



MARKETING STRATEGY THROUGH SOCIAL MEDIA IN INCREASING UMKM PRODUCT SALES VOLUME IN MASAMBA DISTRICT

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ABSTRACT

Purpose: This study examines how social media marketing strategies influence the sales performance of Micro, Small, and Medium Enterprises (MSMEs) in Masamba District, Indonesia. **Methodology:** A quantitative approach was used, collecting data from 100 MSME owners through structured questionnaires. Data were analyzed using multiple linear regression. **Results:** General marketing strategies had no significant effect on sales ($p > 0.05$). However, the use of Facebook and WhatsApp showed a positive, statistically significant impact ($p < 0.05$). **Findings:** Integrating Facebook and WhatsApp into marketing efforts significantly increased sales. Targeted use of specific platforms was more effective than broad marketing approaches. **Novelty:** It emphasizes the unique effectiveness of Facebook and WhatsApp in supporting small business growth, especially in rural areas. **Originality:** This study adds to literature on digital marketing's role in rural Indonesian MSMEs, highlighting social media as a key sales driver. **Conclusion:** While general marketing efforts have minimal impact, focusing on specific social media platforms like Facebook and WhatsApp can substantially improve MSME sales performance. **Type of Paper:** Research Article

INTRODUCTION

SMEs serve as a key foundation of Indonesia's economy and contribute significantly to its economic development. These enterprises are highly diverse, characterized by varying degrees of complexity.(Srimulyani et al., 2023)

Micro, Small, and Medium Enterprises (MSMEs) play a vital role in the economy of both countries and regions, including Indonesia. They are considered one of the key drivers of Indonesia's economy. MSMEs are often viewed as a resilient sector, capable of enduring various challenges. Despite having limited resources and capabilities, MSMEs can create employment opportunities, even though their overall contribution may not be substantial (Syamsuri et al., 2024).

Strengthening MSMEs in the face of globalization and fierce competition demands that they tackle various global challenges, including the development of products and services, enhancement of labor and technology quality, and expansion of market reach. These efforts are essential to boosting the competitiveness of MSMEs, particularly in competing with the growing influx of imported products into Indonesia's industrial and manufacturing sectors. Given that MSMEs play a

significant role in absorbing a large workforce in Indonesia, these efforts are crucial (Sedyastuti, 2018).

The advancement of information technology has greatly transformed product marketing methods, particularly for small-scale enterprises. MSMEs play a vital role in the local economy, yet many of them struggle to market their products efficiently. As a result, adopting an appropriate marketing strategy is essential to boost their sales volume. MSMEs make use of e-commerce platforms and social media channels to promote and sell their products without the need for a physical retail presence..(Samputra & Alfarizi, 2025). MSMEs that prioritize sustainable practices are more capable of managing risks, strengthening their brand image, and seizing emerging market opportunities (satpathy et al., 2025).

A marketing strategy refers to the process of making decisions regarding marketing expenditures, the marketing mix, and distribution channels in response to prevailing environmental and competitive factors. This strategy is essential for business success, which can be attained when a company prioritizes sustaining and boosting its sales performance. (Fatha et al., 2023). Standardizing marketing strategies involves applying uniform marketing procedures and initiatives across both domestic and global markets (Papadopoulou et al., 2023)

MSMEs may adopt social media as a strategic tool to expand their reach, especially among social media users (Mudjahidin et al., 2024). An effective marketing strategy goes beyond just utilizing social media; it also incorporates various other promotional approaches. For instance, partnering with local influencers can enhance product attractiveness and expand audience reach. Moreover, employing community-based marketing methods can foster stronger connections between MSMEs and their customers. To enhance competitiveness and improve performance, MSMEs need to reinforce their strategic planning efforts (N. S. Lestari et al., 2024)

Social media have significantly changed how customers engage with businesses and make buying decisions, utilizing the internet's rapid expansion to allow consumers to actively share and seek product information more interactively than in the past (Ying et al., 2025). As more individuals turn to social media to exchange and discuss information about products and services, it has become essential for businesses to incorporate these platforms into their marketing efforts to connect with customers and foster lasting relationships. Consequently, social media has emerged as a key channel for promoting offerings and engaging with audiences (Singh, 2024). Social media refers to digital platforms that enable users to easily access, create, and share content. It is also seen as a tool that supports communication and interaction among individuals through the use of online technologies. These platforms have transformed traditional communication by making it more interactive and dynamic (Liedfray et al., 2022). Social media platforms provide powerful features that shift influence toward consumers by allowing them to engage, collaborate, share experiences, and exchange information according to their interests in support of brands (Laradi et al., 2024) The extensive use of social media has reshaped the way businesses collect and analyze insights (Almashaleh et al., 2025)

Masamba District possesses a range of local product potentials, including handicrafts, traditional cuisine, and agricultural goods. MSMEs in the area have started to embrace digital technology, commonly using platforms like WhatsApp and Facebook to promote their products. Additionally, many rely on courier services to ensure efficient delivery to customers. Despite these efforts, a number of MSMEs still struggle with marketing. Limited financial resources and a lack of understanding of effective marketing strategies remain significant challenges. In fact, many businesses in Masamba continue to rely on conventional marketing methods, which are often less effective in appealing to modern consumers. This is largely due to insufficient knowledge of current digital marketing practices, particularly the use of social media.

