content, so that the decisions made are not only based on assumptions, but also supported by empirical data.

In its application, A/B testing is carried out by creating two variations of content, namely version A and version B, which have differences in one specific element. The elements tested can be in the form of visuals (images or videos), captions, headlines, and calls to action used in promotional content. The two versions of the content are then shown to different audience segments at the same time, so that the comparison of results can be done objectively. The performance of each piece of content is measured based on various indicators, such as engagement rates (likes, comments, and shares), the number of clicks, and sales conversions generated.

Through this method, Batik Trusmi can identify the types of content that are most effective in attracting the audience's attention and driving purchase actions. The results of A/B testing are then used to optimize promotional strategies, both in terms of content design, communication style, and the determination of the message conveyed. This is in line with the statement (Moses, 2023) that the promotional planning that has been carried out must be re-examined to ensure its suitability with current conditions, so that the promotional strategies implemented become more adaptive and data-based. Thus, the promotion strategy implemented becomes more adaptive and data-based, so that it is able to provide more optimal results.

The evaluation results obtained from data analysis and A/B testing are not only used as performance reports, but also as a basis for strategic decision-making. Promotional campaigns that are considered less effective will be stopped or improved by making adjustments to certain elements, such as visuals, copywriting, and audience segmentation. On the other hand, campaigns that show high performance, especially when it comes to sales conversions, will get a larger budget allocation to maximize results. This approach shows that Batik Trusmi applies the principle of efficiency in the management of promotional budgets, where every marketing investment is directed to the activities that have the most significant impact on business performance.

In addition, the evaluation of promotions also considers the ratio between the costs incurred and the results obtained, known as the Return on Investment (ROI). By measuring ROI, companies can assess whether the promotional activities carried out provide benefits that are proportional to the costs incurred. According to (Utami, 2017) that the ultimate goal of a series of promotional activities is to influence consumers to make a purchase. Therefore, the ROI evaluation carried out by Batik Trusmi not only measures cost efficiency, but also the extent to which promotional messages succeed in driving purchase actions from consumers. This is important to ensure that the promotional strategy is not only effective in terms of communication, but also efficient in terms of economy.

The evaluation approach carried out by Batik Trusmi is in line with the concept of promotion evaluation which emphasizes the importance of measuring consumer response as well as the impact of campaigns on business goals, such as increasing sales and brand awareness (Lismawati, 2021). Thus, promotional evaluation not only serves as a measurement tool, but also as a basis in the organization's learning process to continuously improve the quality of marketing strategies.

Overall, the evaluation of promotions carried out regularly and based on data shows that Batik Trusmi has implemented a modern and adaptive digital marketing approach. This process allows companies to continue to make improvements and innovations in promotion strategies, so that they are able to compete in the midst of increasingly competitive market dynamics. By integrating data analysis, A/B testing, and ROI measurement, Batik Trusmi is not only able to increase the effectiveness of promotions, but also ensure that every marketing activity makes a real contribution to business growth.

4. Conclusion

This research shows that the online promotion strategy of Batik Trusmi Cirebon through the Instagram account @btbatiktrusmi in 2024 is a mature digital marketing practice. This strategy is built on three main pillars, namely the promotion planning of batik trusmi is carried out systematically by analyzing market segments through Instagram insight data and offline customer data to determine the target audience. Furthermore, promotional objectives are adjusted to market momentum, promotional messages are standardized through SOPs and FAQs, and Instagram is chosen as the main medium due to its audience characteristics. Budget management is done through A/B testing and is evaluated periodically using Meta analytics to ensure the effectiveness of promotional campaigns.

The use of the Instagram platform as the main promotional media allows Batik Trusmi to implement a comprehensive promotional mix through advertising, public relations, sales promotion, direct marketing, and events. Advertising is carried out through Ads Awareness and Ads Hard Selling, while Public Relations and Sales Promotion are carried out through educational content and promo programs at certain moments. It is also supported by offline events promoted through Instagram to strengthen relationships with customers. As for the promotion evaluation of batik trusmi, we conduct regular promotion evaluations through Meta analysis by monitoring metrics such as impressions, CTR, watch duration, and purchase conversions. The data is used to assess cost effectiveness and Return on Investment (ROI), and is supported by A/B testing methods to compare content performance. If the campaign is deemed less effective, the team will adjust or stop the ad by changing visuals, copywriting, or budget allocation.

These findings conclude that the success of promotion on social media depends not only on the creativity of the content, but also on the ability to plan, measure, and optimize each campaign on an ongoing basis. The contribution of this research is to provide an empirical picture of how a large-scale batik MSME can make optimal use of Instagram. This research also enriches the study of communication science, especially in the field of *online promotion*, by showing the practical application of the theories of planning, mixing, and evaluation of promotions in the context of local business.

5. Acknowledgement

This research was funded by the Department of Communication Sciences, University of Muhammadiyah Yogyakarta. The researcher is very grateful to the supervisor of this research and all parties who have helped, so that this research can be carried out.

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