

## Promotional Strategies for MSMEs through Social Media to Boost Sales During the New Year: Implications for Community Welfare

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### Abstract

This study aims to analyze the promotional strategies employed by micro, small, and medium enterprises (MSMEs) via social media to boost sales during the New Year period and their implications for community welfare. Using a qualitative literature review approach, data were gathered from 20 selected scientific articles published between 2014 and 2024 on Google Scholar. Descriptive analysis was used to identify trends, strategies, and the impact of digital promotion on MSMEs. The findings reveal that social media platforms such as Instagram, TikTok, Facebook, and WhatsApp are effective tools for reaching a broad consumer base at a low cost. Creative promotional strategies aligned with New Year themes were shown to increase MSME sales by 50%–70% in several cases, while also generating additional employment opportunities. Besides economic benefits, social media promotions also positively impact the well-being of local communities. This study provides practical insights for MSMEs to design effective digital marketing strategies and supports governmental efforts to enhance the digital literacy of MSMEs to ensure business sustainability.

**Keywords:** MSME Promotion, Social Media, Sales Growth, New Year, Community Welfare, Digital Marketing Strategy

## Strategi Promosi UMKM Melalui Media Sosial untuk Meningkatkan Penjualan di Momen Tahun Baru: Implikasi terhadap Kesejahteraan Masyarakat

### Abstrak

Penelitian ini bertujuan untuk menganalisis strategi promosi UMKM melalui media sosial dalam rangka meningkatkan penjualan di momen Tahun Baru serta implikasinya terhadap kesejahteraan masyarakat. Menggunakan metode tinjauan pustaka dengan pendekatan kualitatif, data diperoleh dari 20 artikel ilmiah terpilih yang dipublikasikan dalam rentang tahun 2014-2024 melalui Google Scholar. Analisis deskriptif digunakan untuk mengidentifikasi tren, strategi, dan dampak promosi digital pada UMKM. Hasil penelitian menunjukkan bahwa media sosial, seperti Instagram, TikTok, Facebook, dan WhatsApp, menjadi platform yang efektif dalam menjangkau konsumen secara luas dengan biaya rendah. Strategi promosi yang kreatif dan relevan dengan tema Tahun Baru terbukti meningkatkan penjualan UMKM hingga 50%-70% pada beberapa kasus, sekaligus menciptakan lapangan kerja tambahan. Selain manfaat ekonomi, promosi melalui media sosial juga berdampak positif terhadap kesejahteraan masyarakat lokal. Penelitian ini memberikan kontribusi praktis bagi UMKM dalam merancang strategi pemasaran digital serta mendukung upaya pemerintah dalam meningkatkan literasi digital UMKM untuk keberlanjutan usaha.

**Kata kunci:** Promosi UMKM, Media Sosial, Peningkatan Penjualan, Tahun Baru, Kesejahteraan Masyarakat, Strategi Pemasaran Digital

## INTRODUCTION

Micro, small, and medium enterprises (MSMEs) serve as the backbone of the economy in many countries, including Indonesia. This sector plays a vital role in job creation, poverty



reduction, and driving national economic growth (Ausat, Widayani, et al., 2022). However, intense competition and the changing consumer behavior toward technology reliance compel MSMEs to continuously adapt. In the digital era, social media has emerged as one of the most effective tools for promoting products due to its wide accessibility and relatively low cost (Ausat & Suherlan, 2021). During specific moments such as the New Year, leveraging the right promotional strategies via social media presents a significant opportunity for MSMEs to boost sales, expand market reach, and positively impact community welfare.

The New Year is one of the peak consumption periods when people tend to purchase products for celebrations, gifts, or preparations for the year ahead. In this context, MSMEs have the potential to capitalize on this momentum to increase sales. Social media platforms such as Instagram, Facebook, TikTok, and WhatsApp have proven effective for rapidly and directly engaging with consumers (Ansar et al., 2024). Creative promotional campaigns such as special discounts, giveaways, or content aligning with New Year themes attract consumer attention and drive purchasing decisions. Thus, adopting social media as a promotional tool is both a strategic choice and a necessity for MSMEs to remain competitive in the market.

However, the success of MSMEs' social media promotional strategies depends on the platforms themselves and how they are utilized. Engaging content, consistency in posting, active customer interactions, and leveraging features like paid ads or collaborations with influencers are key elements for enhancing promotional effectiveness (Barta et al., 2023). Additionally, MSMEs' ability to understand consumer preferences and utilize social media analytics plays a crucial role. MSMEs can design more targeted and relevant promotional campaigns by identifying consumer behavior patterns.

