

## **ABSTRACT**

*The digital era has dramatically transformed the marketing landscape, creating a new paradigm in how businesses interact with consumers. This transformation has opened up significant opportunities as well as challenges, particularly for Micro, Small, and Medium Enterprises (UMKM) in adapting their marketing strategies. This study focuses on the application of social media marketing through Instagram to boost sales at UMKM Melati Bahari. This UMKM operates in the culinary sector, with its main product being snack foods made from anchovies. In this research, a qualitative and descriptive approach was used to explore and analyze data obtained from the field. Through interviews and observations, this study identifies the best strategies and practices employed by UMKM Melati Bahari in managing their Instagram account. The findings indicate that using Instagram as a marketing platform has had a positive impact on increasing customer interaction and follower growth. However, challenges remain in improving engagement rates and sales conversions. Therefore, the study recommends content optimization and collaboration with local influencers to expand market reach. This research is expected to contribute to the literature on digital marketing in UMKM and serve as a reference for other UMKM in leveraging social media for business development.*

**Keywords :** *Digital Marketing, Social Media Marketing, Instagram, UMKM, Sales Growth.*