



# The Evaluation of Marketing Communication Through Instagram for Umkm As A Strategy in Pandemic Time

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**Abstract.** Easiness gained from the innovation of technology in a digital world now can reach all levels and generations. The power of social media that comes with the increasing number of people using gadgets also helps the development of features made for entrepreneurs and organizations. Many platforms emerge to help support this development. One sector that uses this ‘magic’ of social media is Micro, Small, and Medium Enterprise (UMKM). UMKM is the sector that has the strength to control economic power in developed and developing countries, considered could increase productivity, can absorb labor, even those that have no particular skill, and also can reduce poverty. Data that has been taken from Bank Indonesia (Kompas.com, 2018) shows that creative UMKM has a potential of 8,2 million, along with the 96,9% of labor’s absorption. But this fantastic figure needs good effort and communication strategy to reach it, especially with the Covid 19 pandemic that storms Indonesia. One of the UMKM that still stands during the pandemic is Batik Roemah Bajoe, which store located in Jalan Bayangkara No. 96, Klaten, Central Java, that even helps that traditional textile craftsmanship. This Batik Store sells varieties of traditional Indonesian fabric and clothes; from all over Indonesia, especially from Central Java. This store has a relatively lot of reviews compared to other stores, that is 723 reviews on Google Review per September 20<sup>th</sup>, 2022. Roemah Bajoe Batik Stores sells its products in its store (offline) and online. This online store uses shopping platforms like Shopee and Tokopedia and also uses a social media platform: Instagram. The research methodology used in this study is qualitative research, using observation on the object of the study, and also in-depth interviews to dig information through the owner and their employee who becomes communication and sales driver; and also their consumer to see the enthusiasm and the reason to buy; and after that, all the process of the research will be displayed descriptively. Based on this research conducted, Batik Roemah Bajoe can stand through bad pandemic time as UMKM (Micro, Small & Medium Enterprise); as evaluated with SOME theory (Share, Optimize, Manage, Engage) using their Instagram account utilizing and maximized the features such as story, reels, feeds and live. Share is used to inform about live session that they do using Instagram feature stories; and also information about the products that they sell. With Optimize, Batik Roemah Bajoe listen to its consumer’s wants, needs and aspirations about products they sell, the shipping mechanism, and payment. Next is Manage, Batik Roemah Bajoe giving real-time interaction when a live session is on – with the interactive and responsive who remember every taste, preference, size, and needs of each customer. Lastly, Engage, Batik Roemah Bajoe make efforts to know and understand their audience through direct interaction in the live session, and also they made a sale session. Giveaway and a grand prize to grab the audience’s attention.

**Keywords:** UMKM, Social Media, Instagram, Technology Innovation, Communication

## 1 INTRODUCTION

The past three years have been tough due to the COVID-19 pandemic that has hit almost all sectors of the world's economy in the world, including Indonesia. One of the sectors that felt the impact of these times was the Micro, Small, and Medium Enterprise (UMKM) sector. The government implements a number of policies, such as social distance policies, extensive social restrictions (PSBB), and a ban on returning home, to lessen and inhibit the spread of COVID-19. These policies are very supportive of resilience in terms of public health but have a very significant impact on the economic sector and make UMKM business activities sluggish, most of which require physical interaction with customers (BI Institute, 2022).

UMKM's business models, which tend to be conventional, make it difficult for them to adapt and survive during a pandemic. When compared to large-scale businesses, UMKM experienced a deeper decline in sales during the pandemic. Many UMKM stores have closed their businesses, struggling to pay credit installments, employee salaries, business premises rent, and electricity costs. The vulnerability of UMKM is further compounded by its low productivity and limited access to markets and financing. (BI Institute, 2022)

However, BI noted that 12.5% of UMKM were not affected because they were able to adapt during the pandemic. Many UMKM stores do business offline, online, or a combination of the two. Various things are being done in order to get through this pandemic. However, internet access and the digital readiness index of these businesses show that these UMKMs are not fully ready to immediately switch to digital.