The number of MSMEs in Masamba District has been steadily growing each year, driven by rising community productivity and growing awareness that small and medium enterprises even those operated from home through the digital economy can significantly contribute to economic development.

Masamba District was selected as the research site due to its distinct characteristics, particularly the high concentration of MSME operators among the population. This setting offers a valuable opportunity to thoroughly examine the application of marketing strategies in a local context. By analyzing the specific conditions and potential of MSMEs in the area, the study aims to identify effective strategies for boosting sales.

Based on the background and problems that have been identified, this study aims to identify and analyze social media-based marketing strategies that can be effectively implemented by MSME actors in Masamba District, with a focus on increasing their product sales volume. This study also aims to address the gap in previous research that shows the unclear impact of social media use on MSME sales in local contexts, especially in areas like Masamba District.

In addition to the issues mentioned earlier, a research gap exists in previous studies. For instance, a study by Anggi Dian Lestari and Jojok Dwiridotjahjono (2023) found that marketing strategies did not positively affect sales volume. In contrast, research by Anisa Martiah and Meirani (2022) concluded that social media has a positive impact on increasing sales volume.

Marketing Strategy

Marketing strategies should not be developed solely from spontaneous ideas or sudden inspiration, but should instead be the result of a detailed analysis of all the resources available to the company. This aligns with the view that (Tambunan, Willy, 2021) which asserts that marketing strategies should be developed using a holistic approach, addressing various facets within the company. As noted by Assauri in . It describes the key indicators of a marketing strategy, which include product strategy, pricing strategy, distribution strategy, and promotional strategy.

H1. It is suspected that marketing strategies do not have a positive effect on increasing the sales volume of MSME products

Social media marketing is a strategy employed by businesses or entrepreneurs to promote products and build direct connections with consumers, despite being geographically distant (Br Sibuea & Kando, 2021). Social media can be defined as a platform that facilitates user interaction, organizes activities, and encourages collaboration. (Fitria & Christina, 2023).

Facebook

As one of the most popular social media platforms for marketing, Armin (2023) highlighted that maintaining consistency in updating information on Facebook can boost sales by over 100%. Key Facebook indicators include the number of likes on the page, the number of

Definition Of Social Media

Group members, post reach, and link clicks. This aligns with Yudhanto's perspective (Syaharullah et al., 2021) which states that Facebook enables users to participate in various communities for communication and interaction, making it a crucial tool in daily life. Through prompt responses to client needs and the sharing of compelling content, social media advertising enables service providers to establish more personalized relationships with their customers (Rajeh & Alhyasat, 2025)

H2. It is suspected that Facebook social media has a positive influence in increasing the sales volume of MSME products.

WhatsApp

According to Rahartri (Koten et al., 2022) The WhatsApp application is one of the most widely used online platforms for communication. Known for its simplicity and popularity, it is designed to facilitate information exchange and enhance user interaction. Key WhatsApp indicators include the number of group members, message responsiveness, sales made through WhatsApp, and the frequency of promotions conducted on the platform.

H3. It is suspected that WhatsApp social media has a positive influence on increasing the sales volume of MSME products.

