

Strategy For Developing Micro, Small And Medium Enterprises Through Social Media: Case Study In Trisono Village

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ABSTRACT

This study aims to analyze the role of sosial media in the development of micro, small and medium enterprises in Trisono Village and to identify the challenges and strategies applied by business actors. The research uses a qualitative approach with data collection techniques through interviews, observations, and documentation. The result show that sosial media plays an important role in expanding marketing, increasing consumer reach, and strethening interaction with customers. Instagram is the most widely used platform because it is effective for product promotion. Using sosial media also boosts the number of orders and sales revenue. The challenges faced include limited capital, low digital skills, and bussines competition. The strategies implemented optimizing promotion, improving product and service quality, product innovation, and developing digital skills.

INTRODUCTION

Micro, Small, and Medium Enterprises play a very large role in advancing the Indonesian economy. MSMEs also play a role in driving the rate of economic growth after the 1997 monetary crisis when large companies experienced difficulties in developing their businesses (Pudjowati et al., 2023). 62.9 percent of the variation in state revenue can be explained by the contribution of income tax from MSMEs in the food sector. This study concludes that MSMEs play an important role in strengthening state revenues (Ihsandi et al., 2026). Micro, Small, and Medium Enterprises (MSMEs) currently have a large contribution to regional income and state income in Indonesia. Amidst the limited formal employment opportunities, Micro, Small, and Medium Enterprises (MSMEs) appear as an alternative sector that is able to absorb a large number of workers. (Febrianti, 2025). In addition to serving as an alternative source of new employment, MSMEs also contribute to national economic growth, including in Trisono Village, Babadan District, Ponorogo Regency. Thus, the existence of MSMEs is a crucial sector in community economic development. MSMEs are businesses established based on individual initiative, thus helping to reduce the unemployment rate in Trisono Village. Their relatively high absorption rate and low investment capital requirements allow MSMEs to be more flexible and responsive to

changing market conditions. This makes them less vulnerable to various external changes.(Putri Rahmadani et al., 2023).

Trisono is a village in Babadan District which is divided into 6 hamlets, namely Tampo 1, Tampo 2, Karanggayam, Sendang, Banjarjo 1, Banjarjo 2. This village is dominated by business actors and MSMEs, especially small industrial businesses and home industries that have prospects for growth. In order to achieve this goal, it is necessary to manage development through effective and efficient social media. It is important for MSMEs to identify these challenges and develop appropriate strategies in utilizing social media. The presence of social media platforms is no longer an option, but has become a necessity for MSMEs who want to remain competitive in an increasingly competitive market.(Nadya et al., 2024).

Micro, Small, and Medium Enterprises (MSMEs) in Trisono Village need to adapt from conventional business models, which are generally offline or rely solely on regular customers, to digital marketing systems through social media such as WhatsApp, Facebook, TikTok, and Instagram. Digital transformation is also referred to as the development stage of digital competition and digital usage (Sinaga, n.d.). This transformation is expected to expand market reach, which was previously limited to the surrounding area, to a wider area, even beyond the region. Based on data from DataReportal in 2026, the number of active social media users in Indonesia experienced a 26% growth compared to the previous year, with a total of around 180 million users, equivalent to 62.9% of the total population. This shows that social media is a platform that is highly sought after by the public and has great potential as a means of developing MSME marketing. The Ministry of Communication and Informatics (Kemenkominfo) revealed that in Indonesia currently reaches 63 million people. Of that number, 95 percent use the internet to access social networks. The widespread use of social media, both for self-expression and to meet user needs, certainly has an impact on other users.(Ramdhan et al., 2021)

The MSMEs in Trisono Village primarily produce food products. Based on data collected, several MSMEs are located in Trisono Village. Here are the names of these MSMEs.

No.	MSME owners	Name of MSME	Address
1.	Tyas	Tempeh Production	Tampo 2
2.	Tohari	Tempeh production	Tampo 2
3.	Ringgit	Jumbo Iced Tea	Tampo 2
4.	Desi	Seblak	Tampo 1
5.	Layyin Mahfiani	Twin Tea	Tampo 1

Based on the data collection, various obstacles are faced by each MSME. The most frequently cited obstacle is marketing. This problem is influenced by several factors, one of which is the limited knowledge of MSMEs in managing effective marketing strategies.

RESEARCH METHODS

This research using a qualitative approach with a descriptive method. A qualitative approach is used to understand and describe phenomena that occur in depth based on actual conditions in the field. According to Sugiyono (2013), qualitative research is a research

method based on the philosophy of postpositivity, used to examine the conditions of natural objects, where the researcher acts as the main instrument in data collection. Descriptive research, often also called taxonomic research because this research is intended to explore or clarify a symptom, phenomenon or existing social reality (Hasan syahrizal., 2023). Data analysis is carried out inductively, and the research results emphasize the meaning of the phenomenon being studied rather than generalization.