Digitalization is believed to be the best solution for UMKM's business to rise. The rapid flow of digitalization is supported by an increase in internet users of 40 million in 2020 in Southeast Asia. This figure is much higher than the increase in the number of users from 2015 to 2019, which only increased by 100 million new users. Based on a survey by APJII (the Indonesian Internet Service Providers Association), internet users in Indonesia increased by 45 million during the pandemic. This figure is up more than 25 percent from the previous 175 million users. (Victoria, 2021)

Although the pandemic is currently considered over and activities are running normally, some things that were forced to be done because of COVID are still being done today. Another thing that continues to this day is the use of digital services by the community. Based on e-Conomy SEA report data, 93% of people in Indonesia continue to use digital services even though activities are starting to be carried out normally. Although it was initially difficult to adapt, people are now comfortable with the convenience offered by digital products. These facts show that digitalization continues to grow and expand into various sectors of the economy after the pandemic. (Nurhidayati, 2022)

Micro, small, and medium-sized enterprises, or UMKM, recognize the value of using digital technology in business processes to help them cope with the COVID-19 pandemic's impact on the economy. With digital technology, UMKM's business processes become more efficient, it expands markets, and it can access funding online. The main challenge for UMKM players is reaching the target market and with the transformation of digital technology, product offerings from UMKM can be met with consumers who need them and answer the needs and concerns of UMKM players who have difficulty selling their products during the pandemic. (Yogatama, 2023)

Accelerating digitalization from cities to villages is the key to accelerating efforts to recover and improve national economic competitiveness, including increasing the productivity and performance of UMKM businesses. The role of UMKM actors is enormous in the national economic recovery. Currently, there are 64.2 million UMKM businesses that contribute 61% to Indonesia's GDP. In terms of labor, UMKM businesses are also able to absorb 97% of the total workforce in the country or around 119.6 million people. However, only around 17.5 million UMKM players have entered the digital ecosystem and utilized e-commerce. (Kominfo, 2022)

To survive in a difficult situation, UMKM players must carry out various business innovations, of course with the help of digitalization. One of them is by strengthening sales and marketing channels through the use of digital media, such as websites, social media, digital images and videos, and digital audio. One of the most widely used digital media by UMKM players for their business activities is social media (Syahidin & Veranita, 2014). Apart from being easy to operate, the use of social media for business and marketing activities is more affordable because UMKM players do not need to bother to build and develop it themselves. In addition, social media has become a trend in marketing communication. These social media users can easily communicate, participate, and create media content online (Veranita, Almamalik, & Ikhsan, 2022).

UMKMs that are able to access the internet and engage in social media, such as Instagram, Facebook, Twitter, WhatsApp, Youtube, and Telegram, and are able to develop their e-commerce capabilities, have a better business advantage compared to those who do not. Developing marketing by utilizing digital media, especially social media, is a challenge for UMKM players to survive in the midst of competition and the pandemic. (Patma et al., 2021).

By utilizing digital marketing through social media, UMKM players can benefit from a variety of business advantages. In addition to introducing brands, establishing communication and interaction with potential customers, suppliers, and even competitors efficiently, UMKM players will ultimately increase marketing so as to increase the competitive advantage for the UMKMs themselves (Veranita, Almamalik, & Ikhsan, 2022).

Social media has several differences from other marketing communications, namely

*Always on and Everywhere.* Social media users can access it anytime and anywhere through gadgets in real-time. This provides an opportunity for UMKM players to be able to carry out marketing communications anytime and anywhere. Social media is considered the main promotional tool for UMKM marketing because it has a huge influence on society, is easy to access, is fast, and is very effective for promoting businesses and products. (Moriarsyah, 2015)

According to Jeaning Beaver in Agustien & Hapsari (2018), the benchmark for the level of success and development of small companies can be seen in the increase in sales turnover. Increased sales turnover, labor growth, and market coverage are measurements of business development. The market coverage area is the diversity of consumers who consume UMKM products; the increase in labor is the increase in the number of people who are able to do work to produce goods or services in a company; and the increase in turnover is how much increase in income is obtained within one month.

Social media has become a lifestyle for sharing interactions and discussions between communities. Interactions that were vertical have become horizontal; from one-way to two-way; from "one to many" to "many to many"; from "broadcasting" to "engagement" and "permission-based". With these changes, the approach to consumers must also be changed, one of which is through the use of social media, which focuses on how to create communication and engagement with consumers (Dasuki & Wahid, 2020).

With the use of effective and efficient messages, business actors convey that reciprocity from consumers will be obtained from how they communicate. Reciprocity from consumers can be seen in various forms of viewers and comments on marketing messages that increase, an increase in the number of buyers, and an expanding market reach.

Globally, Instagram plays a big role in bringing consumers closer to the things they love, including various UMKM businesses that match their interests. Today, Instagram is recognized as one of the most widely used business mediums in Indonesia. Instagram gives UMKMs a greater opportunity to succeed by increasing their reach in their city, other cities in Indonesia, and even overseas. (Ipsos, 2018) The features provided by Instagram are designed to make business and consumer interactions easier, more convenient, and more interesting so that the relationship between businesses and consumers becomes more meaningful, as Batik Roemah Bajoe does.