Definition Of Sales Volume

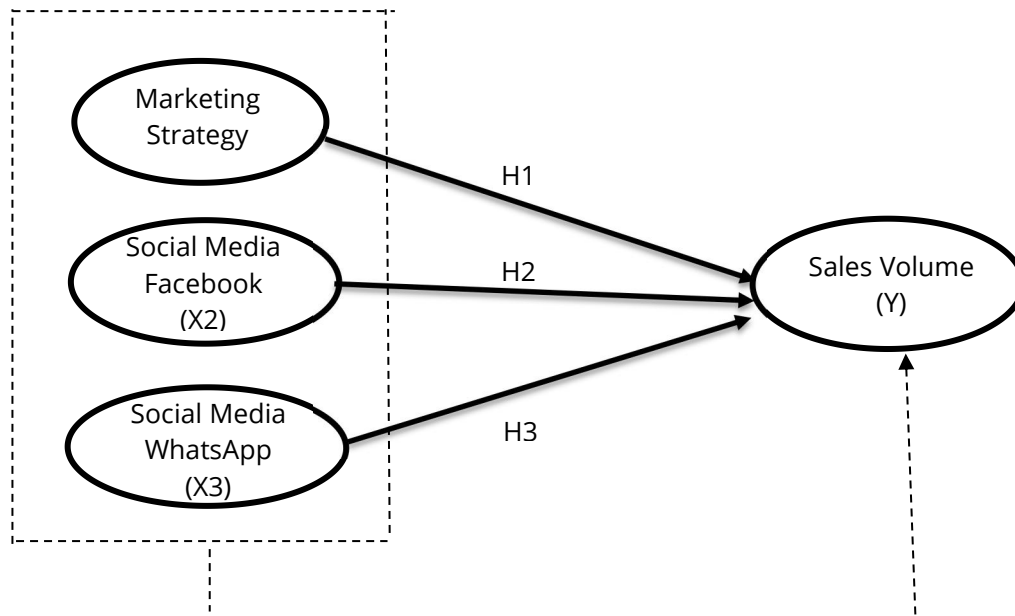
According to Philip Kotler (Nurizki et al., 2023) Sales volume refers to the quantity of products sold within a specific time frame to generate revenue, which can be affected by the execution of an effective service strategy. According to Kotler and Armstrong, the indicators of sales volume include the asking price, product, promotion, distribution channels, and both product and service quality.

Study (A. D. Lestari & Dwiridotjahjono, 2023) It also demonstrates that marketing strategies, along with Facebook and WhatsApp, collectively have a positive impact on increasing sales volume.

However, the marketing strategy alone does not show a significant direct effect on sales growth. This suggests that while the implemented marketing strategy may not have a strong direct influence, the use of platforms like Facebook and WhatsApp contributes more significantly to boosting sales volume.

H4. It is suspected that the marketing strategy, Facebook, WhatsApp simultaneously has a positive effect on increasing sales volume.

Figure 1. Thinking Framework



Source: *Researcher (2025)*

METHOD

This study uses a quantitative approach and was conducted in Masamba District, North Luwu Regency, South Sulawesi Province, over a period of approximately three months. The population of the study consists of 3,057 MSMEs in the area, with a sample of 100 MSMEs selected using purposive sampling based on the Slovin formula to ensure proper representation. Primary data was collected through structured questionnaires distributed to MSME owners, designed to measure variables related to social media-based marketing strategies, while secondary data was obtained from literature reviews, including journals, books, and previous research reports. Data analysis began with validity and reliability tests to ensure the accuracy and consistency of the measurement instruments. Classical assumption tests were performed to verify the normality, multicollinearity, and heteroscedasticity of the data. This study used multiple linear regression analysis to examine the relationship between social media use and the sales volume of MSMEs, along with hypothesis testing to assess the impact of independent variables on the dependent variable, followed by simultaneous (F) tests to evaluate the significance of the regression model, and partial (t) tests to determine the effect of each variable individually. The coefficient of determination (R^2) test was used to assess the contribution of independent variables in explaining the variation in the dependent variable. In accordance with research ethics guidelines, this study obtained written consent from all participants, provided a full explanation of the research objectives and procedures, and ensured that participants understood their rights, including the right to withdraw from the study at any time without consequence. All data collected was kept confidential and used solely for the purpose of this research, fully adhering to the ethical guidelines in place to maintain the integrity and validity of the research findings.

