

**PROMOTIONAL STRATEGY THROUGH THE UTILIZATION OF
INSTAGRAM SOCIAL MEDIA TO INCREASE SALES VOLUME (A CASE
STUDY ON CUTA HOUSE COFFEE SHOP SURABAYA)**



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Abstract

This study aims to analyze the effectiveness of promotional strategies carried out through the utilization of Instagram social media in increasing sales volume at Cuta House Coffee Shop Surabaya. A qualitative approach was employed, with data collected through in-depth interviews with 10 respondents, direct observations, and sales documentation. The findings reveal that Instagram-based promotional strategies have been implemented effectively, as evidenced by an increase in the company's revenue along with higher sales volume. Analysis of internal and external environmental factors identified ten internal factors, with key strengths including diverse promotional types, attractive offers, excellent service and product quality, and online business implementation. Additionally, eight external factors were found to influence opportunities and threats in the business environment. The results of IFAS and EFAS calculations indicate total scores of 3.38 for strengths, 2.35 for weaknesses, 3.10 for opportunities, and 1.82 for threats. SWOT matrix mapping positions Cuta House's strategy in quadrant I with coordinates (X;Y) (1.03; 1.28), indicating an aggressive strategic approach. Therefore, leveraging internal strengths to capitalize on market opportunities is a strategic action that can sustainably enhance sales volume.

Keywords: Promotional Strategy, Social Media, Instagram, Sales Volume, SWOT Analysis

INTRODUCTION

The rapid development of digital technology and the internet has significantly transformed the business landscape, particularly in marketing strategies. Increasingly fierce competition requires businesses to continuously innovate to survive and gain a competitive advantage. One of the most notable innovations is the utilization of social media as a promotional tool. Social media is not only a platform for communication but also an effective marketing channel that enables businesses to reach a wider audience at a relatively low cost. Among various social media platforms, Instagram has emerged as a strategic tool in digital marketing, particularly in the food and beverage (F&B) industry.

Instagram offers advantages in visually appealing content, interactive features such as Stories, Reels, and paid Ads, as well as an algorithm that supports increased brand visibility. According to data from We Are Social (2024), Indonesia ranks fourth globally in terms of Instagram users, with over 100 million active accounts, making it a strategic platform for expanding market reach. For micro, small, and medium enterprises (MSMEs), Instagram has become a powerful medium to support business growth. Coffee shops, which are increasingly popular among young consumers, leverage social media to attract customers and boost sales. However, not all businesses can effectively optimize Instagram marketing. Many rely solely on posting promotional content without a clear strategy, resulting in insignificant sales impact. Cuta House, a coffee shop located in Surabaya, actively uses Instagram to promote its products and services.

The brand utilizes visual content and digital interactions to build brand awareness and attract new customers. Nevertheless, the effectiveness of these promotional strategies in increasing sales volume has not been thoroughly investigated. A comprehensive strategic analysis is required to understand the internal and external factors influencing promotion effectiveness and to determine the most suitable marketing approach. Therefore, this study aims to: (1) analyze the implementation of Instagram-based promotional strategies by Cuta House Surabaya, (2) identify internal and external factors affecting the strategy using SWOT analysis, and (3) formulate an aggressive marketing strategy to sustainably enhance sales volume. This research is expected to contribute theoretically to digital marketing literature and provide practical recommendations for coffee shop owners and MSMEs to optimize social media as an effective promotional tool.

REVIEW OF LITERATURE

Promotion is a critical element of the marketing mix used to communicate product or service advantages to consumers to influence purchasing decisions (Kotler & Armstrong, 2022). Promotional strategies include various activities such as advertising, sales promotion, public relations, personal selling, and direct marketing. A well-designed promotional strategy increases brand awareness, attracts consumer interest, and ultimately drives sales volume. In practice, promotional strategies should consider market segmentation, consumer behavior, and communication channels. The digital era has shifted how businesses interact with customers, making communication more interactive, personalized, and real-time through social media. As a result, digital marketing has become an essential component of the modern marketing mix. Digital marketing is the promotion of products or services through digital technologies, including websites, social media, email, and other online platforms (Chaffey & Ellis-Chadwick, 2019). Social media enables businesses to establish two-way communication with customers, provide timely product information, and build long-term relationships through closer interactions.