Batik Roemah Bajoe (BRB) is a batik shop located at Jalan Bayangkara No. 96, Klaten Tengah. The main product of this UMKM is batik; they offer a variety of Batik motifs, ranging from Batik Bayat, Batik Solo, Batik Jogja, and Batik Pekalongan. Not only selling Batik cloth, Batik Roemah Bajoe also sells various types of batik, starting from original Batik *Tulis*, Batik work, Batik Dresses, Batik *Sarimbit* (couples), Men's Batik Hem,

Children's Batik, Batik Housedress, Batik Blouse, Batik Pants, Batik Shirt, Batik Skirt, Batik suit, and other products. Besides batik, they also sell other Indonesian traditional clothes such as *tenun* and *lurik*. (Batik Roemah Bajoe, 2022) This shop has relatively many reviews compared to similar shops, namely 723 reviews on Google Reviews on September 20, 2022.

In addition to selling physically (offline), Batik Roemah Bajoe also markets online. Not only to market their products, but *Batik Roemah Bajoe* (BRB) also has several Instagram accounts that are actively used to promote their business. In the midst of the pandemic, Batik Roemah Bajoe (BRB) was able to stand and grow relatively large. Through its Instagram accounts, @batik.roemahbajoe (460k followers), @outlet.bajoe (332k followers), @batik.klaten (405k followers), @klaten.batik (130k followers), @grosir.bajoe (53,6k followers) & @katalogbatik.rb (34,5k followers) *Batik Roemah Bajoe* is able to participate in supporting the surrounding *wastra* businesses. This cannot be separated from their strategy for using and utilizing social media, especially Instagram. The close approach they take to their consumers when *Batik Roemah Bajoe's* talents are live-streamed creates a livelier interaction and a sense of loyalty for their consumers.

Theoretically, this research is expected to add knowledge and insight for readers in general. The results of this study are also expected to be useful reference material and knowledge as a reference in making further research, especially research related to social media management as a means of marketing communication, especially in UMKM businesses.

The practical use of this research is that it is expected to provide an overview of the management of *Batik Roemah Bajoe* (BRB) social media so that it can be used as evaluation material to improve the performance and quality of *Batik Roemah Bajoe* (BRB) social media management, especially in marketing communications, as well as in other similar businesses. Based on this explanation, researchers are interested in knowing how the Evaluation of Marketing Communication Through Instagram by UMKM *Batik Roemah Bajoe* as a Survival Strategy during the Pandemic.

## 2 LITERATURE REVIEW

### 2.1 Marketing Communication

According to Kotler, Armstrong, and Opresnik (2018), marketing is a stage for companies to produce value for consumers and create close relationships with them, which is useful for knowing the value of consumers in return. The American Marketing Association (AMA) defines marketing communication, which is then cited by Kotler and Keller (2016) as an organizational function and a series of processes to create, communicate, deliver, and provide superior customer value.

Fill and Turnbull (2016) state that marketing communication can occur in a planned manner, usually by combining three elements, namely tools, media, and content (messages). This marketing communication can be in the form of promotion through advertising, sponsorship, exhibitions, or marketing in the field. Meanwhile, this unplanned marketing communication involves unanticipated messages such as regulatory changes, competitor actions that affect the product, or, the most influential, word of mouth.

Consumer responses to a brand can be based on their emotional thoughts and feelings, which are a combination of cognitive and emotional. In addition, the response of consumers can also be a change in behavior or stimulate them to act specifically. The combination of responses from thoughts and feelings and responses in the form of behavioral changes can increase a consumer's involvement with the brand. This involvement or engagement can be seen in consumer experiences that are similar to the image of the brand, so that consumers feel they have a connection with a particular brand (Fill & Turnbull, 2016).

Kotler and Keller (2016) provided another definition of marketing communication strategy by stating that it is an application that combines marketing science with communication science theory. It can be concluded that marketing communication is a means for sellers or producers to publicize their products to potential consumers in a persuasive way. There are also several communication media used by a marketer to convey messages (Firmansyah, 2020), namely:

- a. Advertising  
Advertising is an effort to present product promotions that the business has paid for. Advertising can be done using TV, radio, magazines, newspapers, and others, and companies generally spend a lot of money carrying out marketing activities through online and offline media.
- b. Sales Promotion  
The purpose of this sales promotion is to increase the desire of target consumers to buy a product. The promotion also includes all the tools in the marketing mix.
- c. Public Relations (PR)  
Public relations usually aims to improve the relationship between products, consumers, and the general public. This strategy can be achieved by running several interesting programs that can improve the image of the product.
- d. Personal Selling  
Personal selling can be said to be the most cost-effective tool at later stages of the buying process, especially when building preferences. In personal selling, there are three special characteristics: personal confrontation, tightening, and response.
- e. Direct Marketing  
Direct marketing is carried out by fostering close relationships with potential customers, which allows for a two-way communication process.

