

The Impact of Instagram Social Media Utilization on Sales Revenue of MSMEs Products in the Digital Era

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ABSTRACT

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This study aims to examine the impact of social media on increasing sales in Micro, Small, and Medium Enterprises (MSMEs) in the Kapanewon Kalasan, Sleman Regency. The type of research used is correlational research with a descriptive quantitative approach and simple linear regression analysis technique. This research was conducted in November 2024, with 33 subjects selected using incidental sampling. Simple regression analysis was used to test the effect of Instagram social media (X) on sales revenue (Y). The analysis techniques used include validity testing, reliability testing, normality testing, linearity testing, and determination testing. The results show that Instagram social media has an impact on sales revenue in the MSMEs of Forkom Kapanewon Kalasan, with an R-value of 0.552, or 55.2%, indicating a high level of influence.

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Introduction

To build prosperity and support the economy, the government seeks to improve various development strategies, one of which is to develop Micro, Small, and Medium Enterprises (MSMEs) to ensure their survival and competitiveness in the global market [1].

The increasing number of MSMEs has a positive impact on the Indonesian economy, not only helping to meet the community's needs but also significantly absorbing the labor force, thereby reducing unemployment. However, as key drivers of the economy, MSMEs face various challenges, such as limited working capital, lack of business management knowledge, and low understanding of technology. These challenges lead many MSMEs actors to still rely on traditional methods to develop and market their products.

Amid the rapid technological advancements, MSMEs groups are striving to rise and adapt by acquiring new knowledge and changing their marketing concepts. One of the steps taken is utilizing technology-based media, especially the internet, to market their products [2]. Forkom Kapanewon Kalasan, as an example of an MSMEs, has successfully used social media to promote its products more widely. This effort aims to sustain business continuity and shift promotional strategies by utilizing the internet as an efficient promotional media, such as through e-commerce. By utilizing e-commerce, MSMEs actors can reach a broader market, even internationally, and serve customers 24 hours a day.

E-commerce is a trading system conducted via the internet, which enables businesses to become more recognized by the global market [3]. The main advantage of this system is its ability to reach consumers worldwide, which was previously difficult to achieve through traditional marketing methods [4]. Moreover, e-commerce allows businesses to continue operating and serving customer needs 24 hours a day, providing flexibility and efficiency. With just a device like a computer or smartphone connected to the internet, products can be marketed more easily and quickly, ultimately helping to increase sales.

With the increasing global competition, many MSMEs are emerging with the goal of developing their businesses and contributing to the improvement of the local economy. The presence of MSMEs also plays a role in reducing unemployment by providing job opportunities. Additionally, technological advancements have made it easier for MSMEs to access the information needed for business development [5]. Social media, as one of the rapidly growing technologies, can be utilized to facilitate the product promotion process [6]. The use of social media also helps reduce promotional costs because platforms like WhatsApp, X, TikTok, Facebook, and Instagram allow information to spread quickly without requiring high costs.

Social media serves as a highly effective promotional tool by providing various content formats, such as text, photos, videos, images, and audio, which can be easily shared by users [7]. This enables businesses to directly and attractively convey product information to consumers. Social media can be described as a web-based platform that supports people to collaborate, share information, and interact in various forms of content [8]. In addition, according to Xu et al. [9], social media consists of three main components: information

infrastructure, tools for producing and distributing content, and the content itself, which contains messages, news, ideas, and products in digital form.

Marketing through social media allows advertisers or brand owners to interact directly with consumers, which can create a more personal relationship and strengthen consumer attachment to the product or brand. According to Hidayati & Yansi [10], social media marketing is a form of advertising that utilizes online communities, allowing advertisers to get closer to the audience and build better relationships with consumers. This interaction can strengthen consumer loyalty and increase trust in the marketed products.

Proper social media management will attract visitors, which in turn can increase the number of visitors and sales revenue. According to Wulandari et al. [11], using Instagram as a social media platform has been proven to positively influence attracting consumers to make purchases. Through Instagram, products can be introduced to the audience quickly and easily, ultimately benefiting MSMEs, as seen with Kapanewon Kalasan. This success demonstrates that proper social media management can be key to boosting sales and sustaining business operations.