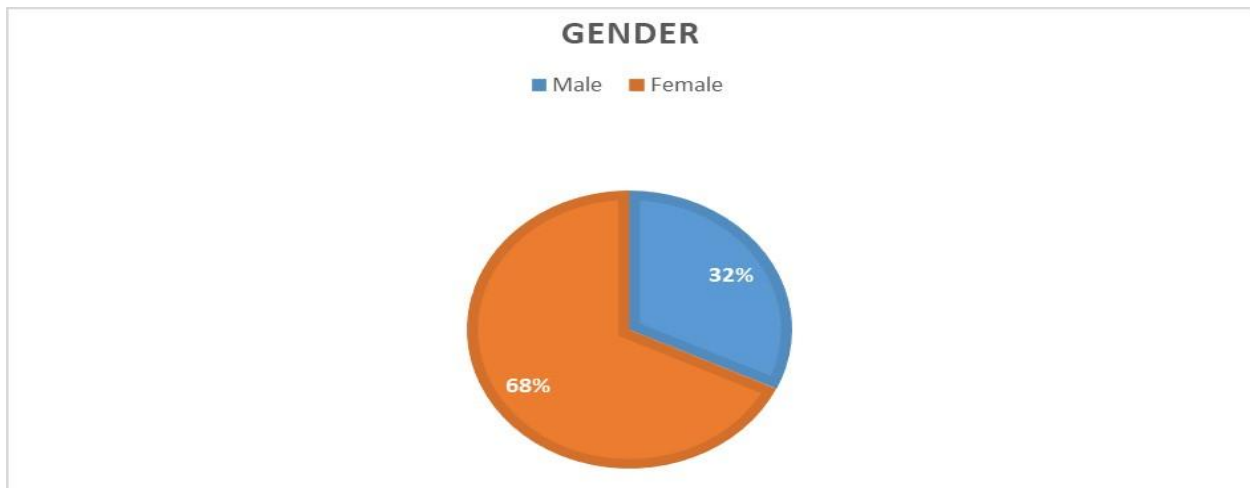
RESULTS AND DISCUSSION

RESULTS

Respondent Distribution

This study included 100 respondents, all of whom were micro, small, and medium enterprises (MSMEs) in Masamba. The respondents were selected based on specific criteria, including gender and age. Of the 100 respondents, 32% were male, and 68% were female. The data is illustrated in Diagram 2 below.

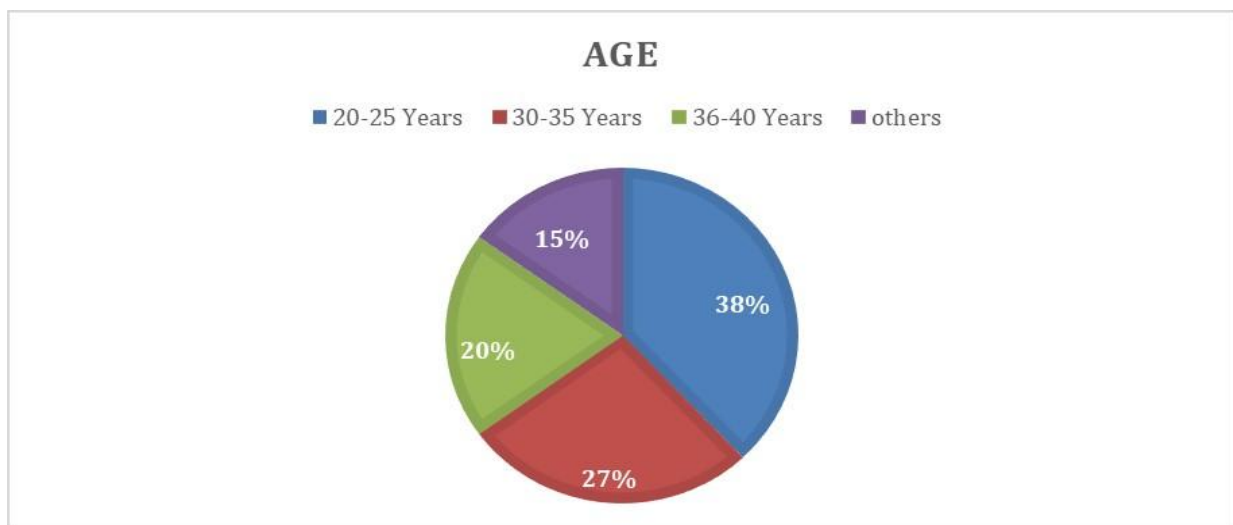
Figure 2. Gender



According to Diagram 2, this study included 32 male respondents (32%) and 68 female respondents (68%). In Indonesia, it is estimated that there are approximately 64 million MSME businesses, with around 99% of the total businesses in the country belonging to the MSME sector, encompassing micro, small, and medium enterprises. Theoretically, women are more likely to be involved in MSME businesses in Indonesia, which can be explained through various perspectives, including social entrepreneurship, gender, women's empowerment, the digital economy, and individual capabilities.

According to research conducted by (Tarisa Dwi Fitria Sukma Mawardi¹, 2024) Data from the Cooperatives and Small and Medium Enterprises Service in the Jetis area shows that approximately 60,044 small and medium enterprises are managed by women. This highlights the crucial role women play in strengthening the nation's economy. The involvement of women in the economy not only boosts the economic stability of families and communities, but also contributes to more sustainable family life, reduces the impact of economic challenges, alleviates poverty, and supports long-term economic growth.

Research conducted by (Yuni Maimuna et al., 2022) It demonstrates that women's distinct knowledge significantly impacts their participation in the growth of MSMEs, particularly in sectors such as trade and processing industries, including food stalls/culinary, fashion, and crafts. A key factor influencing this is that these types of businesses can be run from home, allowing women to maintain their roles as homemakers. While many MSMEs managed by women began as secondary jobs to assist their husbands and supplement household income, these businesses hold the potential to become primary income sources if properly managed.