Based on the theories that have been put forward, it can be concluded that marketing communication has a crucial contribution to the marketing process of a product or service in that it uses communication techniques or strategies that have been determined by each company to share information about products and services, such as those carried out by Batik Roemah Bajoe through their social media.

## 2.2 Social Media

Social media refers to all activities, practices, and behaviors among social communities of people who gather online intending to share their information, knowledge, and opinions using conversational media, which is a web-based application that allows users to easily create and disseminate content in the form of words, images, video, and audio (Safko and Brake, 2009).

According to Mayfield (2008), social media is a new media that possesses all or the majority of the following qualities:

- a) Participation: social media encourages contributions and feedback from all interested audiences.
- b) Openness: the majority of services on social media are open, intending to get feedback and participation from every user.
- c) Conversation: social media has a tendency to be more of a two-way conversation, not just broadcasting or disseminating content to the audience as it is in traditional media.
- d) Community: social media allows people to quickly form communities with similar interests and communicate effectively.
- e) Connectedness: social media can connect various types of existing media or other sources with the availability of its linking feature.

Social media is essentially a combination of innovative strategies and digital communication technology platforms. It allows its users to share knowledge or information, engage in digital stories through conversations and visual components, collaborate with other users and provide ideas that can help solve problems, carry out strategies for online monitoring and analysis, and create relationships in a community with similar interests. Besides that, social media is also considered a tool that can be used by users to create and share content (Brunner, 2019).

Social media provides an opportunity to express oneself in various forms and frames in cyberspace. Businesses can use social media in a variety of ways to conduct business and foster relationships. It allows users to generate conversations and questions, creating direct interaction between businesses and their customers. (Brunner, 2019).

The advantage of social media that distinguishes it from other digital media is that it allows for more symmetrical two-way communication between companies or businesses and their public. Then two-way communication can open opportunities for companies or businesses

to engage with audiences, plan strategies for delivering messages, and evaluate their reputation or image in the eyes of audiences on social media (Freberg, 2019).

### 2.3 Instagram

Instagram is a social media platform that allows users to take pictures and videos, use various filters to change the appearance of the images and videos, and share them directly with fellow application users (Hochman & Schwartz, 2021). The features offered by the Instagram application develop consistently with the latest innovations following the development of social media and the internet. Some of the features provided by Instagram include (Instagram, 2023):

- 1) Feed, which is a feature that displays all photo and video uploads from users or hashtags that are followed, as well as content that is relevant to the user's interests.
- 2) Like and Comment, which are features that users can use to show interest and interact with other users.
- 3) Stories, a feature that can be used to take and share photos or videos by adding various filters, stickers, text, and music. Shared photos or videos will disappear after 24 hours.
- 4) Reels, which is the latest feature from Instagram that allows users to create, share, and view short creation videos.
- 5) Video, which is a feature to easily create and view videos from various creators of interest.
- 6) Messenger, a feature that can be used by users to exchange messages with other users individually or in groups, as well as send photos or videos that can only be viewed in a limited manner.
- 7) Search & Explore, which allows users to find photos and videos on specific topics of interest.
- 8) Live, is a feature that can connect users with their followers in real-time.
- 9) Hashtags, a feature that can be added to user uploads so that uploaded photos or videos can appear on hashtag pages according to certain categories and are easily found by other users.
- 10) Caption, which is a feature that can be used to provide captions in the form of writing on uploaded photos or videos.
- 11) IGTV, is a feature that presents videos from Instagram creators with a long duration. Apart from being a feature in the Instagram application, IGTV is also available in that application.
- 12) Tagging, a feature that allows users to tag other users in photos or videos shared on Instagram.

Instagram is a social media platform based on media sharing has its charm, which makes it attractive to be used as a communication medium for companies and businesses. Instagram gives users the ability to create, manipulate, and share photos or videos with other users. Content uploaded on Instagram, such as photos and videos, is a type of visual content that is more attractive to many people than text (Luttrell, 2015). In addition to being visual, the



large and growing number of Instagram users can also be a consideration in choosing social media that is effectively used as a business communication medium.

