

ABSTRACT

Micro, small, medium enterprises (MSMEs) is a business sector with a massive market share in Indonesia. MSMEs have an important role in the Indonesian economy, contributing 60% of the Gross Domestic Product (GDP) and 97% of the total workforce. In the digital era, social media such as Instagram is becoming a strategic tool for marketing. This research explores how Ghaza Store uses Instagram to increase visibility, interact with consumers, and drive business growth. This study aims to analyze the management of Instagram social media by Ghaza Store, a micro, small, and medium enterprise (MSME) in the Muslim fashion sector.

This study uses a qualitative approach with a descriptive method. Data was collected through in-depth interviews with the owner of Ghaza Store, expert observers, and consumers. Analysis was conducted to understand the effectiveness of the digital marketing strategies implemented, from content management to the use of Instagram features such as Instagram Ads. The theoretical framework used includes the POST (People, Objectives, Strategy, Technology) and RACE (Reach, Act, Convert, Engage) models to evaluate digital performance.

The results show that the social media strategies implemented by Ghaza Store, such as the use of attractive visual content and promotion through Instagram Ads, have successfully increased audience reach and consumer engagement. However, there are some challenges, such as limited resources to manage social media consistently and optimally. Factors such as understanding audience demographics and content trends also affect marketing effectiveness.

From a non-financial perspective, the use of Instagram has increased consumer engagement and brand loyalty. Strategies such as storytelling through Instagram Stories and collaboration with influencers are key to strengthening relationships with consumers. Financially, the use of Instagram has a positive impact on increasing sales, although there is still potential for further development through optimization of analytics features and technology integration.

This research provides strategic recommendations for more effective social media management for Ghaza Store and similar MSMEs. Recommendations include improving digital literacy, training in social media management, and utilizing data analytics for decision-making. The results of this study are expected to serve as a reference for MSMEs in utilizing social media to achieve sustainable business growth in the digital era.

Keywords: Digital Marketing, Social Media Marketing, Instagram, MSMEs.