Instagram, an Android-based application, allows users to take photos, apply digital filters, and share them across various social networking services, including Instagram itself [12]. This application is highly popular due to its ease of promoting various activities, products, or services. Through Instagram, users can send photos or videos of their products instantly, and these products can be viewed by many people in a short time. Today, nearly everyone has an Instagram account, making this platform a very strategic and effective means of marketing products quickly and easily.

Literature Review

A. Instagram Social Media

Instagram has become one of the most popular digital platforms since its introduction in 2010. With its primary feature of sharing photos and videos, Instagram enables users to express themselves, interact with other users, and build a digital identity [13][14]. The platform is also equipped with various features, such as Stories, Reels, IGTV and live streaming, which enhance the user experience in creating and consuming content [15]. In the context of education, Instagram has begun to be utilized as a medium for creative learning. Its ability to capture attention with visual content makes it an effective tool for increasing student motivation and facilitating communication between teachers and students [16].

Additionally, Instagram has a significant influence on digital marketing and brand development. The platform is used by individuals, communities, and businesses to build brand image and expand audience reach [17]. With an artificial intelligence-based algorithm,

Instagram personalizes the user experience through content recommendations, thus increasing audience engagement [18]. However, Instagram has also faced criticism for its impact on users' mental health, such as the tendency to engage in social comparison and the pressure generated by curated content [12]. Therefore, the use of Instagram as a social media platform should be supported by good digital literacy to allow users to utilize it optimally.

B. Sales Increase

Increasing sales is the main objective of marketing strategies designed by companies to ensure business continuity. In the context of modern marketing, approaches that integrate digital technology, such as social media, e-commerce, and data analytics, have proven effective in boosting sales [19]. Factors such as understanding consumer needs, setting competitive prices, targeted promotions, and providing a satisfying customer experience significantly contribute to the success of sales strategies [20]. Furthermore, data-driven approaches enable companies to monitor consumer behavior in real-time, allowing marketing strategies to be optimized in a more responsive manner.

Sales improvement strategies also involve product and service innovations that capture consumer attention. This approach is often accompanied by creative promotions, such as discounts, bundling offers, or loyalty programs, which are designed to enhance the product's appeal [21]. In the digital age, platforms such as marketplaces and social media have become powerful tools to expand market reach [22]. Studies show that visual content, customer reviews, and direct interaction with audiences on social media can significantly increase consumer purchase intent [23]. However, sales improvement must also be balanced with effective management of product and service quality to build consumer trust sustainably.

C. Micro, Small, and Medium Enterprises (MSMEs)

MSMEs play a vital role in the economy, especially in developing countries like Indonesia. MSMEs are a key driver of the national economy due to their contribution to job creation and the increase in Gross Domestic Product [24]. The flexible and adaptive nature of MSMEs allows them to thrive in a dynamic economic environment. However, MSMEs often face challenges such as limited access to capital, technology, and marketing, which hinder business development [25]. Therefore, support from the government, financial institutions, and technology is crucial to strengthening the competitiveness of MSMEs.

Digitalization has become one of the strategic solutions to improve the efficiency and competitiveness of MSMEs. The use of digital technologies such as e-commerce, social media, and digital payment applications enables MSMEs to expand their market, enhance operational efficiency, and access a broader customer base [26]. Studies show that MSMEs that adopt digital technology experience significant improvements in sales and business management compared to those that have not yet adopted such technologies [27]. Nevertheless, the

digitalization process for MSMEs still faces challenges such as low digital literacy and a lack of technological infrastructure, especially in remote areas. Therefore, collaboration among various stakeholders is needed to optimize the role of MSMEs in supporting the national economy.

Material and Methods

The research method used in this study is descriptive quantitative, which aims to describe or illustrate the characteristics of variables expressed in numerical form based on measurable calculations. The research population consists of all consumers who shop at MSMEs in Kapanewon Kalasan, with the sample taken from visitors who have social media accounts such as Instagram. The sampling technique used is incidental sampling, which is a random sampling method applied to anyone who happens to meet the researcher or is considered relevant [28]. This study only discusses visitors who have an Instagram account and have purchased products at MSMEs Forkom Kapanewon Kalasan. The variables in this study are measured using validity and reliability tests through the distribution of questionnaires that assess Instagram's social media and sales revenue. Data collection is carried out through observation, interviews, and questionnaires, and the collected data is analyzed using SPSS-25 statistics.