According to data from Hootsuite (We Are Social) Digital 2022 Indonesia, Instagram users in Indonesia totaled 99.15 million. In January of the previous year, according to data from the same source, Instagram users in Indonesia totaled 85 million. Based on this data, it can be seen that Instagram users in Indonesia have increased by 14.15 million in one year. The large and increasing number of users is one of the reasons Instagram is one of the social media platforms used by *Batik Roemah Bajoe* (BRB).

#### 2.4 Social Media Management

Regina Luttrell (2015), in her book entitled "Social Media: How to Engage, Share, and Connect," introduces a socialmedia planning model, namely "The Circular Model of SoMe for Social Communication," which consists of four aspects.

**Share.** Social media allows people with similar interests, passions, and beliefs to connect with each other. This aspect encourages organizations or institutions to know where their target audience is and how they interact. By knowing this, they can build relationships and trust with channels or media that allow interaction with their audience. There are three main points emphasized in this aspect: participate, connect, and build trust.

##### a) Participate

Participate means participating in online activities by contributing content. To engage in an activity, an organization must disclose the background or purpose of the activity. Furthermore, to be considered involved in an activity, the organization must send content whose type and information content fall under the objectives to be achieved.

##### b) Connect

Social media helps people connect with people who share similar interests or beliefs. Organizations can strive to use social media in a way that suits their goals and target audience to build relationships with their audience.

##### c) Build Trust

Organizations should not only engage and connect with their audience on social media but also build trust with them. To gain the trust of the audience, organizations can make various efforts that focus on the audience and what they want.

**Optimize.** For them to optimize the messaging process, organizations must know what the audience is talking about in the shared messages. Organizations should also know what kind of content should be shared and whether there are audiences who act as influencers or advocates in the conversations taking place. By understanding this, organizations can create effective communication plans and optimize message outcomes. The things to emphasize in this aspect are listening, learning, and taking part in authentic conversation.

##### a) Listen & Learn

One of the most important things that organizations must do is do social listening, to make

the conversation on social media optimal. By listening, organizations can learn what the public is talking about related to their organization and then participate in the conversation.

b) Take Part in Authentic Conversation

Organizations must engage in conversations on social media to optimize their message delivery. In addition to being able to find out what people are talking about related to the organization, the use of tools for social listening also makes it easier for organizations to participate in the discussions that occur.

**Manage.** Organizations should listen to or monitor what is being talked about in messages. To do this, the organization can do it manually or with the help of tools to track activity on its social media. By doing this, the organization can more easily engage with its audience, continue to provide updates on organization-related topics that are being discussed and provide responses to the audience directly. Some points that need attention in this aspect are media monitoring, quick response, and real-time interactions.

a) Media Monitoring

Monitoring the organization's activities on social media is one of the most important steps in social media management. This can be done manually or with the help of social media monitoring tools. It is possible to collect and analyze the results of social media monitoring over a certain period.

b) Quick Response

In interactions with organizations, including through social media, people expect a quick response. However, many organizations are unable to do so due to limited working hours, additional job responsibilities, or a lack of resources to monitor and manage conversations on social media. The use of social media monitoring tools to monitor conversations on social media also helps organizations respond quickly to the public.

c) Real-time Interactions

Sometimes, organizations need real-time interactions to get closer to their audience. One way organizations can interact with their audience through social media is to participate in live discussions and answer questions posed by the audience directly. Some social media platforms provide features that can facilitate real-time interactions, such as the Live feature on Instagram or YouTube.

**Engage.** Conversations with audiences are the most important part of communication. Organizations should know who they should engage with, when it is the right time, how it is best done, and how often they should talk to the audience. They should also know if the organization expects any actions to be taken by the audience in return, and what actions the organization expects from the audience. It may be difficult to create a strategy that allows companies to engage with their audiences, but if companies know how beneficial it is to engage in conversations with their audiences, they will create strong relationships with them. In this aspect, the points to consider are influencer relations, where is the audience, and how do I reach them.

a) Influencer Relations

One way to use brands on social media is to work with influencers. Collaboration with influencers can help in managing and delivering messages better on social media. However, companies must choose people who are in line with the company's field or who can help with the process of delivering messages on social media.

b) Where is The Audience?

Organizations should know where their audience or consumers are, so they should get to know and understand their target audience. To do this, organizations can conduct research, surveys, or observations about the social media that their audience uses.

c) How Do I Reach Them?

To get an audience on the organization's social media, something needs to be done to reach and attract the public. Some ways to attract audiences on social media are by holding quizzes, competitions, or prize giveaways.

### 3 METHODOLOGY

The research method applied in this study is a qualitative research method based on observing the object of research. Qualitative research is a research method used to understand the meaning of an event by interacting with people involved in the event or situation (Yusuf, 2014). Then the data obtained from the research is described and discussed in the form of descriptions arranged and grouped concerning the aspects in "The Circular Model of SOME".