Beyond immediate economic benefits such as increased sales, effective social media promotions also yield long-term impacts for MSMEs. Expanding market reach and enhancing brand awareness enable MSMEs to build stronger relationships with consumers, ultimately fostering customer loyalty. This is essential for ensuring business sustainability in the long term (Zulfikar, 2023). On the other hand, the success of MSMEs in boosting income during the New Year also contributes to improving community welfare, particularly for the business operators and workers involved in MSME operations.

The positive impacts of successful MSME promotions via social media on community welfare can also be seen through the resulting economic multiplier effects. When MSME sales increase, the household incomes of business operators and workers rise, subsequently driving local community consumption (Harahap et al., 2023). This creates a healthier economic cycle, particularly in communities dependent on the MSME sector as their primary source of livelihood. Thus, promoting MSMEs through social media during the New Year provides direct economic benefits while contributing to strengthening local economies.

Nonetheless, the challenges faced by MSMEs in utilizing social media should not be overlooked. Limited resources, both financial and digital skills, often pose significant

obstacles for MSMEs, particularly in rural areas. Additionally, changes in social media algorithms can affect promotional reach and ad effectiveness. Therefore, training and assistance to enhance MSMEs' digital capacities are crucial. Governments and relevant stakeholders also need to provide support in the form of access to technology, information, and networks to help MSMEs fully harness social media's potential.

In this context, collaboration between governments, social media platforms, and MSMEs becomes essential. Governments can offer training programs and incentives to help MSMEs adopt digital technology, while social media platforms can provide more business-friendly features for small enterprises (Ausat & Peirisal, 2021). Meanwhile, MSMEs must improve their understanding of digital trends and the importance of data-driven marketing to optimize their promotional strategies. MSMEs can enhance their sales during the New Year and strengthen their position within the digital economic ecosystem through an integrated approach.

Based on this background, this study aims to analyze how MSME promotional strategies through social media can boost sales during the New Year and their implications for community welfare. This research is expected to contribute theoretically and practically to supporting MSME development in the digital era while strengthening local economies through technology utilization.

### **MSME Promotion**

MSME promotion is a strategic effort undertaken by small and medium-sized enterprises to introduce, offer, and market their products or services to consumers with the aim of increasing sales and brand awareness (Fernanda & Hariyanto, 2024). In the context of MSMEs, promotion is often creatively carried out by utilizing cost-effective channels, such as social media, exhibitions, or discount programs. Effective promotion helps to expand market reach and build long-term relationships with customers, which are key to the sustainability of small businesses in an increasingly competitive market.

### **Social Media**

Social media is a digital platform that allows users to communicate, share content, and build online communities (Tarigan et al., 2023). In the context of MSMEs, social media platforms like Instagram, TikTok, Facebook, and WhatsApp have become highly effective marketing tools due to their wide reach, low cost, and ability to engage audiences personally. Social media enables MSMEs to capture consumer attention, promote products, and build customer loyalty in real-time with features such as paid advertisements, interactive content, and user analytics.

### **Sales Growth**

Sales growth refers to an increase in the number of transactions made by consumers for products or services offered (Ausat, Siti Astuti, et al., 2022). For MSMEs, sales growth is an indicator of the success of the marketing strategies implemented, including the effectiveness of promotion and product quality. Factors such as competitive pricing, attractive promotions, and good customer interaction can contribute to increased sales.

During certain moments, such as the New Year celebration, the rise in consumer demand presents significant opportunities for MSMEs to maximize their revenue.

### **New Year**

The New Year is a global celebration often marked by increased consumer shopping activities, particularly for products related to celebrations, gifts, and other specific needs (Wisnujati et al., 2023). For MSMEs, this period represents a golden opportunity to boost sales through promotions tailored to the New Year theme. Strategies such as exclusive discounts, special packages, or content related to the celebration can attract consumer interest and create a sense of urgency to purchase, making New Year one of the strategic periods in the MSME marketing calendar.

### **Community Welfare**

Community welfare refers to the quality of life, including economic, social, and general life balance aspects (Lachapelle & Austin, 2014). In the context of MSMEs, a significant increase in sales during specific periods, such as New Year, brings economic benefits to business owners and creates broader social impacts, such as job creation, increased household income, and strengthened local economies. Therefore, the success of MSMEs contributes to community well-being in a holistic manner.

### **Digital Marketing Strategy**

A digital marketing strategy is a plan designed to leverage various digital platforms and technologies to promote products or services to consumers online (Umami & Darma, 2021). This strategy involves the use of social media, email marketing, paid ads, search engine optimization (SEO), and content marketing. For MSMEs, digital marketing allows them to reach a broader market with a more cost-effective budget compared to traditional marketing. Additionally, the data analytics available from digital platforms provide valuable insights for MSMEs to understand consumer behavior and enhance the effectiveness of their promotional campaigns.