In the data analysis, several tests are performed, including an instrument test that includes a validity test to measure whether the instrument is valid or not, using SPSS-25. A reliability test is conducted to ensure that the questionnaire used is consistent and stable over time. Additionally, classical assumption tests are performed, including a normality test to ensure that the data is normally distributed, and a linearity test to determine the relationship between the Instagram social media variable (X) and sales revenue (Y). Simple linear regression testing is used to measure the influence of variable X on variable Y, and ANOVA testing is used to determine whether the relationship between variables X and Y is linear. The coefficient of determination (R^2) is used to determine the extent to which variable X contributes to variable Y.

Results and Discussion

The MSMEs at Kapanewon Kalasan was established in 2019. At the beginning, the business did not have many buyers but continued to make efforts to introduce its products through online media such as WhatsApp, Instagram, and Shopee. Over time, the number of consumers visiting MSMEs has grown, reaching about 45 people initially, and has continued to increase from 2020 to the present. The majority of consumers are known to have discovered this business through online media, especially Instagram.

Before conducting the research, the researcher developed an instrument for data collection related to the impact of social media use, such as Instagram, on the sales revenue of MSMEs. This instrument was given to 33 respondents, and the results of the instrument completion were then tested for validity and reliability. These tests were conducted using the SPSS-25 application.

Based on Table 1, all items of the X variable instrument obtained a significance value of less than 0.05, which means that all items of the X variable instrument are valid. The following are the results of the validity test of the Y variable instrument.

Table 1. Results of the Validity Test for Instagram Social Media Data (X)

		Correlations										
		X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	Total
X1	Pearson Correlation	1	.678*	.398*	.344*	.406*	.081	.564**	.202	.085	.406*	.672**
	Sig. (2-tailed)		.000	.022	.050	.019	.653	.001	.259	.636	.019	.000
	N	33	33	33	33	33	33	33	33	33	33	33
X2	Pearson Correlation	.678**	1	.372*	.685**	.059	.129	.255	.280	-.126	.059	.579**
	Sig. (2-tailed)	.000		.033	.000	.746	.473	.153	.114	.483	.746	.000
	N	33	33	33	33	33	33	33	33	33	33	33
X3	Pearson Correlation	.398*	.372*	1	.245	.031	.251	.175	.026	.239	.031	.385*
	Sig. (2-tailed)	.022	.033		.170	.863	.158	.329	.885	.181	.863	.027
	N	33	33	33	33	33	33	33	33	33	33	33
X4	Pearson Correlation	.344*	.685**	.245	1	-.143	.265	.033	.366*	-.100	-.143	.433*
	Sig. (2-tailed)	.050	.000	.170		.428	.136	.854	.036	.578	.428	.012
	N	33	33	33	33	33	33	33	33	33	33	33
X5	Pearson Correlation	.406*	.059	.031	-.143	1	.073	.908**	.602**	.583**	1.00**	.737**
	Sig. (2-tailed)	.019	.746	.863	.428		.686	.000	.000	.000	.000	.000
	N	33	33	33	33	33	33	33	33	33	33	33
X6	Pearson Correlation	.081	.129	.251	.265	.073	1	.030	.022	.281	.073	.363*
	Sig. (2-tailed)	.653	.473	.158	.136	.686		.870	.902	.113	.686	.038
	N	33	33	33	33	33	33	33	33	33	33	33
X7	Pearson Correlation	.564**	.255	.175	.033	.908**	.030	1	.692**	.481**	.908**	.829**
	Sig. (2-tailed)	.001	.153	.329	.854	.000	.870		.000	.005	.000	.000
	N	33	33	33	33	33	33	33	33	33	33	33
X8	Pearson Correlation	.202	.280	.026	.366*	.602**	.022	.692**	1	.422*	.602**	.713*
	Sig. (2-tailed)	.259	.114	.885	.036	.000	.902	.000		.015	.000	.000
	N	33	33	33	33	33	33	33	33	33	33	33
X9	Pearson Correlation	.085	-.126	.239	-.100	.583**	.281	.481**	.422*	1	.583**	.487**
	Sig. (2-tailed)	.636	.483	.181	.578	.000	.113	.005	.015		.000	.004
	N	33	33	33	33	33	33	33	33	33	33	33
X10	Pearson Correlation	.406*	.059	.031	-.143	1**	.073	.908**	.602**	.583**	1	.737**
	Sig. (2-tailed)	.019	.746	.863	.428	.000	.686	.000	.000	.000		.000
	N	33	33	33	33	33	33	33	33	33	33	33
Total	Pearson Correlation	.672**	.579**	.385*	.433*	.737**	.363*	.829**	.713**	.487**	.737**	1
	Sig. (2-tailed)	.000	.000	.027	.012	.000	.038	.000	.000	.004	.000	
	N	33	33	33	33	33	33	33	33	33	33	33