Figure 3. Age

According to Diagram 3, the largest group of respondents is aged 20-25 years, with 38 individuals (38%). This age group reflects a high enthusiasm for entrepreneurship, highlighting a strong entrepreneurial spirit among the younger generation. The next largest group is aged 30-35 years, consisting of 27 respondents (27%), showing that many individuals in this age range have attained career and financial stability, enabling their involvement in MSMEs. The 36-40 age group comprises 20 respondents (20%), making a notable contribution to MSMEs, although slightly lower than the previous two groups, indicating that they still play a significant role in the MSME ecosystem. Meanwhile, those aged over 40 years accounted for 15 respondents (15%), suggesting that while MSME participation is lower in this age group, they continue to play an important role in the diversity of MSME actors in Masamba.

Overall, this graph indicates that the MSME sector in Masamba is largely shaped by the younger age group, who are more inclined to take risks and adapt swiftly to technological advancements and market trends. The involvement of the younger generation in growing small and medium businesses is essential in today's digital age. Therefore, encouraging young people to pursue entrepreneurship is a key step, as demonstrated by the active role of millennials in developing MSMEs (Purwanti et al., 2021). While the younger age group dominates, the older age group also plays a key role, particularly in areas such as experience, business planning, and the ability to manage businesses with greater care and structure. This age diversity highlights the flexibility and immense potential of the MSME sector, offering opportunities for people of all ages to grow and contribute to the economy in Masamba.

Validity Test

Validity testing is a process used to confirm that an instrument or measurement tool, like a test or questionnaire, accurately measures what it is intended to measure.

Table 1 Validity Test Results

| Variables | Item | r Count | r Table | Information |
|------------------------------------|-------|---------|---------|-------------|
| Marketing Strategy (X1) | X1.1a | 0.730 | 0.195 | Valid |
| | X1.1b | 0.809 | 0.195 | |
| | X1.1c | 0.796 | 0.195 | |
| | X1.2a | 0.770 | 0.195 | |
| | X1.2b | 0.742 | 0.195 | |
| | X1.3a | 0.795 | 0.195 | |
| | X1.3b | 0.813 | 0.195 | |
| | X1.4a | 0.793 | 0.195 | |
| | X1.4b | 0.793 | 0.195 | |
| | X1.4c | 0.699 | 0.195 | |
| Social Media (Facebook) (X2) | X2.1a | 0.652 | 0.195 | Valid |
| | X2.1b | 0.677 | 0.195 | |
| | X2.2a | 0.791 | 0.195 | |
| | X2.2b | 0.817 | 0.195 | |
| | X2.3a | 0.746 | 0.195 | |
| | X2.3b | 0.791 | 0.195 | |
| | X2.4a | 0.791 | 0.195 | |
| | X2.4b | 0.832 | 0.195 | |
| | X2.5a | 0.771 | 0.195 | |
| Social Media (WhatsApp) (X3) | X3.1a | 0.835 | 0.195 | Valid |
| | X3.1b | 0.814 | 0.195 | |
| | X3.2a | 0.814 | 0.195 | |
| | X3.2b | 0.820 | 0.195 | |
| | X3.3a | 0.784 | 0.195 | |
| | X3.3b | 0.864 | 0.195 | |
| | X3.4a | 0.784 | 0.195 | |
| | X3.4b | 0.840 | 0.195 | |
| Sales Volume (Y) | Y1.1a | 0.725 | 0.195 | Valid |
| | Y1.1b | 0.766 | 0.195 | |
| | Y1.2a | 0.780 | 0.195 | |
| | Y1.2b | 0.786 | 0.195 | |
| | Y1.3b | 0.795 | 0.195 | |
| | Y1.4a | 0.802 | 0.195 | |
| | Y1.5a | 0.786 | 0.195 | |
| | Y1.5b | 0.770 | 0.195 | |

Source: SPSS 30 Processing Results, 2024

Referring to the data table above, it can be concluded that all statement items related to the marketing strategy variables, Social Media (Facebook), Social Media (WhatsApp), and sales volume have r-calculated values exceeding the r-table value (0.195). Therefore, in accordance with the established criteria, each variable in this study is considered valid.

Reliability Test

Reliability testing is a method used to assess the consistency or stability of the results produced by a measurement instrument. In research, reliability indicates how consistently the tool delivers similar results under consistent conditions.

Table 2 Reliability Test Results

| Variables | Cronbach's Alpha | Normal Limits | Information |
|----------------------------|------------------|---------------|-------------|
| Marketing Strategy (X1) | 0.925 | 0,60 | Reliabel |
| Social Media Facebook (X2) | 0.916 | 0,60 | Reliabel |
| Social Media WhatsApp (X3) | 0.930 | 0,60 | Reliabel |
| Sales Volume (Y) | 0.904 | 0,60 | Reliabel |

Source: SPSS 30 Processing Results, 2024

Referring to the data in Table 2, the Cronbach's Alpha values for marketing strategy (X1), Facebook social media (X2), WhatsApp social media (X3), and sales volume (Y) all exceed 0.60, indicating that all items in this study are deemed reliable.