In Indonesia, the adoption of social media in marketing has grown rapidly. Data from APJII (2023) shows that more than 77% of Indonesians use social media, with Instagram being one of the most popular platforms. This makes social media a strategic channel for promotional activities, particularly for MSMEs with limited resources. Instagram is a visually oriented platform that allows businesses to creatively showcase their products through photos and videos. Features such as Instagram Stories, Reels, and Ads enable dynamic and targeted promotions for specific market segments. Lukitasari and Nirawati (2021) found that Instagram-based marketing strategies integrating product presentation, pricing, distribution, and promotion significantly improved online shop sales. Similarly, Annisa and Ira (2022) revealed that small enterprises leveraging Instagram promotions enhanced customer interaction and strengthened brand loyalty. Instagram also supports integrated marketing communication (IMC) by combining visual messages, captions, and audience interactions.

This approach creates stronger brand engagement and effectively builds emotional connections with consumers. SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) is a strategic planning tool used to evaluate internal and external factors affecting business performance (Rangkuti, 2020). Strengths and weaknesses refer to internal aspects such as product quality, brand image, and operational efficiency, while opportunities and threats relate to external factors like market trends, competition, and technological developments. In strategy formulation, IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary) matrices are used to assign weights and ratings to each factor. The results are then mapped in a SWOT matrix to generate four strategic alternatives: SO (Strength-Opportunities), WO (Weakness-Opportunities), ST (Strength-Threats), and WT (Weakness-Threats). The company's position within the matrix indicates the most suitable strategy, such as adopting an aggressive approach when strengths and opportunities are high. Previous studies have demonstrated that SWOT analysis is effective in formulating digital marketing strategies. David (2017) highlighted that SWOT helps companies identify strategic priorities and leverage digital technologies to enhance business competitiveness.

RESEARCH METHOD

The type of research conducted in this study is descriptive qualitative. According to Fadli (2021), qualitative research is a research method based on the philosophy of post-positivism, used to study objects in their natural conditions. Descriptive research is intended to describe, explain, and solve problems related to current phenomena and events. The reason for choosing this descriptive research method is to provide a more comprehensive explanation of the promotional strategies through the utilization of Instagram social media to increase sales at Cuta House using SWOT analysis. This method requires the researcher to have strong interaction skills during interviews and possess broad knowledge of the ongoing social environment. In qualitative research, respondents or subjects are referred to as informants, which are individuals who provide information relevant to the data needed for the study. Furthermore, the sample in qualitative research is not considered a statistical sample but rather a theoretical sample, as the primary objective of qualitative research is to generate theory. Sampling in qualitative research is typically determined when the researcher enters the field and continues throughout the research process (Fadli, 2021). In this study, the researcher involved one owner, two employees, and five customers, with the customers selected based on specific criteria of being regular or loyal customers, resulting in a total of ten informants.

Data Collection Technique

The data collection in this study was carried out using three main methods: in-depth interviews, direct observation, and documentation. In-Depth Interviews Semi-structured interviews were conducted with 10 informants, consisting of the business owner, two

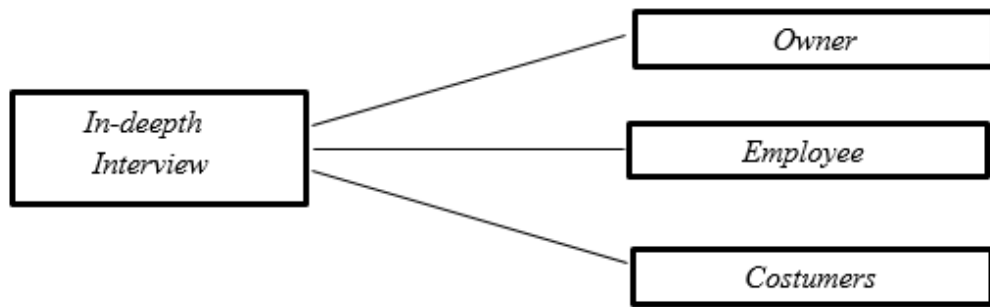
employees, and seven loyal customers of Cuta House. This method was utilized to gather comprehensive information about Instagram-based promotional strategies, customer perceptions of promotional content, and its impact on purchasing decisions. Direct Observation, Observations were made on Cuta House's promotional activities on Instagram, including the types of content posted, posting frequency, follower engagement, and customer responses. Additional observations were conducted at the physical store to examine the direct implementation of promotional strategies. Documentation, Documentation included supporting materials such as digital promotional content, sales records, operational reports, and archives related to Cuta House's marketing strategy. These documents were used to verify and complement the findings from interviews and observations. The combination of these three methods allowed the researcher to obtain comprehensive and in-depth data while supporting data triangulation to enhance the validity and reliability of the research findings.