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Based on Table 2, all items of the instrument for variable Y obtained significance values of less than 0.05, indicating that all items of the instrument for variable Y are valid.

Table 2. Results of the Validity Test for Sales Revenue Data (Y)

		Correlations										
		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Total
Y1	Pearson Correlation	1	.692**	.576**	.169	.908**	.279	.318	.598**	.018	.213	.629**
	Sig. (2-tailed)		.000	.000	.346	.000	.116	.071	.000	.919	.235	.000
	N	33	33	33	33	33	33	33	33	33	33	33
Y2	Pearson Correlation	.692**	1	.513**	.397*	.602**	.449**	.350*	.534**	.024	.132	.699**
	Sig. (2-tailed)	.000		.002	.022	.000	.009	.046	.001	.896	.465	.000
	N	33	33	33	33	33	33	33	33	33	33	33
Y3	Pearson Correlation	.576**	.513**	1	.445**	.505**	.371*	.330	.477**	.122	.089	.686**
	Sig. (2-tailed)	.000	.002		.009	.003	.034	.061	.005	.500	.622	.000
	N	33	33	33	33	33	33	33	33	33	33	33
Y4	Pearson Correlation	.169	.397*	.445**	1	.083	.488**	.359*	.450**	.354*	.058	.673**
	Sig. (2-tailed)	.346	.022	.009		.647	.004	.040	.009	.043	.747	.000
	N	33	33	33	33	33	33	33	33	33	33	33
Y5	Pearson Correlation	.908**	.602**	.505**	.083	1	.345*	.450**	.644**	.075	.252	.636**
	Sig. (2-tailed)	.000	.000	.003	.647		.049	.009	.000	.678	.157	.000
	N	33	33	33	33	33	33	33	33	33	33	33
Y6	Pearson Correlation	.279	.449**	.371*	.488**	.345*	1	.351*	.444**	.319	.055	.677**
	Sig. (2-tailed)	.116	.009	.034	.004	.049		.045	.010	.070	.760	.000
	N	33	33	33	33	33	33	33	33	33	33	33
Y7	Pearson Correlation	.318	.350*	.330	.359*	.450**	.351*	1	.664**	.380*	.223	.685**
	Sig. (2-tailed)	.071	.046	.061	.040	.009	.045		.000	.029	.212	.000
	N	33	33	33	33	33	33	33	33	33	33	33
Y8	Pearson Correlation	.598**	.534**	.477**	.450**	.644**	.444**	.664**	1	.421*	.250	.811**
	Sig. (2-tailed)	.000	.001	.005	.009	.000	.010	.000		.015	.160	.000
	N	33	33	33	33	33	33	33	33	33	33	33
Y9	Pearson Correlation	.018	.024	.122	.354*	.075	.319	.380*	.421*	1	.206	.448**
	Sig. (2-tailed)	.919	.896	.500	.043	.678	.070	.029	.015		.251	.009
	N	33	33	33	33	33	33	33	33	33	33	33
Y10	Pearson Correlation	.213	.132	.089	.058	.252	.055	.223	.250	.206	1	.391*
	Sig. (2-tailed)	.235	.465	.622	.747	.157	.760	.212	.160	.251		.025
	N	33	33	33	33	33	33	33	33	33	33	33
Total	Pearson Correlation	.629**	.699**	.686**	.673**	.636**	.677**	.685**	.811**	.448**	.391*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.009	.025	
	N	33	33	33	33	33	33	33	33	33	33	33

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Next, a reliability test was conducted for both instruments, and the results are shown in the following Table 3.

