

Utilizing Instagram as a Social Commerce Marketing Strategy to Increase MSME Revenue

Social Commerce
Marketing Strategy

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ABSTRACT

At the moment, digital marketing is growing more rapidly than ever before, but through digital marketing a strategy is definitely needed so that revenue increases. However, previous research found that business people / entrepreneurs do not make the most of social media in their marketing strategies and do not realize the capabilities of existing social media. This research uses a qualitative approach with descriptive methods, aiming to gain insight related to the utilization of Instagram as a social commerce marketing strategy in increasing MSME revenues in the Lili Collection 31 case study. The data collection methods used are three, namely; observation, in-depth interviews and documentation studies. This research uses SWOT analysis to identify various factors both internal and external. The results of this study concluded that Lili Collection 31 has not been optimal and there is a need for improvement both in terms of understanding Instagram insights and marketing in attracting consumer interest.

Keywords: Instagram, Micro Small Medium Enterprise, Income, Utilization

ABSTRAK

Saat ini digital marketing berkembang lebih pesat dibandingkan sebelumnya, namun melalui digital marketing pasti diperlukan strategi agar pendapatan meningkat. Namun penelitian sebelumnya menemukan bahwa para pelaku bisnis/pebisnis kurang memanfaatkan media sosial secara maksimal dalam strategi pemasarannya dan tidak menyadari kemampuan media sosial yang ada. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif, bertujuan mendapatkan wawasan terkait pemanfaatan instagram sebagai strategi pemasaran social commerce dalam meningkatkan pendapatan UMKM pada studi kasus Lili Collection 31. Metode pengumpulan data yang digunakan ada tiga yakni; dengan metode observasi, indepth interview dan studi dokumentasi. Penelitian ini menggunakan analisis SWOT untuk mengidentifikasi berbagai faktor baik internal dan eksternal. Hasil dari penelitian ini disimpulkan bahwa Lili Collection 31 belum optimal dan perlu adanya peningkatan baik segi pemahaman insight instagram maupun marketingnya dalam menarik minat konsumen.

Kata kunci: Instagram, UMKM, Pendapatan, Pemanfaatan.

INTRODUCTION

In the Digital Era, economic development in the world is growing rapidly along with technological developments. This development began since the Covid-19 era which triggered a digital transformation that integrated digital technology in all business fields. The development of this virtual store has increased much more than in previous years, because most of them use social media technology as a means of promotion. Starting

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from the use of financial records, the use of the E-Commerce platform as a transaction tool between sellers and buyers, and the use of social media in their product marketing strategies in order to reach many consumers in various regions. Internet-based communication technology has become the most important component in everyday human activities. In line with previous research, this study seeks to explore further the use of a social media platform called Instagram as a promotional medium (Puspitarini & Nuraeni, 2019; Veranita et al., 2021; Nugroho & Azzahra, 2022; Puspasari & Hadithya, 2023).

Instagram is a platform that allows users to share photos and videos. The simplicity and ease of use make this platform very popular among various groups to share their daily lives and business. It is recorded that Instagram currently has 90 million active users who upload 40 million photos every day (Delaney, 2013; Kintish, 2014; Thomas, 2016). The factors that influence the basis of research on the use of Instagram as social commerce in increasing MSME income are the significant increase in Instagram users which means it is a big market opportunity for some businesses, especially clothing businesses. In addition, there is a surge in consumers searching for products and shopping through social media. One of them is Instagram, with its strong visual features, making it easy for consumers to find and buy products directly from the platform through easy transactions. In many countries, including Indonesia, the trend of using Instagram for business continues to increase (Saputra & Fadhilah, 2022).

This utilization not only helps MSMEs survive but also thrive in an increasingly competitive market. However, using Instagram for marketing is relatively cheaper compared to traditional marketing methods. MSMEs can use Instagram Ads to target specific audiences at a lower cost. Moreover, many MSMEs have succeeded in increasing their income significantly through the use of Instagram as a social commerce platform. This proof of success is certainly an inspiration for many MSMEs to utilize Instagram. The existence of tutorials on how to utilize Instagram for business makes it easy for MSMEs to learn and implement social commerce marketing strategies effectively, so that Instagram can help MSMEs to increase their profits and business income. This study aims to assess whether Instagram can increase MSME income and how much profit the business generates from utilizing social commerce.

