THE EFFECT OF INSTAGRAM SOCIAL MEDIA PROMOTION OPTIMIZATION ON SALES VOLUME AT GALLERY RAJUT BANDUNG

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Abstract: The advancement of digital technology has transformed the marketing landscape, making social media one of the primary channels for product promotion. This study aims to determine the effect of optimizing Instagram social media promotion on the sales volume of Gallery Rajut Bandung. Using a quantitative associative descriptive method, data were collected through questionnaires from 75 people who are work with Gallery rajut bandung. The independent variable is Instagram social media promotion, measured by content creation, content sharing, connecting, and community building indicators, while the dependent variable is sales volume, measured through sales growth, profit, and the number of customers. The results of a simple linear regression analysis indicate that Instagram social media promotion has a positive and significant effect on sales volume. Optimizing digital promotion strategies, such as improving content quality, posting consistency, and collaborating with influencers, is recommended to support sustainable sales growth.

Keywords: social media promotion, Instagram, sales volume, MSME, Gallery Rajut

INTRODUCTION

The advancement of digital technologies, such as high-speed internet, artificial intelligence (AI), and smart devices, has accelerated digitalization across various sectors, including business, education, and entertainment. These technologies enable easier access to information, foster efficient interactions, and drive the emergence of new business models such as e-commerce, fintech, and streaming services. The growth of internet users in Indonesia has changed consumer behavior, shifting from conventional shopping to a preference for online shopping, particularly through marketplaces.

(Diawati et al., 2021) technology-based promotion—especially through social media and online advertising—has become a key strategy for businesses to reach wider audiences at relatively low costs. Supported by AI and data analytics, promotional activities can be tailored to consumer preferences, thereby increasing engagement and effectively boosting sales volume in a measurable (Atrup et al., 2023)

A business is created through an individual's entrepreneurial spirit, where the person has an interest in starting a venture. Entrepreneurs are required to identify opportunities to produce goods and services with unique characteristics that have not been offered by other competitors. (Diawati & Melati, n.d.)

In this context, the present study aims to examine the influence of optimizing Instagram social media promotion on the sales volume of the MSME Gallery Rajut Bandung. The research addresses the following questions: (1) What is the profile of the Instagram social media promotion strategy implemented by Gallery Rajut? (2) How has the sales volume changed since the implementation of Instagram-based promotion? (3) What is the effect of Instagram social media promotion on sales volume? (4) Does optimizing Instagram social media promotion significantly influence sales volume? (5) Does social media promotion in general affect sales volume? and (6) What is the simultaneous effect of optimizing Instagram social media promotion on sales volume?

The objectives of the study are to identify the Instagram promotion strategies used by Gallery Rajut and to analyze the influence of Instagram social media promotion on its sales volume. Theoretically, the findings are expected to contribute to the literature on optimizing Instagram-based promotion in the context of knitted craft MSMEs. Practically, the results may serve as a strategic reference for Gallery Rajut Bandung and similar MSMEs to improve sales performance through more effective Instagram marketing. Furthermore, the study's insights can inform local government and related agencies in formulating policies that support MSME development through the optimization of social media promotion.

Cited from the book Strategi Pemasaran: Konsep, Teori, dan Implementasi by (Fadli, 2021), the definition of marketing strategy is the effort to market a product, whether goods or services, using specific plans and tactics to increase sales volume. The definition of marketing strategy can also be interpreted as a series of efforts carried out by a company to achieve certain objectives, as the potential to sell a proposition is limited to the number of people who are aware of it.

Marketing management is the process of planning, implementing (which includes organizing, directing, and managing), as well as monitoring or controlling marketing activities within an organization to achieve organizational goals efficiently and effectively.(Rafid Umar et al., n.d.)

In (Fadli, 2021), marketing strategy according to Kotler and Armstrong (2012:72) is the marketing logic by which a company hopes to create value for customers and build profitable relationships with them. A marketing strategy is a plan that outlines the company's expectations regarding the impact of various marketing activities or programs on the demand for its product or product line in a specific target market.