This research focuses on the marketing strategies implemented by MSMEs. Therefore, the primary data collection technique used was in-depth interviews *with* MSMEs who served as research informants. Through these interviews, researchers obtained direct information regarding the marketing strategies used, the obstacles encountered, and the efforts made to develop their businesses. Interviews can be conducted individually or in small groups to gather specific and useful data.(Sekar sari., 2025).

The research process involved several stages. The first stage was determining the research focus and selecting informants deemed to understand the problem being studied. The second stage was developing an interview guide as a reference for data collection. In the third stage, the researcher conducted direct interviews with informants to obtain data aligned with the research objectives. During the interviews, the researcher also took notes and documented the data for supporting data collection.

The next step was to collect and categorize interview data according to the research theme. The collected data was then analyzed through data reduction, data presentation, and conclusion drawing. To increase data validity, researchers conducted triangulation by comparing interview results and documentation obtained during the study. Triangulation quickly sought to test existing data to strengthen interpretations and improve policies and programs based on available evidence.(Susanto et al., n.d.).

In this study, the researcher was present directly at the research location as the primary instrument, tasked with conducting observations, interviews, data collection, and analyzing information obtained from informants. The researcher was present to conduct interviews directly with respondents or informants.(Fadly Yusuf Aco.,2020)

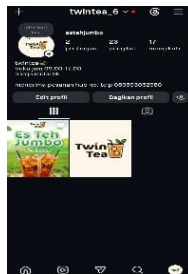
RESULTS AND DISCUSSION

Based on research conducted on MSMEs in Trisono Village, current business development is influenced by the use of social media. Social media is very influential for MSME marketing because people now more often search for information and shop via mobile phones. With social media, products can be more easily recognized without having to spend a lot of money. In addition, sellers can also interact more directly with buyers. This means customers have more trust in sellers and are more likely to buy products again. (Ringgi laili, n.d.).Most MSMEs stated that social media has a significant influence in helping product marketing and expanding consumer reach. Before using social media, sales were only done directly and buyers were still from the surrounding village. However, after utilizing Instagram, TikTok and other social media applications, products began to be recognized by people outside the area, thus increasing sales opportunities. The large number of social media users in our homeland, one of the users who frequently interact with social media, certainly creates an opportunity for the presence of social media to optimize its use as a marketing medium.(Pangestu et al., n.d.).

The use of social media is considered capable of helping business actors in introducing products with more efficient costs and more practical methods. Through platforms like Instagram, Facebook, and TikTok, MSMEs can introduce their products to audiences by using advanced features on social media, such as hashtags, live streaming, and marketplaces, making it easier for MSMEs to reach and meet consumer needs (Abidin & Muhassanah, n.d.). MSMEs can upload product photos, provide pricing information, and process orders directly through social media platforms. In addition to supporting marketing activities, social media also plays a role in strengthening the relationship between sellers and consumers because interaction and communication can be done more easily and flexibly at any time. Effective communication is crucial for building good relationships with consumers. Many MSMEs are not yet able to communicate well with consumers, which can lead to misunderstandings and dissatisfaction (Saepuloh et al., 2024).

In addition to utilizing social media as a promotional tool, MSMEs in Trisono Village tend to use Instagram more as a marketing medium because it is considered more effective in introducing products to a wider community. Instagram offers various features to support promotional activities, such as photo and video uploads, Instagram Stories, Reels, and interaction features through comments and direct messages. Through these features, businesses can display products in a more attractive and informative manner, thereby increasing consumer interest. The ease of sharing product information and its wide user reach make Instagram a platform that contributes to increasing the visibility and competitiveness of MSMEs amidst the increasingly rapid development of digital marketing. Instagram's presence provides MSMEs with access to a broad audience. Instagram can also be used as a significant opportunity for business activities and identifying the latest market trends (Rahman et al., 2024).

Figure 1 below is documentation of an Instagram account for promotion.



Source: documentation by business owner account (2026)

Figure 1 shows an Instagram account used as a promotional tool for the business. Although the account is new, its use has begun to have a positive impact on business growth. Product information can reach a wider audience, resulting in an increase in the number of orders and sales turnover compared to before the use of social media.