Data Analysis Technique

The data analysis in this study was conducted qualitatively, following Miles and Huberman's interactive model, which consists of three main stages: data reduction, data display, and conclusion drawing/verification. Data Reduction In this stage, data from interviews, observations, and documentation were selected, summarized, and categorized according to themes relevant to Instagram-based promotional strategies. Internal and external factors influencing promotion were identified and classified into strengths, weaknesses, opportunities, and threats. Data Display The reduced data were then presented in descriptive form and analytical tables. This included the development of Internal Factor Analysis Summary (IFAS) and External Factor Analysis Summary (EFAS) matrices, with each factor assigned a weight and rating based on its importance and level of influence. Conclusion Drawing and Verification Conclusions were drawn from the total scores of IFAS and EFAS, which were mapped into a SWOT matrix to determine the strategic position of Cuta House. The strategic quadrant coordinates (X; Y) were calculated to identify whether an aggressive, diversification, defensive, or conservative strategy was most appropriate. The findings were validated through data triangulation to ensure their credibility and reliability.

Triangulations

To ensure the validity and reliability of data in this qualitative research, triangulation techniques were employed to minimize bias and enhance the credibility of findings. According to Moleong (2021), triangulation is a method of validating data by using external sources or approaches as a means of cross-checking. Source Triangulation This was carried out by comparing and checking the consistency of information obtained from various informants, including the business owner, employees, and customers of Cuta House. This ensured that the findings were not derived from a single perspective. Method Triangulation Multiple data collection methods were utilized, including in-depth interviews, direct observations, and documentation. Data gathered through these different methods were cross-verified to ensure accuracy and consistency. Member Checking and Academic Discussions Preliminary analysis results were confirmed with several informants (member checking) to verify that the data and interpretations accurately reflected their views. Furthermore, discussions with academic supervisors and research peers were conducted to minimize potential interpretation errors. By applying triangulation and confirmation techniques, the study ensured high validity and reliability, making the findings trustworthy for drawing conclusions and providing strategic promotional recommendations.



RESULTS AND DISCUSSION

The following are the research results obtained from the analysis SWOT, namely:

Table 1.
IFAS Result

No	Strenght	Weight	Rating	Score	Remarks
1	Promotional Type	0,19	3,5	0,65	Instagram promotions increase brand visibility
2	Attractive promotional offers	0,21	3,5	0,72	Captures customer interest to purchase
3	Good service and product quality	0,21	3,4	0,70	Maintains strong service and quality standards
4	Integrated online business	0,20	3,3	0,66	Facilitates easier online ordering
5	Facilities support customer comfort	0,20	3,2	0,64	Amenities enhance customer experience
Total		1		3,38	

Source: Data processed (2025)

Table 2.

No	Weakness	Weight	Rating	Score	Remarks
1	Delay in updating Instagram catalog	0,20	2,3	0,47	Customers wait for updated product information
2	Limited knowledge of digital promotion	0,19	2,1	0,39	Underutilization of Instagram features
3	Lack of promotional variety	0,22	2,3	0,51	Promotions perceived as repetitive
4	Shortage of staff for	0,22	2,4	0,52	Staffing limits digital

	digital marketing				marketing efforts
5	Less strategic location	0,17	2,7	0,47	Hidden location makes it less accessible
Total		1		2,35	

Source: Data processed (2025)

IFAS Result:

Total **Strength score = 3.38**, while **Weakness score = 2.35**, indicating that internal strengths outweigh weaknesses (difference = 1.03).