According to Irma, I., Salakory, M., & Tetelepta, E. G. (2022), promotion is the act of delivering or disseminating information. The main objective of promotion is to create an effective message or information that can attract customers' attention.(Ridhowati et al., n.d.)

According to Gunelius (2011) in (Muhammad Rizqy Alfian Mahsudi, 2024), there are four elements used as indicators of the success variable in social media promotion, namely:

1. Content Creation
   The process of creating content in the form of text, images, videos, or infographics that is engaging and effectively conveys the brand message.
2. Content Sharing
   The distribution of content through various social media platforms to increase visibility and reach.
3. Connection
   Involves direct interaction with the audience, such as responding to messages or comments, to build relationships.

4. Community Building
   The formation and development of a loyal customer community that shares values and interests aligned with the brand.

   According to (Sharma & Kumar, 2018), Tuten & Solomon state that social media promotion is a marketing communication strategy that involves creating and sharing content through social media platforms to achieve marketing objectives such as increasing brand visibility, boosting sales, and engaging with consumers.

   According to Kotler (2017), as cited in Sasangka (2018), there are several indicators of sales volume as follows:

1. Achieving a Certain Sales Volume
   Kotler states that sales volume refers to the number of goods or products purchased within a specific period.
   Measures: Number of units sold; Product price; Product offerings.

2. Generating a Certain Profit
   In order to generate revenue, a company must be able to attract buyers to make purchases so that the company can obtain profits within a certain period of time.
   Measures: Sales target (product units); Net profit margin (net profit earned); Increase in consumer demand.

3. Supporting Company Growth
   The company's ability to support its growth and remain competitive in an increasingly intense market environment.
   Measures: Sales location (point of sale); Adequate equipment; Effective sales.

   According to (Ainiyah et al., 2024) Net profit is the remainder of net sales over the cost of goods sold minus business costs and income tax (Lasmi, 2016). Net profit can also be used to predict cash flow because it shows the value provided to investors and company profits that can be given as dividends. As an increase in net profit increases cash flow in the future, it can increase the entity's capacity to provide dividends to investors.

Figure 1. Conceptual Framework

METHODS

This study employs a quantitative research method with a survey technique using questionnaires distributed via Google Forms. The purpose of this research is to examine the effect of service quality on customer satisfaction with product quality as a mediating variable. The study consists of independent and dependent variables.(Zaenabiansyah et al., n.d.).

Research Sites

The research location refers to the place where the study is conducted, which is expected to provide relevant data in accordance with the research problem. This study will be conducted at the MSME Gallery Rajut Bandung, located at Jl. Binong Jati No.124, Binong, Batununggal District, Bandung City, West Java (40275).

Types of research

According to (Fauziah & Muniarty, 2024), the quantitative method is based on the philosophy of positivism and is used to study a specific population or sample by collecting data using research instruments. The data analysis is quantitative in nature, with the primary objective of testing predetermined hypotheses.

In this study, the researcher uses a descriptive quantitative method. This approach may include questionnaires, with the main focus being to examine the influence of the Social Media Promotion variable (X) on the Sales Volume variable (Y).

Population and Sample
Population

According (Sugiyono, 2023), a population can also be defined as a generalization area consisting of objects or subjects with specific qualities and characteristics determined by the researcher to be analyzed and used as the basis for drawing conclusions. In this study, the population consists of all Shopee employees of Gallery Rajut Bandung, with a total of 75 people based on the observations conducted by the researcher.

Sample

According to (Sugiyono, 2023), a sample is a small portion of the population members who possess certain characteristics and are selected based on specific procedures to represent the entire population. Quota sampling is a technique used to determine a sample from a population that has specific characteristics until the desired number (quota) is met. Before proceeding to the data collection stage, the research instrument must first be tested using analysis.(Diawati, Sugesti, et al., n.d.) In this study, the sampling technique used is purposive sampling, a method in which the researcher deliberately selects respondents based on specific characteristics or criteria considered relevant to the research objectives.