LITERATURE REVIEW

According to Stanton & Futrell (1987), Marketing is a business activity that consists of planning, pricing, promoting and distributing products, services, and ideas aimed at achieving organizational goals. This means that the marketing process begins long before the product is created, does not start when production is complete, and does not end with sales. All marketing decisions must focus on product awareness, marketing and promotion. Good products and services are introduced and promoted to the public through marketing tools. Marketing involves many activities ranging from market research, product development, distribution, marketing, and other marketing activities. Digital marketing strategy has become a mandatory marketing strategy for every business actor because this digital marketing strategy has the potential to connect customers with various market segments both nationally and internationally (Sikki et al., 2021; Sholicha & Oktafia, 2011; Huda & Karsudjono, 2022; Supandi & Johan, 2022). Marketing communications cover many aspects of external communications, including personal selling, advertising, promotions, public relations, dealer and marketing support, product selection, and packaging changes. The biggest problem in marketing communication is the communication channels that can be used in marketing programs (Soedarsono et al., 2020). Principles of Marketing Strategy The main goal of marketing is customer satisfaction. There are various marketing strategies that investors can follow: market segmentation, market positioning, and market penetration (Suryani, 2017; Sayyid, 2020; Sikki et al., 2021). Digital marketing is a marketing activity that allows potential consumers to better understand a product or service while influencing

potential buyers to be able to buy and consume a company's products and services via the Internet (Oktaviani & Rustandi, 2018; Dermawansyah & Rizqi, 2021).

Digital marketing is currently the main choice for marketers because of its advantages such as wide reach, high interactivity, up-to-date information, and ease and usability in the purchasing process. Digital marketing is also an option for young entrepreneurs because it is low cost but has a significant marketing impact. Hendrawan's research findings (2019), digital marketing is growing faster than before, but through digital marketing a strategy is definitely needed to increase revenue. However, previous research found that business actors/business people do not utilize social media optimally in their marketing strategies and are not aware of the capabilities of existing social media (Anand & Rahmansyah, 2021). According to previous research, Instagram is able to promote its business with local and quality brands and tell the story of the company itself. This can be seen clearly from the content offered on Instagram, product presentations, and audience interactions involved in their Instagram. This can be seen from the publication factors used, namely Active, Content, Advertising, Impact of influence and comments, likes and followers (Nugroho & Azzahra, 2022). Some of Instagram's features are Followers, Upload photos, Insight, Instagram Story, Reels, Direct Message, Mention, Like, Search & Explore, Live and also several other Professional features. These features are very helpful for MSMEs to increase MSME income (Agustina et al., 2023).

Through the use of Instagram for MSMEs, various benefits are obtained, namely as a means of promotion, sales and increasing profits. According to the processed scientific literature, no benefits were found related to internal processes. This may be because the internal process is rather difficult to measure considering the different SOPs for each MSME. However, based on other profit perspectives, the use of Instagram is claimed to be able to support increased profits for MSMEs (Agustina et al., 2023). There are three Empowerments and Implementations for MSMEs, namely creating a conducive atmosphere, increasing existing potential, and involving MSME participants who have limitations in utilizing technology so that they can maximize their potential in the digitalization of the economy (Fuadi et al., 2021). Access to social media that enables social business activities is very helpful for MSME actors to carry out digitalization, namely accommodating small businesses with limited skills, accessing the internet and providing marketing strategy information that can provide solutions to the problems they face (Fuadi et al., 2021). In Indonesia, Micro, Small and Medium Enterprises (MSMEs) have a large role and performance and their presence is important in the process of economic growth. The development stages of MSMEs in Indonesia cannot be separated from the important role of all banks in providing access or facilitation of the credit system as a whole. The importance of the role of all MSMEs in economic development in Indonesia also has an impact on all groups, especially young entrepreneurs (Dwijayanti & Pramesti, 2021).

METHODS

This study uses a qualitative approach with a descriptive method, aiming to gain insight into the use of Instagram as a social commerce marketing strategy in increasing MSME income in the Lili Collection 31 case study (Komariah & Satori, 2013). There are three methods of data collection used, namely the observation method, namely the research approach where researchers observe subjects or phenomena directly to collect data, then using the in-depth interview method (in-depth interviews) is a qualitative research technique where researchers interact directly with respondents to gain an in-depth understanding of their perspectives, experiences, and perceptions related to a particular topic. In this method, usually only one respondent is interviewed at a time, and the interaction between the researcher and the respondent is open and in-depth. The researcher will conduct an interview with a resource person, namely one of the owners of Lili Collection 31. The documentary study method, namely a research method whose main source of information is documents or written documents, can be in the form of

audio recordings, videos, and others. This study uses a SWOT analysis to identify various internal and external factors to develop MSME marketing strategies. This analysis is based on the company's marketing strategy to maximize strengths and opportunities but at the same time minimize weaknesses and threats (Rangkuti, 2014).