Classical Assumption Test

Classical assumption testing involves a series of evaluations to determine whether the data fulfills the fundamental assumptions needed for classical regression analysis, particularly in the context of linear regression.

Normality Test

The normality test is a method used to determine whether the data in a sample follows a normal (or approximately normal) distribution.

Table 3 Normality Test Results

| Unstandardized Residual | | |
|-----------------------------------|----------------|------------|
| N | | 100 |
| Normal Parameters ^{a, b} | Mean | 0,0000000 |
| | Std. Deviation | 2,08784084 |
| Most Extreme Differences | Absolute | 0,106 |
| | Positive | 0,050 |
| | Negative | -0,106 |
| | | |
| Kolmogorov-Smirnov Z | | 1,061 |
| Asymp. Sig. (2-tailed) | | 0,210 |

a. Test distribution is Normal.

b. Calculated from data.

Source: SPSS 30 Processing Results, 2024

The Kolmogorov-Smirnov normality test indicates a significant value of 0.210, which is higher than the significance level of 0.05. Therefore, the data can be regarded as normally distributed, allowing the use of the multiple regression model.

Multicollinearity Test

Multicollinearity testing is a situation in regression analysis where two or more independent variables in the same model are highly correlated with each other.

Table 4 Multicollinearity Test Results

| Model | | Collinearity Statistics | |
|-------|----|-------------------------|-------|
| | | Tolerance | VIF |
| 1 | X1 | 0,240 | 4,175 |
| | X2 | 0,142 | 7,044 |
| | X3 | 0,199 | 5,023 |

a. Dependent Variabel : Y

Source: SPSS Processing Results 30, 2024

The table above indicates the Tolerance values for the Marketing Strategy (X1), Facebook Social Media (X2), and WhatsApp Social Media (X3) variables. Each regression model has a Tolerance value greater than 0.1, and the VIF value for all variables is below 10, suggesting that there are no signs of multicollinearity in the regression model.

Heteroscedasticity Test

The Heteroscedasticity Test is a method used to determine whether the variance of errors or residuals in a regression model is consistent across all values of the independent variables.

Table 5 Heteroscedasticity Test Results

| Independent Variable | Sig | Information |
|----------------------------|-------|--------------------------------|
| Marketing Strategy (X1) | 0,353 | Tidak terjadi heteroskedasitas |
| Social Media Facebook (X2) | 0,425 | Tidak terjadi heteroskedasitas |
| Social Media WhatsApp (X3) | 0,411 | Tidak terjadi heteroskedasitas |

Source: SPSS 30 Processing Results, 2024

According to the results above, the significance value for each independent variable is greater than 0.05, suggesting that heteroscedasticity is not present.

Multiple Linear Regression Analysis

Multiple linear regression analysis is a statistical technique used to examine the relationship between a dependent variable and two or more independent variables. The equation for multiple linear regression is expressed as follows: $Y = a + b_1.X_1 + b_2.X_2 + b_3.X_3 + e$

Table 6 Multiple Linear Regression Analysis

| Model | Unstandardized Coefficients | | Standardized Coefficients |
|--------------|-----------------------------|------------|---------------------------|
| | B | Std. Error | Beta |
| 1 (Constant) | -0.849 | 1.315 | |
| (X1) | 0.023 | 0.064 | 0.025 |
| (X2) | 0.468 | 0.078 | 0.537 |
| (X3) | 0.402 | 0.074 | 0.410 |

a. Dependent Variable : Y

Source: SPSS Processing Results 30.2024

Based on the results above, the multiple linear regression equation can be written as follows:
 $Y = -0.849 + 0.023X_1 + 0.468X_2 + 0.402X_3$

The description is as follows:

The constant coefficient value of -0.849, which is negative, indicates that if the marketing strategy variables (X1), Facebook social media (X2), and WhatsApp social media (X3) are not considered, the sales volume variable (Y) will decrease by 84.9%.

The beta coefficient value for the marketing strategy variable (X1) is 0.023, meaning that if all other variables stay the same and X1 increases by 1%, the sales volume variable (Y) will rise by 2.3%. Conversely, if X1 decreases by 1% while other variables remain unchanged, the sales volume variable will decrease by 2.3%.

The beta coefficient value for the Facebook social media variable (X2) is 0.468, meaning that if all other variables remain constant and X2 increases by 1%, the sales volume (Y) will rise by 46.8%. Conversely, if X2 decreases by 1% while other variables stay the same, the sales volume will drop by 46.8%.

The beta coefficient value for the WhatsApp social media variable (X3) is 0.402, which means that if all other variables are held constant and X3 increases by 1%, the sales volume (Y) will increase by 40.2%. Conversely, if X3 decreases by 1% while the other variables remain unchanged, the sales volume will decrease by 40.2%.