The main data collection method used was to conduct interviews to extract various information from the store owner and his employees, who are the drivers of communication and sales, as well as from consumers to see their enthusiasm and reasons. An interview is a process of interaction or conversation between an interviewer and a source of information directly about a particular topic (Yusuf, 2014).

### 4 DISCUSSION

Social Media Management has become a very widely used alternative to marketing UMKM businesses. Conventional sales remain, but the use of social media as a means of communication has helped many UMKMs increase sales and reach a larger market.

Batik Roemah Bajoe, which has had an offline store since March 15, 2019, Klaten, also utilizes social media, starting with Instagram *@batik.roemahbajoe* with its first post on February 28, 2019, before the pandemic occurred. The initial post gave many directions for customers to come to the offline store. Since the pandemic occurred, as seen in its initial post, BRB has tried to calm customers who are starting to be aware of the spread of the COVID-19 virus through its posts that inform them of the provision of hand washing stations in the entrance area as well as hand washing tutorials and the use of hand sanitizers. On April 1, 2020, the offline store was forced to close, and BRB informed its customers

that they still serve online purchases; with a product catalog that can be seen on their other account, @batik.klaten.

Batik Roemahbajoe owner Vira Natalia stated that initially they were immediately informed through their Instagram account how to purchase, pay, and pick up/deliver under the health concept socialized by the government. Posts, both in feeds and especially in stories about products, awareness about health protocol appeals, and positive encouraging posts, are done alternately to provide comfort and a sense of security for their consumers. Vira Natalia, as the owner of Batik Roemah Bajoe, together with her husband Bayu Aji Pramono, holds and manages the Instagram account themselves, even hosting their own Instagram Live, which was initially done twice a day at 15.00–18.00 WIB and 19.00–23.30 WIB. Vira Natalia hosts what she calls 'Fun Shopping' only at Batik Roemah Bajoe. The sale of Indonesian *wastras*, namely batik and weaving, is a product that is consistently presented, although initially several products were also displayed on the appearance of the post, such as skin care.

A creative form of promotion with Instagram Live using hosts (not famous influencers) who have their own characters. Vira stated that the excitement of reviewers in marketing products is also a special attraction for their customers. In addition, in Live format, they also often intersperse with entertainment treats that make the atmosphere not boring because they only review products; either in the form of giving giveaways or just throwing jokes to each other or to customers who watch. This then developed and received public attention until it was raised by several TV stations in Indonesia as an example of creative UMKM actors and posted to their feeds. Vira Natalia mentioned that sales at the beginning of the pandemic fell by almost 90%, but after using Instagram features (live, feeds, and stories), sales in fact increased more than before the pandemic.

The development of this business then became rapid by relying on the Instagram social media platform, as seen by the creation of other accounts, namely @klaten.batik and @batik.klaten, to market their products live with different reviewers. And expanded to selling non-batik clothing in the same way under the account name @outletbajoe. In addition, there are also additional accounts for support, namely @katalog.batik and @grosir.batik. The Instagram followers of each account are also growing (accessed on July 1, 2023):

1. @batik.roemahbajoe: 460k
2. @batik.klaten: 405k
3. @klaten.batik: 130k
4. @outletbajoe: 332k (menjual produk non wastra Indonesia)
5. @grosir.bajoe: 53,6 k
6. @katalogbatik.rb: 34,5 k

### **SOME SHARE**

The need for clothing today has changed from a basic need to cover the body to a lifestyle

need. The desire to look good and attractive makes the apparel business flourish. The push of social media also makes consumers buy more apparel. The convenience provided by buying online makes consumers look for products or information about their needs. The need for clothing, especially batik, encourages the audience to follow the *@batikroemahbajoe* account.

**Participate.** The *@batikroemahbajoe* account provides information and updates about the products sold, information about live times, promotions given, and so on. The form of information is packaged variously; including in the form of photos, and videos with informative captions. The bio caption given is also quite clear in describing the services and products sold: 'Cheap Batik Shop in Klaten'. Moreover, this slogan is really carried out in the products it offers.

**Connect.** *Batik Roemahbajoe* runs its business in a live way that is packed with entertainment and, in its development, brings closeness to its customers. The reviewers entertain the audience by making jokes, telling stories, and acting out role-plays with one another. In addition, reviewers build closeness with buyers by greeting all new viewers who join by calling the name of the Instagram account they use. Some reviewers are even able to remember the names of their loyal viewers/buyers, and they can even remember their preferences, the size of clothes they often buy, their favorite colors, occupations, and others. In addition, reviewers also make personal connections by sharing their Instagram accounts with buyers, both for sales purposes and to connect with and get closer to their audience.