RESULTS

Lili Collection 31 is a micro, small and medium business in the women's fashion sector founded in 2021. At the beginning of pioneering this business, they were interested in the huge opportunities in the fashion industry in Pontianak city. The fashion industry in Pontianak city now has many enthusiasts, but they rarely find businesses that sell women's clothing at low prices but with guaranteed quality materials. Lili Collection 31 is located on Jalan Putri Candramidi Gang Sanjaya, Sungai Bangkong Village, Pontianak City District, Pontianak City. The owner of Lili Collection 31 focuses his business only on selling clothing products, but in the future the owner wants to be able to sell other items such as women's bags and shoes. Lili Collection 31 operates Monday - Saturday from 10:00 - 21:00. Lili Collection 31 has a target market, namely fashion enthusiasts or shopaholics aged 20-60 years with social classes B and C who live in Pontianak city and its surroundings. Lili Collection 31 sells clothes with all kinds of variations ranging from t-shirts, shirts, blues and also gamis with various sizes and colors. These clothes are sold starting from a price range of Rp. 35,000 to Rp. 285,000. The price is certainly suitable for its target market (Iadt et al., 2023). However, Lili Collection 31 has a less strategic location because it is located in a residential area and has a parking area that is not too large, but the discovery of the location is still close to the busy industrial area, namely Jalan Putri Candramidi and also close to one of the Aming Coffee Shops so that it makes it easier for customers to visit the offline store.



Figure 1. Lili Collection 31 clothing products

The competition in the clothing business is certainly very tight, some other business actors sell women's clothing at retail prices that are too expensive up to 3 times, the owner sees this as an opportunity so that he makes a strategy to sell at a cheaper price than other stores. The goal is to attract buyers' interest so that they experience an increase in the number of consumers with the price difference strategy, the owner hopes that consumers will come back to shop. When starting sales, Lili Collection 31 sold its products to friends and relatives until it was welcomed positively and went smoothly with a significant increase in income in the first half. This business has an income of IDR 15,000,000 - IDR 25,000,000 per year with an initial capital of around IDR 25,000,000. So, it can be concluded that the Lili Collection 31 business has returned its capital. Lili collection supplies new goods 6 times a year, this is done so as not to be left behind in the development of ongoing fashion trends. If in certain months such as the beginning of the year, the fasting month and Eid when consumer demand for clothing

products increases significantly. In addition to focusing on Offline stores, to gain more revenue Lili Collection 31 uses Instagram social media as a means of promoting their business but is not optimal in utilizing it. Lili collection 31 uses a digital marketing strategy that is still manual such as asking friends and relatives to promote product posts on Instagram stories. So, this promotional tactic is considered lacking and needs to be improved, not only that, Lili collection 31 also lacks manpower. This results in a lack of Instagram performance and stability of Instagram insights so that consumers who come visit more offline stores than direct transactions via Instagram.



Figure 2. Instagram Lili Collection 31

Based on the results of the interview with the owner of Lili Collection 31, it was obtained that there was a difference in sales after using Instagram. The owner felt a significant difference after using Instagram for sales. Previously, buyers only came from the surrounding environment due to limited access to the store located in the housing complex. However, with Instagram, the number of customers contacting through the platform increased, including large orders from outside the area. Then the use of Instagram features to expand market reach, Instagram features such as Reels, Instagram Story, and posts are considered quite helpful in expanding market reach. Most buyers know this store through friend promotions or search results on Instagram. However, the owner admits limitations in utilizing these features optimally due to time constraints. Data analysis and insights from Instagram's analytics features, it is known that the owner does not understand the use of Instagram's analytics features to identify consumer trends and improve marketing strategies. Currently, marketing strategies are still limited, and the owner finds it difficult to create interesting content. However, there is a desire to increase product visibility by buying followers and using Instagram Ads. The use of Instagram as a means of promotion and sales is recognized as having increased revenue, although not significantly. In 2021, the initial capital of the business was IDR 25,000,000, with income varying each month. In 2022 and 2023, income increased to almost equal to the initial capital of the business, with monthly income ranging from IDR 1,000,000 to IDR 3,000,000. The highest income record occurred in 2022, especially during the months of Ramadan and Eid, with profits reaching IDR 3,000,000 to IDR 5,000,000. The best-selling product is tunic clothing, with a selling price of between IDR 250,000 and IDR 285,000. From this interview, it can be

concluded that Lili Collection 31 has not fully utilized the potential of Instagram optimally. However, there has been an increase in income, although it is not significant. To increase income further, Lili Collection 31 needs to develop a more effective digital marketing strategy.

