

OPTIMALISASI KAMPANYE DIGITAL BERBASIS MEDIA SOSIAL PADA UMKM KUSUKA UBIKU UNTUK MENINGKATKAN PENJUALAN

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INTISARI

Latar Belakang: UMKM Kusuka Ubiku merupakan produsen tepung dari umbi-umbian, buah, dan sayuran sejak 2010 dengan sistem distribusi berbasis *reseller*. Meskipun memiliki akun Instagram dan Facebook, pemanfaatannya belum optimal karena kekhawatiran akan mengganggu peran *reseller*. Padahal, digitalisasi memberi peluang besar untuk memperluas jangkauan pasar.

Tujuan: Penelitian ini bertujuan mengembangkan strategi kampanye digital berbasis media sosial yang dapat meningkatkan brand awareness, keterlibatan pelanggan, dan potensi penjualan tanpa mengganggu sistem *reseller*.

Metode Penelitian: Penelitian menggunakan metode kualitatif studi kasus. Data diperoleh melalui wawancara, observasi media sosial, dan studi literatur. Strategi kampanye dirancang dan diimplementasikan selama tujuh hari pada Instagram, Facebook, dan TikTok.

Hasil: Strategi kampanye berhasil disusun dan diuji coba. TikTok menunjukkan peningkatan signifikan dalam pengikut, tayangan, dan interaksi, sedangkan Instagram dan Facebook menunjukkan peningkatan terbatas akibat kendala akses. Konten promosi dapat digunakan *reseller* tanpa menimbulkan konflik distribusi. WhatsApp Business belum dapat diterapkan karena keterbatasan teknis.

Kesimpulan: Strategi kampanye digital yang dikembangkan layak diterapkan dan tidak mengganggu sistem *reseller*. TikTok menjadi platform paling efektif dalam meningkatkan *brand awareness* dan jangkauan audiens.

Kata-kunci: Kampanye Digital, Media Sosial, UMKM, Penjualan, *Reseller*, *Brand Awareness*

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OPTIMIZATION OF SOCIAL MEDIA-BASED DIGITAL CAMPAIGNS FOR KUSUKA UBIKU MSME TO INCREASE SALES

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ABSTRACT

Background: Kusuka Ubiku is a home-based MSME producing flour from tubers, fruits, and vegetables since 2010, relying on a reseller-based distribution system. Although it has Instagram and Facebook accounts, their use remains suboptimal due to concerns about disrupting the reseller ecosystem. In fact, digital platforms offer significant opportunities to expand market reach.

Objective: This study aims to develop a social media-based digital campaign strategy to increase brand awareness, customer engagement, and sales potential without interfering with the existing reseller system.

Method: A qualitative case study approach was applied. Data were collected through interviews, observation of existing social media, and literature review. The campaign strategy was designed and implemented across Instagram, Facebook, and TikTok.

Result: The campaign strategy was successfully developed and tested. TikTok showed significant increases in followers, views, and engagement, while Instagram and Facebook showed limited growth due to access limitations. Promotional content was reusable by resellers without disrupting the distribution structure. WhatsApp Business could not be implemented due to technical constraints.

Conclusion: The digital campaign strategy is feasible and compatible with the reseller system. TikTok proved to be the most effective platform for increasing brand awareness and audience reach.

Keywords: Digital Campaign, Social Media, MSMEs, Sales, Reseller, Brand Awareness

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