Uji Hipotesis

Hypothesis testing is a statistical method employed to assess whether a population parameter can be estimated based on sample data.

Partial Test (t-Test)

Partial Test (t-Test) is a statistical method used to assess the significance of each regression coefficient in a linear regression model.

Table 7 t-Test Results

| Model | Unstandardized Coefficients | | Standardized Coefficients | | |
|-------|-----------------------------|------------|---------------------------|-------|-------|
| | B | Std. Error | Beta | t | sig. |
| | -0.849 | 1.315 | | 0.646 | 0.520 |
| (X1) | 0.023 | 0.064 | 0.025 | 0.359 | 0.720 |
| (X2) | 0.468 | 0.078 | 0.537 | 5.967 | <,001 |
| (X3) | 0.402 | 0.074 | 0.410 | 5.396 | <,001 |

a. Dependent Variable : Y

Source: SPSS Processing Results 30.2024

As shown in the table above, the results of the t-test analysis are as follows:

Marketing Strategy (X1)

The calculated t value for the Marketing Strategy variable (X1) is 0.359, which is less than the t table value of 1.984, and the significance value is 0.720, which is greater than 0.05. This indicates that the hypothesis is not supported.

H1. Marketing strategy does not have a positive and significant influence on sales volume.

Facebook social media (X2)

The calculated t value for the Facebook social media variable (X2) is 5.967, which is greater than the t table value of 1.984, and the significance value is less than 0.001, which is also below 0.05. This indicates that the hypothesis is supported.

H2. Facebook social media has a positive and significant influence on Sales volume

Social media whatsapp (X3)

The calculated t value for the WhatsApp social media variable (X3) is 5.396, which exceeds the t table value of 1.984, and the significance value is less than 0.001, which is below 0.05. This indicates that the hypothesis is accepted.

H3: WhatsApp social media has a positive and significant influence on sales volume

Simultaneous Test (F Test)

It is a statistical test used to evaluate the joint significance of multiple independent variables in a regression model. The purpose of this test is to determine whether the overall regression model has a significant relationship with the dependent variable, or if all the regression coefficients of the independent variables are simultaneously equal to zero.

Table 8 F Test Results

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|------------|----------------|----|-------------|---------|--------------------|
| Regression | 3484,241 | 3 | 1161,414 | 258,362 | <,001 ^b |
| 1 Residual | 431,549 | 96 | 4,495 | | |
| Total | 3915,790 | 99 | | | |

a. Dependent variable Y

b. Predictors : (constant), X3,X1,X2

Source: SPSS Processing Results 30.2024

Based on the results above, the calculated F value of 258.362 is greater than the F table value of 2.70, and the significance value is 0.001, which is less than 0.05. Therefore, the marketing strategy, Facebook social media, and WhatsApp social media variables have a simultaneous impact on sales volume.

H4. Marketing strategies, Facebook, WhatsApp have a simultaneous and significant effect on increasing sales volume.

Results of the Determination Coefficient Test (R²)

The coefficient of determination (R²) is a statistical metric used to assess how effectively the data or independent variables explain the variation or changes in the dependent variable within a regression model.

Table 9 Results of the Determination Coefficient Test (R²)

| Model | R | R Square | Adjusted R Square | Std Error of the Estimate |
|-------|--------------------|----------|-------------------|---------------------------|
| 1 | 0.943 ^a | 0.890 | 0.886 | 2.12021 |

a.Predictors : (constant),X3,X1,X2

Source: SPSS Processing Results 30.2024

The R Square value of 0.890, or 89.0%, indicates that the Marketing Strategy (X1), Facebook social media (X2), and WhatsApp social media (X3) variables can explain 89.0% of the variation in the sales volume variable (Y).

DISCUSSION

Marketing strategies and their influence on increasing sales volume

Based on the findings of this study, it can be concluded that marketing strategies do not have a significant and positive impact on the sales volume of MSME products. This is evidenced by the significance value of (0.720) being greater than (0.05), and the calculated t value of (0.359) being smaller than the t table value (1.984), meaning that (H1) is rejected. This outcome can be attributed to a lack of deep understanding of the target market. Many MSMEs do not have a comprehensive understanding of consumer preferences and needs in their local area. Without proper market research, MSMEs may be unaware of what consumers want, what they value, or even their buying behaviors. For instance, if the product offered does not align with the local culture or habits, such as taste preferences or purchasing behaviors, the product may struggle to gain acceptance in the market, regardless of marketing efforts. Consequently, the marketing message fails to resonate with the target audience, resulting in low sales.