## **METHOD**

This research is a literature review using a qualitative approach, aimed at enriching the literature related to community service, particularly in the context of MSME promotion strategies through social media to increase sales during the New Year period and its implications for community well-being. The qualitative approach was chosen because this study focuses on exploring concepts, thematic analysis, and developing a deep understanding of the phenomenon being studied based on relevant secondary data. The data used in this study is sourced from journal articles, proceedings, and research reports accessed through the Google Scholar platform with publication dates ranging from 2014 to 2024. In the initial stage, 30 articles relevant to the research topic were identified. However, to ensure the quality and relevance of the data, a rigorous selection process was carried out using inclusion criteria such as a focus on MSMEs, promotion strategies through social media, and their impact on sales and community well-being. From this

selection process, 20 articles that met the criteria were chosen for further analysis. The data analysis was conducted descriptively by identifying, grouping, and comparing findings from various selected literatures. This descriptive analysis aimed to describe patterns, trends, and relationships between key variables that are the focus of the study. The analysis process involved stages of in-depth reading, noting key points, and integrating various theoretical and empirical perspectives found in the literature. Thus, this study provides a comprehensive picture of MSME promotion strategies through social media, their impact on sales growth, and their contribution to community service through the improvement of local economic well-being.

## **FINDING AND DISCUSSION**

Promotion strategies for MSMEs through social media have become a key catalyst in supporting the sustainability of small and medium enterprises in the digital era, enabling business owners to reach a wide consumer base with minimal cost and high flexibility compared to conventional methods. Social media platforms such as Instagram, TikTok, Facebook, and WhatsApp offer interactive and visual features that support creative product promotion, especially during key moments like the New Year holiday, when consumers are more likely to seek attractive offers. For example, "Craft by Ria," an MSME in Yogyakarta, utilized Instagram and TikTok to boost sales of local souvenirs by 70% in December 2023. They created aesthetically pleasing and relevant short video content, collaborated with local influencers to expand their reach, and applied limited-time discounts to create a sense of urgency for purchases (Bisnis UKM, 2016). This combination of strategies not only increased sales but also significantly strengthened brand awareness and consumer engagement, making social media an essential tool in building MSME competitiveness in the digital market.

The New Year period becomes a strategic moment for MSMEs to increase sales, as consumer demand for celebration-themed products, gifts, or seasonal needs tends to surge, providing a great opportunity to maximize revenue. The success of MSMEs in capitalizing on this opportunity lies in their ability to align promotional strategies with the festive theme, creating emotional appeal and urgency relevant to consumers. For instance, "Kue Lapis Malang" in East Java successfully leveraged this moment by integrating WhatsApp and Instagram as their main promotional channels to offer special edition New Year cakes. They combined unique packaging designs that visually caught attention with exclusive packages to create a premium impression (Food, 2022). This strategy increased sales by 50% compared to the previous month and strengthened customer loyalty through a personalized shopping experience focused on seasonal needs. This example demonstrates that well-planned thematic promotions can optimize MSME sales potential amid increasingly competitive markets.

The use of social media functions as both a promotional tool and a bridge for direct interaction between MSMEs and customers, thereby strengthening emotional bonds, building trust, and enhancing consumer loyalty. Features such as comments, direct messages, and online reviews provide MSMEs with opportunities to offer personalized,

fast, and responsive services, addressing consumer needs in real time. For example, "Batik Solo Raya" actively utilized Instagram and Facebook during their New Year campaign by responding to customer inquiries about sizes, designs, and delivery schedules, demonstrating their commitment to excellent customer service (Aurelia Septiani, 2021; Dewi & Wariati, 2021). This approach increased consumer trust and created a satisfying shopping experience, resulting in a 40% increase in orders during the campaign period. This highlights that direct interaction through social media can provide significant added value for MSMEs, making it a crucial strategy for building stronger customer relationships in the digital age.

Although social media offers significant opportunities for MSMEs, many small business owners face substantial challenges in fully utilizing this potential, such as a lack of digital knowledge, limited time, and resources to produce high-quality content. These barriers often reduce the effectiveness of their digital marketing campaigns and put them at a disadvantage compared to more skilled business owners. To bridge this gap, interventions from the government and relevant parties through digital marketing training become a strategic solution. For example, the Bandung Cooperative and MSME Office in 2024 organized a training program involving over 300 MSME owners, providing practical insights on using platforms like Instagram and TikTok for promotion (Bandung, 2024). Participants were trained to create attractive visual content and effectively use paid advertising features. As a result, many MSMEs reported improved skills and increased turnover after applying the strategies learned, demonstrating that focused training empowers small business owners and has a direct impact on their sustainability and competitiveness in the digital market.