FINDING AND DISCUSSIONS
Normality Test

According to (Taan et al., 2021), Used to check whether the dependent variable and independent variables are distributed normally or not (Ghozali, 2018). This test uses Kolmogorov-Smirnov. There are a number of techniques for determining whether residuals are normally distributed to ensure that statistical tests remain valid even when using small samples. The Kolmogorov-Smirnov test is one of them. It is said to be normal if it is significant > 0.05. However, it is not normal if it is significant < 0.05.

Table 1. One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		75
Normal Parameters[a]	Mean	.0000000
	Std. Deviation	4.27448562
Most Extreme Differences	Absolute	.091
	Positive	.054
	Negative	-.091
Kolmogorov-Smirnov Z		.792
Asymp. Sig. (2-tailed)		.557
a. Test distribution is Normal.		

Source: Output data SPSS, 2025

Shown in table 4 is the One Kolmogorov-Smirnov test result of 0.557, proving significance above 0.05. So it is stated that the regression model can be applied and the data is normally distributed.

Simple Linear Regression Analysis

Table 2. Simple Linear Regression Analysis result

Coefficients[a]										
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	-8.686	3.043		-2.855	.006					
PROMOSI MEDIA SOSIAL	1.134	.037	.963	30.471	.000	.963	.963	.963	1.000	1.000
a. Dependent Variable: VOLUME PENJUALAN										

Source: Output data SPSS, 2025

The constant value of -8.686 means that if X = 0, then Y = -7.770. The coefficient of X, which is 1.134, indicates that every 1-unit increase in X will increase Y by 1.134, meaning that X has a positive effect on Y.

Hypothesis Testing
Simultaneous Test (F Test)

The simultaneous test is intended to gain an understanding of whether the independent variables simultaneously influence the dependent variable (Taan et al., 2021).

Table 3. Simultaneous Test (F Test)

ANOVA[b]					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	17196.516	1	17196.516	928.461	.000[1]
Residual	1352.071	73	18.522		
Total	18548.587	74			
a. Predictors: (Constant), PROMOSI MEDIA SOSIAL					
b. Dependent Variable: VOLUME PENJUALAN					

The F-test shows that the calculated F value (928.461) is greater than the F table value (2.732), indicating that X has a simultaneous effect on Y. This result is consistent with the study by (Sharma & Kumar, 2018), in which Tuten & Solomon state that social media promotion is a

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marketing communication strategy involving the creation and sharing of content through social media platforms to achieve marketing objectives.

Coefficient of Determination Test

Coefficient of determination describes how much cash flow in the future (dependent variable) can be explained by gross profit, operating profit, net profit and working capital (independent variables) together.

Table 4. Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.963ᵃ	.927	.926	4.304	.927	928.461	1	73	.000

a. Predictors: (Constant), PROMOSI MEDIA SOSIAL
b. Dependent Variable: VOLUME PENJUALAN

Source: Data Output SPSS, 2025

CONCLUSION

The following are the research conclusions on the test results on the hypotheses and data analysis that have been reviewed:

1. Social media promotion by Gallery Rajut Bandung via Instagram @galleraj.id is categorized as very positive, with Content Creation having the highest mean score and Content Sharing the lowest.
2. Sales volume is categorized as very positive, with the highest mean score in achieving sales targets.
3. The F-test results show that social media promotion has a significant and positive effect on sales volume, indicating that most sales volume variability is explained by Instagram-based promotion.

SUGGESTION

Researchers provide advice to interested parties, namely:

1. Enhancing Content Sharing – Gallery Rajut Bandung should optimize the Content Sharing indicator on Instagram @galleraj.id by creating engaging content such as videos, infographics, inspiring stories, educational posts, or light comedy to encourage audiences to share posts.
2. Achieving Sales and Profit Targets – The company should provide sufficient stock for high-demand products and adjust profit margins to remain competitive, ensuring that targeted sales volumes and profit goals can be achieved.
3. Future Research – Future researchers are encouraged to explore the relationship between different types of social media promotion and sales volume on other platforms such as TikTok or X, to compare the effectiveness of each in improving Content Sharing, sales, and profits.

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