**Build Trust.** The trust that is built is evident in how buyers trust the ratings given about the products being sold. Reviewers/hosts sell clothes by describing the products sold through Live in as much detail as possible; e.g., when selling clothes, they will mention the product brand, size, type of material, and appearance, which is directly demonstrated, and show the product for the audience to see in detail. Usually, when buying clothes, buyers want to hold the product, make sure of the material, and try it on, but in the live way as presented by *Batik Roemah Bajoe*, buyers are completely dependent on reviewers in their purchasing considerations. And looking at the development of the number of accounts owned, the number of live events conducted in a day, and the number of products sold, it is clear evidence that buyers have full confidence in the reviewer's judgment.

## OPTIMIZE

To find out what their audience wants, reviewers interact live with their audience. Viewers/buyers can interact through the comments column, which will be read and responded to by the reviewers directly. Comments are read one by one, and the audience can even ask the reviewers to review their requests.

**Listen & Learn.** The most important thing that the reviewers do is listen to the viewers/buyers through the comment section during the live broadcast. The reviewers will remember the orders and needs of the buyers and memorize them. Some reviewers are even

able to memorize the details of the buyer's preferences. It is not uncommon that when reviewing a product, they will call several viewers who they know will be interested in the product. This, of course, makes these buyers feel special and more likely to buy the product.

**Take Part in Authentic Conversation.** In each Live session, the reviewers interact interactively and directly with their audience so that the conversation can be more effective and the message can be conveyed clearly. Social Listening that is carried out can make the audience feel that they can speak and be heard directly, and that their requests and wishes are heard and fulfilled. Social Listening is not only done in the context of sales but also in a personal context, where the audience is listened to and vice versa. Moreover, while the pandemic was still ongoing, BRB invited its audience to participate in making donations that were channeled to batik craftsmen around Klaten, and were welcomed by its audience. The donation was done live by BRB and witnessed by its customers.

### **MANAGE**

*Batik Roemah Bajoe* is serious about managing each of its accounts. Posts are made almost every day, either live or in stories. Feeds are also constantly updated and have a variety of variations, both to showcase products and provide entertainment reels in the form of story snippets featuring reviewers with current topics that are funny and still relevant to the reviewers' use of the products they sell.

**Media Monitoring.** Monitoring activities are carried out manually, where the owner of *Batik Roemah Bajoe* enters the live room and follows it even though it is not in full. Monitoring is done randomly, both in terms of account selection and monitoring time. The owner, either Vira Natalia or Bayu Aji P., will enter the Live and stay for a certain amount of time to witness the live process presented by the reviewer.

**Quick Response.** *Batik Roemahbajoe* encourages its viewers/buyers to have conversations directly on Live. All feedback and conversations can be given during the live or submitted through the admin via WhatsApp that has been included in the live or Instagram caption. The admin also gives a fast response, although he only answers WhatsApp conversations during working hours, 8:00 WIB–16:00 WIB.

**Real-Time Interaction.** Real-Time Interaction is done through Live broadcast, which accommodates conversations and direct interaction with the audience. Initially, it will be posted in the story, along with the time of live implementation, by indicating the time and reviewer who will be on duty. After that, at the time of implementation, the reviewer will go live, review the product, and also answer questions or comments from the audience through the comments column. All comments will be directly answered live. Online sales are made during Live, where consumers can keep and take screenshots and then send them to the admin, who has listed the number in the comments column. The admin will send an invoice via WhatsApp. The second method is for customers to view product reviews that the online team has recorded, take screenshots, and send them to the WhatsApp admin.

Then, the admin will reply to WhatsApp to confirm the availability of goods, calculate the purchase, ask for shipping and payment options, and confirm delivery. The admin also gives a fast response, although he only answers WhatsApp conversations during working hours, namely 9.00 WIB–17.00 WIB.

## ENGAGE

Live conversations are best done in interactive live sessions, so *Batik Roemahbajoe* does Live at times that are considered to attract more viewers. The *@Batik.Roemahbajoe* account does three live streams a day: at 06.00 WIB–09.30 WIB, 12.00 WIB–14.30 WIB, and 18.30–23.30 WIB at night. The *@klaten.batik* account conducts live at least once a day, starting at 16.30 WIB - 22.30 WIB; but sometimes there are additional Lives if needed, for example before the holidays. The *@batik.klaten* account is live twice a day, namely at 10:00 WIB–12:30 WIB and at 18:30–23:30 WIB.