Collaboration with local influencers has become an increasingly relevant strategy for MSMEs to enhance product exposure, strengthen brand credibility, and significantly expand market reach, especially in an era where consumers tend to trust personal recommendations from figures they follow. Influencers with a relevant follower base provide direct access to a more segmented and potential audience, creating emotional connections that are hard to achieve through traditional advertising. For example, "Kuliner Mak Ijah" in Bali successfully collaborated with a local influencer with 50,000 followers to promote their New Year hampers (Sari, 2021). This campaign directly boosted sales and expanded their customer network beyond Bali, introducing their products to a larger market. This collaboration proves that influencers can act as catalysts in building consumer trust and creating deeper brand awareness, making this approach a powerful strategic tool to help MSMEs compete in an increasingly competitive market.

The use of social media analytics gives MSMEs a competitive advantage by enabling them to understand consumer behavior and optimize promotional strategies based on data-driven insights. Analyses such as the best times to post, customer demographics, or content preferences help business owners design more relevant and effective campaigns. For example, "Aneka Snack Surabaya" used Instagram's analytics feature to identify that post between 6:00 PM and 9:00 PM generated the highest engagement rates, reflecting the times when their audience was most active (Instagram, 2024). They scheduled their

promotions during these hours by leveraging this insight, resulting in a 30% increase in interactions, which directly impacted their sales growth. This data-driven approach helps MSMEs maximize their social media potential and minimize resource waste by ensuring that every promotional effort targets the most potential audience at the most effective times.

Promotional strategies through social media provide economic benefits, such as increased sales, and create significant social impacts, particularly in terms of improving community welfare through job creation. When MSMEs experience a surge in demand due to effective promotional campaigns, they often need additional workers to support increased production. For instance, "Souvenir Jogja Art" saw a significant increase in revenue during the New Year 2023, thanks to creative social media promotions, which allowed them to hire 15 temporary workers to meet the demand spike. This provided additional income for the workers and supported the local community by offering job opportunities that contributed to improved welfare. Thus, the impact of effective promotions extends beyond business sustainability to community empowerment, making it a strategy that supports economic growth while promoting more inclusive social development.

MSME promotional strategies via social media during the New Year period have shown significant effects on increasing sales, as well as strengthening the local economy and community welfare. This success, as seen in the previous case studies, relies on strategic planning, the use of digital technologies, and support from various stakeholders. Digital literacy among MSMEs is a key element, which can be improved through focused training involving the government, business communities, or educational institutions. Additionally, access to technology and collaboration with influencers or strategic partners can expand promotional reach and enhance MSME competitiveness. Campaigns designed with thorough data analysis, creative use of social media, and support from digital infrastructure help MSMEs capitalize on specific moments, such as the New Year, and support their long-term business sustainability. This approach creates an inclusive business ecosystem where MSMEs not only grow economically but also contribute to social development through job creation and local community empowerment.

## **CONCLUSION**

This research shows that MSME promotion strategies through social media have an important role in increasing sales, especially at specific moments such as New Year. The utilisation of platforms such as Instagram, TikTok, Facebook, and WhatsApp provides opportunities for MSMEs to reach a wider range of consumers at a relatively affordable cost. The case studies discussed prove that creative, personalised, and timely promotions are able to increase customer engagement, strengthen consumer loyalty, and drive a significant increase in sales. In addition, effective promotions also have a positive impact on community welfare through job creation and increased local income.

This research has several practical and theoretical implications. Practically, these findings can serve as a guide for MSME players in designing more effective promotional

strategies using social media, especially at certain moments that have large market potential. In addition, the government and related institutions can use the results of this study to design digital marketing training programmes for MSMEs to improve their skills in using digital technology. Theoretically, this study enriches the literature related to digital marketing of MSMEs and highlights the role of social media as a promotional tool that supports business sustainability and provides broad social impact.

It is recommended that MSMEs make use of social media analytics data to understand consumer behaviour so that they can design more targeted promotional strategies, while the government and related institutions need to provide more digital marketing training and mentoring programmes to improve the skills and capacity of MSMEs in utilising digital technology. In addition, collaboration between MSMEs and influencers or local communities is also recommended as a strategic step to expand market reach while increasing the credibility of the products offered. In an effort to attract audiences on social media, MSMEs need to increase their creativity in content creation, such as by utilising short videos, customer stories, or offering exclusive discounts that can create greater appeal to consumers.

This study has several limitations that need to be considered. Firstly, this study only uses secondary data sourced from literature with a specific time span (2020-2024), so there is a possibility that the results described do not fully reflect the latest developments in the field. Secondly, the research focus on MSME promotion strategies during the New Year may limit the generalisability of the findings to other periods. Thirdly, the qualitative approach used emphasises description and exploration, so it does not provide quantitative analysis that can measure impact directly. Therefore, further research using quantitative approaches or field studies can be conducted to strengthen these findings and overcome the existing limitations.

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