The results of this study are not in line with Assauri's opinion in (Nabilla & Antje Tuasela, 2021). It is stated that every company aims to survive and grow, which can only be accomplished by sustaining and increasing profitability. To achieve this, a company must be capable of maintaining and expanding its sales by attracting and retaining customers, as well as dominating the market. Additionally, this study contrasts with the findings of Buulolo & Susanto (2022), which assert that marketing strategies have a positive impact on sales volume. According to their research, an effective marketing strategy is essential for increasing sales volume, as it enables a company to implement the best approaches to achieve its goals and maximize profits.

Facebook social media and its influence on increasing sales volume

This study reveals that the Facebook social media variable has a significant and strong influence on boosting the sales volume of MSME products. This is demonstrated by the significance value ($<0.001 < (0.05)$) and the calculated t value of (5.967) $> t$ table (1.984), which means that hypothesis (H2) is accepted. The reason for this is that Facebook offers MSMEs the ability to reach a broader audience at a lower cost, enabling them to target consumers based on factors such as location, interests, and demographics. This feature is crucial for MSMEs that may have limited budgets for traditional advertising. By running timely promotions, such as discounts or flash sales, MSMEs can capture the attention of more potential buyers. Moreover, Facebook provides analytics tools that help MSMEs track the performance of their campaigns and adjust their marketing strategies for better outcomes. By leveraging these features, MSMEs can more effectively showcase their products, raise brand awareness, and ultimately increase their sales volume.

This research is in line with Nisrina's opinion in (Armin et al., 2023) It is stated that the growing popularity of Facebook as a platform for sharing photos has led many users to utilize it for promoting their products. The research indicates that sales volume has risen after MSMEs started

using Facebook for marketing their products. However, this study contradicts other studies, such as the one in the research (Ruth Dora Yunia Kopi et al., 2024). It is stated that using Facebook enables businesses to promote their products efficiently at a lower cost than traditional marketing methods. However, challenges such as product inconsistencies and issues with consumer trust must be addressed in order to fully unlock the sales potential.

WhatsApp social media and its influence on increasing sales volume

This study is in line with Nisrina's opinion (Armin et al., 2023). WhatsApp offers a variety of media, including text, images, videos, voice messages, documents, and location sharing. Based on the findings and data analysis, the sales volume has consistently increased each year after utilizing WhatsApp for marketing. Additionally, it has helped attract many customers from both within and outside the city, leading to an increase in the number of consumers following optimized promotions through WhatsApp. However, this research does not align with the study conducted by (Saputra et al., 2023). It was stated that WhatsApp social media has an effect on increasing sales volume, but this is countered by additional costs for purchasing data packages or internet quotas. Furthermore, there are concerns that products might be copied by other business competitors and the possibility of fraudulent purchases.

Facebook WhatsApp marketing strategy and its influence on increasing sales volume

Marketing strategies, Facebook, and WhatsApp collectively have a significant and simultaneous impact on boosting the sales volume of MSME products. First, a well-crafted marketing strategy is crucial for attracting consumer attention and retaining loyalty. MSMEs that implement effective marketing tactics, such as special promotions, discounts, and appealing offers, can drive consumer interest and grow their market share. Second, Facebook, being a widely used social media platform, offers MSMEs an affordable way to reach a larger audience. With targeted advertising options based on location, interests, and demographics, MSMEs can optimize their promotional efforts towards relevant consumers. Additionally, Facebook enables MSMEs to share visual content like product images and videos, enhancing brand awareness. Lastly, WhatsApp provides a direct communication channel between MSMEs and customers, allowing for detailed product information, real-time responses, and more personalized service. Features like sharing images, videos, and documents make shopping easier and more convenient for consumers. Together, these three elements work in harmony to broaden market reach, foster deeper consumer engagement, and ultimately drive increased sales volume for MSME products.

CONCLUSION

The findings of this study reveal that traditional marketing strategies do not have a significant impact on increasing sales volume among MSMEs in Masamba District. In contrast, the use of social media platforms, specifically Facebook and WhatsApp, has a statistically significant and positive influence on sales performance. These results indicate that social media marketing, when applied strategically, is more effective in engaging customers and generating sales than conventional methods. Based on these insights, it is recommended that MSMEs prioritize digital marketing efforts, particularly through Facebook and WhatsApp, to strengthen promotional outreach and build responsive customer relationships. MSMEs are also encouraged to collaborate with peers to expand their networks and improve product visibility through joint promotions or shared platforms. For policymakers, there is a need to provide digital literacy training and support programs that enable rural MSMEs to adopt and maximize social media tools effectively. Digital platform providers can also contribute by developing features tailored for small businesses in rural contexts. Future research should consider examining other emerging platforms such as Instagram, TikTok, or e-commerce integrations, as well as exploring the role of consumer digital behavior in different localities. Investigating long-term effects and identifying the most impactful content or engagement strategies would also enrich the current understanding of digital marketing effectiveness in rural MSME contexts.

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