**Influencer Relations.** *Batik Roemahbajoe* reviewers become influencers for their audience or customers. While reviewing the product, the reviewer also tries to convince the audience to buy or repeat the purchase. The power of the reviewer to influence must also be accompanied by persuasive communication skills and knowledge of qualified batik and weaving products. The relationship established by the reviewer with the customer starts when the customer joins live, sees the product review, comments on the product, requests the reviewer to do a certain product, makes a purchase by typing the 'keep/fix/review\_code mentioned, and takes a screenshot of the product purchased. In addition, it is not uncommon for reviewers to have conversations outside the context of sales, just saying hello about how the customer is doing, throwing jokes between reviewers, and involving customers in warm conversations. The reviewer's ability to remember customer preferences, place of residence, occupation, and product choices also makes customers feel more involved and comfortable shopping through Live. Reviewers also have their own nicknames, some of which are not the same as their real names. It is not uncommon for viewers to also follow the reviewer's personal account and have direct conversations with the reviewer through the account. Reviewers are a good asset for product sales because of the trust of the audience/buyers and their considerable influence in the buying process. BRB owners also pay enough attention to the work comfort of the reviewers and provide incentives and bonuses for them in addition to the salary they get.

**Where is the audience?** Knowledge about the audience is always updated by the owner of BRB. The live hours are adjusted to the times when the audience can spare their time to listen to reviews of BRB products. What's interesting is that they even start to go on live at 6 a.m., something that is rarely done by similar online stores. This is of course after observation, which can be seen from the number of viewers who are quite high and active. Reviewers consistently perform live with predetermined times in turn. Information about the live schedule is usually done one hour before the Live, and posted on the account that will do the Live and sometimes also on the reviewer account that will do the Live. Followers who are buyers will see information through BRB stories, in addition to the notifications

they get. BRP's loyal customers are not only from Indonesia but also from abroad, such as the UK, the Netherlands, and others. Digitalization through social media makes it easier for buyers to access purchases from wherever they are.

**How do I reach them?** BRB asserts that their sales are the most affordable batik sales; this surely piques the interest of the audience. Moreover, the claim must be proven by the purchasers in order to encourage repeat purchases. Promotions and giveaways are also utilized by BRB to further attract its target audience. Offering discounts on certain products or on special occasions, such as Independence Day, BRB's birthday, and holidays, constitute promotions. In addition, BRB held a number of giveaways, one of which rewarded 10 individuals with gold rewards for the new year. Furthermore, purchasers can receive a member benefit that provides a 5% discount on all purchases for certain purchases. This promotion is valid for all BRB purchasing accounts.

## 5 CONCLUSION

Batik Roemah Bajoe has done an excellent job selling batik and Indonesian *wastra* online, as evidenced by the increase in sales during the pandemic. Vira Natalia stated that BRB sales decreased by approximately 90% when the pandemic began. However, since going live consistently, sales have increased even more than they did before the pandemic. With engaging interludes and jokes, Live at the right time for customers is fascinating and entertaining, and consistency in implementation is one of the fundamentals of success. Further, reviewers are instructed to make their customers compete for their products since customers are more interested and anxious to win, and if they don't, they are more likely to seek out alternative products. BRB also held a number of promotions, discounts, member discounts, and giveaways to entice customers to purchase at its online store rather than those of competitors. Aside from having a physical (offline) batik store in Klaten, they also have a physical (offline) shop selling excess export clothing and have opened a batik shop in Salatiga.

For commerce, Instagram's social media potential is truly maximized. Although many other online stores also rely on e-commerce for their sales, BRB's online sales are relatively inactive. Customers typically use e-commerce as an alternative payment method. Similar to their other social media platforms, which are merely complementary. BRB's success is reinforced by the role of reviewers as persuaders of consumers. Each reviewer is expected to persuade consumers in their own unique manner. Thanks to the reviewer's friendly and affable demeanor, customers can grow devoted and continue to observe and purchase. Owners of UMKM must also have the foresight to always follow trends and heed to the desires of their customers, both directly and through their reviewers. The positive relationship established with its consumers through reviewers is an asset and a marketing strength.

UMKMs that utilize social media, particularly Instagram, should employ what BRB has



done, particularly by implementing Share, Optimize, Manage, and Engage on a consistent and strategic basis, in order to boost sales while expanding their businesses. However, it would be more valuable if BRB could improve its business by enhancing its Instagram performance through the use of hashtags, caption organization, and labeling, as well as a more cohesive Instagram display. Also, it optimizes the use of other social media platforms, such as Tik Tok, without sacrificing Instagram's consistency.

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