Table 3. Results of the Reliability Test for Variables X and Y

Reliability Statistics			
	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
X	0.812	0.809	10
Y	0.846	0.846	10

Based on Table 3, the Cronbach's Alpha values for instruments X and Y are 0.821 and 0.846, respectively, both of which are greater than 0.05. Therefore, it can be concluded that both instruments are reliable. Based on the obtained data, data processing was performed

through a normality test to determine whether the two variables, namely variable X and variable Y, are normally distributed, approximately normal, or not normal. The determination of normal distribution for the independent and dependent variables is based on the probability value with the following criteria: if the significance value (sig.) > 0.05 , the data is normally distributed; conversely, if the sig. value < 0.05 , the data is not normally distributed.

Based on Table 4, the results of the Shapiro-Wilk test show the significance values for variable X is $0.467 > 0.05$ and for variable Y is $0.281 > 0.05$. Therefore, it can be concluded that both variables are normally distributed.

Table 4. Results of the Normality Test

Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
X	.112	33	.200*	.970	33	.467
Y	.128	33	.189	.961	33	.281
*. This is a lower bound of the true significance.						
a. Lilliefors Significance Correction						

Next, a linearity test was conducted to determine whether the variables are linear or not, with the results shown in the following Table 5.

Table 5. Results of the Linearity Tests

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2200.891	1	2200.891	38.217	.000 ^b
	Residual	1785.291	31	57.590		
	Total	3986.182	32			
a. Dependent Variable: Y						
b. Predictors: (Constant), X						

From Table 5, the results of the linearity test show that the significance value (sig.) is $0.000 < 0.05$, which leads to the conclusion that there is a linear relationship between variable X and variable Y.

Based on the collected data, an analysis was performed to identify the impact of Instagram social media on the increase in sales revenue at MSMEs Forkom Kapanewon Kalasan. Based on the linearity test table, it is evident that the two variables have a linear relationship. Next, simple linear regression analysis was conducted to measure the strength of the relationship between variable X and Y (Table 6).

Table 6. Simple Linear Regression Analysis

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	11.884	10.368		.260
	X	.855	.138	.743	.000
a. Dependent Variable: Y					

Table 6 implies the results of the data processing for the simple linear regression that is interpreted as Equation 1.

$$Y = a + BX = 11,884 + 0,855X \dots\dots\dots(1)$$

The constant value of 11.884 indicates that if Instagram social media (X) is not used, the sales revenue (Y) will be 11.884. Meanwhile, the regression coefficient of 0.855 shows that every 1% increase in the use of Instagram social media will increase the sales revenue by 0.855. The positive value of the coefficient indicates a positive relationship between the two variables at MSMEs Forkom Kapanewon Kalasan. The next step is to use the coefficient of determination with R-squared (R^2) to measure the effect of X on Y, with a range of values between 0 and 1, as shown in the following results.

Table 7. Results of the Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.743 ^a	.552	.538	7.58881
a. Predictors: (Constant), X				

Based on Table 7, the R-Square value is 0.552 or 55.2%, indicating a strong and positive relationship between Instagram social media and sales revenue, while the remaining 44.8% is influenced by other factors. According to the results from the questionnaire, most consumers learned about MSMEs Forkom Kapanewon Kalasan through social media, particularly Instagram, which significantly contributes to the increase in sales revenue. Therefore, it can be concluded that there is a positive and significant effect of Instagram social media use (X) on sales revenue (Y). Research by some experts [29]–[31] show that social media influences increasing MSMEs sales.

Conclusion

Overall, the findings indicate that social media, particularly Instagram, plays a significant role in influencing sales revenue. While the study confirms a positive relationship, other factors also contribute to sales performance and could be explored in future research. These results highlight the importance of digital marketing strategies for MSMEs, emphasizing the potential of social media platforms in enhancing business growth.

Conflict of Interest

The authors should declare that there is no conflict of interest.

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