Table 3.
EFAS Result

No	Opportunities	Weight	Rating	Score	Remarks
1	Wide market share (students and general public)	0,28	3,1	0,87	Broad customer segmentation
2	Online promotion facilitates ordering	0,24	3,1	0,74	Simplifies the purchasing process
3	Attractive Instagram promotions	0,24	3,3	0,79	Effectively attracts customer attention
4	Changing consumer trends → innovation opportunities	0,24	2,9	0,70	Potential for new product development
Total		1		3,10	

Source: Data processed (2025)

Table 4.

No	Threats	Weight	Rating	Score	Remarks
1	High number of similar competitors	0,29	1,4	0,41	Intense competition with other coffee shops
2	Competitors using similar promotions	0,25	1,9	0,48	Requires new promotional concepts
3	New entrants imitating current system	0,22	1,9	0,42	Potential to capture existing customers
4	Risk of customers switching to other brands	0,24	2,2	0,52	Possible loss of loyal customers
Total		1		1,82	

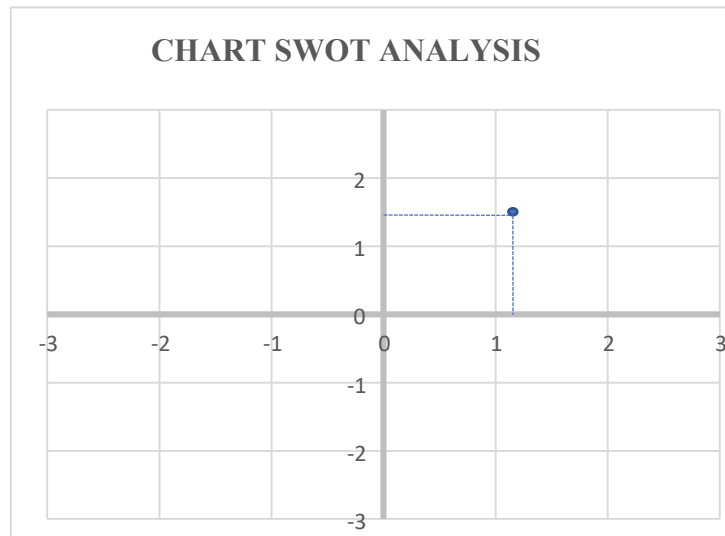
Source: Data processed (2025)

EFAS Result:

Total **Opportunity score = 3.10**, while **Threat score = 1.82**, showing greater opportunities compared to threats (difference = 1.28).

Strategic Position

Based on the analysis: X-axis = Strengths (3.38) – Weaknesses (2.35) = 1.03 Y-axis = Opportunities (3.10) – Threats (1.82) = 1.28 This strategic position places Cuta House Surabaya in Quadrant I (Aggressive Strategy) of the SWOT matrix, indicating that the company is in a highly favorable condition to leverage internal strengths to capitalize on external opportunities for optimal business growth.



Source: Data processed (2025)

Based on the results of the SWOT matrix analysis, Cuta House Surabaya is positioned in Quadrant I, which falls under the aggressive strategy category. This indicates that the company possesses strong internal capabilities supported by promising external opportunities. Such a condition is highly favorable for implementing proactive and expansive growth strategies, where internal strengths can be fully utilized to capture and optimize market opportunities, particularly in the digital landscape and current consumer trends. From the SWOT score calculation, the Strength–Opportunities (SO) strategy achieved the highest value compared to other strategies, indicating that the most appropriate approach for Cuta House Surabaya is to leverage its internal advantages—such as consistent product quality, strong brand identity, and support from loyal customers—to effectively respond to the rapidly growing market demands and opportunities.

CONCLUSION

The findings of this study reveal that the promotional strategy implemented by Cuta House Surabaya through Instagram has been running effectively, contributing to an increase in the company's revenue driven by higher sales volume. In managing its operations, the business has identified ten internal environmental factors and eight external factors. The key internal strengths include a variety of promotional approaches, attractive offers, high-quality products and services, and the effective use of online business operations. Through the analysis of IFAS and EFAS matrices, the company recorded a total score of **3.38** for strengths and **2.35** for weaknesses, while opportunities scored **3.10** and threats **1.82**. The SWOT analysis positions Cuta House Surabaya in **Quadrant I**, with coordinates **(1.03; 1.28)**, indicating that the company is best suited to adopt an **aggressive strategy**. This strategic position reflects strong internal

capabilities supported by promising external opportunities, making it ideal for leveraging its strengths to maximize market potential and drive further business growth.

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