Despite this, MSMEs in Trisono Village still face several obstacles in running their businesses. The most common obstacle is limited business capital. Indeed, many MSMEs still face this constraint, as business income is unstable, while business needs continue to grow. (Ringgi laili, n.d.). Many MSMEs lack collateral or security to obtain loans from conventional banking institutions. This forces them to rely on personal savings or loans from family to fund their businesses. However, business growth and development desperately require additional, sustainable capital (Karya et al., n.d.). Some entrepreneurs experience difficulties in obtaining

additional capital to purchase raw materials, repair production equipment, or increase production volume.

Another obstacle identified in this study is a lack of digital technology skills. They only market their products in simple ways, resulting in a lack of significant sales growth. Some entrepreneurs, especially older ones, find it difficult to keep up with technological developments and online marketing. Their limited understanding of digitalization and digital skills hinder them from competing in an increasingly competitive market (Monoarfa et al., 2024). Many MSMEs only know how to use social media but don't understand how to promote effectively to attract buyers. Furthermore, some are confused about creating content and managing online sales. (Ringgi laili, n.d.).

Increasingly fierce business competition also poses a challenge for MSMEs, as many similar products are sold on the market. This situation forces businesses to maintain product quality to maintain consumer demand. Determining the right approach to customer satisfaction requires micro, small, and medium enterprises (MSMEs) to continuously modify and improve their products to ensure they remain competitive in the market. (Lukito et al., 2022).

Due to these various obstacles, MSMEs have begun implementing several strategies to ensure their businesses continue to grow and compete. The most widely used strategy is utilizing social media for promotion and market expansion. Furthermore, businesses are also beginning to pay attention to product quality, improving packaging, and providing good service to consumers. Buyers generally prefer businesses with good products and friendly service. (Ringgi laili, n.d.). One strategy for MSME development requires a strategy implemented in product marketing to increase competitiveness and can develop the business, one of which is through branding. (Pengabdian et al., 2023). Friendly and fast service makes consumers feel comfortable so they are more confident to buy again. When a company operates with transparency and honesty, customers are more likely to feel safe and satisfied with the products or services they receive. Trust has a positive and significant effect on customer satisfaction. (Mafo et al., n.d.)

Some entrepreneurs also innovate by creating new product variations to make their businesses more attractive and competitive. Creativity and product innovation are key factors influencing the growth and success of MSMEs. (Naim et al., 2023). Furthermore, participating in training and learning about digital marketing is considered quite helpful in improving business management knowledge and skills.

Based on the research findings, the various obstacles faced by MSMEs in Trisono Village have prompted a number of adaptive efforts to maintain and develop their businesses. One such step is optimizing capital management to ensure production continues despite limited funding sources. Furthermore, business owners have begun to improve their understanding of digital technology, particularly in product promotion and marketing through social media. These efforts include improving product quality, packaging enhancements, and developing product variations to create added value that differentiates them from competitors. Furthermore, MSMEs strive to build strong relationships with consumers through responsive service and more effective communication. These steps demonstrate business owners' awareness of adapting to changes in the business environment, thereby strengthening competitiveness and supporting business sustainability amidst evolving market dynamics.

CONCLUSION AND SUGGESTIONS

Based on the research results, social media plays a significant role in supporting the development of MSMEs in Trisono Village. The use of digital platforms, particularly Instagram, can expand market reach, increase promotional effectiveness, and strengthen relationships between businesses and consumers. Social media functions not only as a marketing tool but also as an instrument that encourages increased business competitiveness amidst changing consumer behavior that is increasingly dependent on digital technology. However, the success of social media utilization is greatly influenced by the business owner's ability to manage marketing strategies, product quality, innovation, and customer service.

This study found that limited capital, low digital literacy, and high levels of competition remain the main challenges faced by MSMEs. Despite this, various adaptation efforts have been implemented through optimizing digital promotions, improving packaging, developing product variations, and enhancing technology-based marketing skills.

This study has several limitations. First, the study was conducted only on MSMEs in Trisono Village, so the results cannot be generalized to all MSMEs in other regions with different characteristics. Second, the use of a qualitative approach yielded in-depth data but was unable to quantitatively measure the impact of social media on increasing sales or business revenue. Third, this study focused more on digital marketing aspects and therefore did not examine other factors that could influence MSME development, such as government policy support, access to financing, and local economic conditions.

The implications of this research indicate that improving the digital capacity of MSMEs requires attention from various parties, including the government, educational institutions, and business support organizations. Training programs in digital marketing, social media content management, and strengthening access to capital can be strategic steps to improve business sustainability. Furthermore, the results of this study can be used as considerations in developing digital technology-based MSME empowerment policies.

Future research is recommended to use a quantitative or mixed methods approach to more comprehensively measure the relationship and influence of social media on business performance. Research can also be conducted across a wider region with a more diverse number of informants, resulting in more representative findings and enriching the study of the digital transformation of MSMEs in Indonesia.

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