Table 1. Lili Collection SWOT Matrix 31

Strength	Weaknesses	Opportunities	Threats
Quality clothing products	Having a relatively small number of Instagram followers and a lack of interesting promotional content	The existence of Instagram ads as an advertising medium that can help with promotions	The outlet location is not strategic enough, resulting in a decrease in sales turnover.
An affordable price	Captions that are less relevant or even the absence of hashtags to increase the intensity of interaction with the audience	The existence of influencers who can collaborate in product endorsements	Tight competition with other clothing stores
Models or types of clothing vary from teenage clothing to adult clothing.	Lack of understanding of audience habits so that you cannot maximize the best time to post products.	There is an insight feature to find out which posts get the most interaction from the audience coming from hashtags.	Lili Collection 31 is not yet widely known.
Have Instagram media as a means of product promotion	Lack of manpower in the online shop admin field		The risk of online fraud or scams.
Partnering with Tanah Abang Wholesale Center			
Have your own outlet, no rent			

Analysis of the strengths and opportunities owned by Lili Collection 31 includes the addition of new products that follow the latest fashion trends, such as the Grandpa Chic and Coquette Core trends. In addition, it is necessary to analyze the insight feature to identify the most relevant posts for the audience, based on metrics such as the number of interactions, account reach, and profile activity. Another strategy is to collaborate with female influencers through product endorsements, as well as utilizing Instagram Ads to expand the reach of promotions and attract more audiences. The analysis of weaknesses and opportunities owned by Lili Collection 31 includes several business development strategies that can be implemented. One of them is opening job vacancies to increase the workforce, so that business performance can be more optimal. In addition, expanding market reach by creating accounts on e-commerce platforms such as Tokopedia, Tiktok Shop, Shopee, and the like, is a strategic step. Optimizing the use of Instagram as a means of promotion is also important, for example by creating creative content that attracts consumer interest, such as reels content about "Outfit of the Day" for Eid. To increase visibility, Lili Collection 31 can consider purchasing Instagram followers and creating informative captions, including details of size, type, material, and color variations of clothing. The use of relevant hashtags is also important to increase the reach of posts. Consistency in posting products will help in entering the Instagram algorithm, which in turn can increase the number of likes and followers. Finally, recording audience habits in order to evaluate posts with the most interactions and the most popular products is also an essential step to optimize digital marketing strategies.

Analysis of the strengths and threats that can be optimized by Lili Collection 31 includes several strategies. First, to increase the visibility of the business location and make it easier for consumers to visit the physical store, it is recommended to put up a billboard showing the location of the store, as well as include the complete address in the Instagram biography and include a Google Maps link. Second, conduct observations of competitors to identify the strengths and weaknesses of other clothing stores, so that steps can be taken to increase competitiveness. Third, provide rewards in the form of

loyalty cards that allow customers to exchange full stamps for special products from Lili Collection 31 as a form of appreciation for their loyalty. Fourth, to avoid the risk of fraud in online transactions, it is important to verify payments that enter the account, and as an additional security measure, it is recommended to switch the payment system to the more secure QRIS. Threats and weaknesses faced include challenges in recruiting competent, honest, and trustworthy workers, in order to avoid potential fraud or deception. In addition, maintaining internal data privacy is an important priority to protect information from access by irresponsible parties.

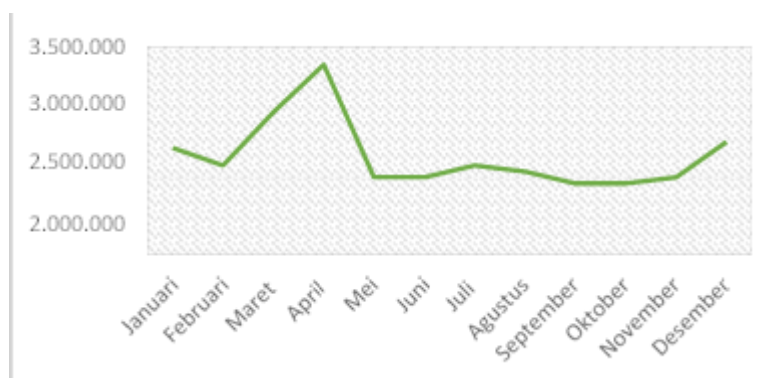


Figure 3. Lili Collection income level graph 31 periods 2023

The graphical analysis shows that Lili Collection 31 experienced a decrease in revenue from January to February. However, there was a significant increase in revenue in March and April. This increase was due to high consumer demand for clothing products in preparation for the fasting month and Eid al-Fitr, which reflects a more consumptive consumer behaviour pattern compared to other months. After that period, from May to December, Lili Collection 31's revenue showed fluctuations.

CONCLUSION

This research is expected to help the performance of Instagram as a promotional media for Lili Collection 31 to be better with the results of the SWOT analysis such as collaborating by paying female influencers to endorse one of the clothing products, using Instagram ads for product promotion so that it can reach a large audience, optimizing Instagram in product promotion, for example creating creative content that can attract consumer interest (Based on the purpose of this study to find out how to utilize Instagram as a promotional media used by Lili Collection 31, so it can be concluded that Lili Collection 31 has not been optimal in promoting its products on the Instagram platform. The lack of product information and interaction with the audience on the platform used makes it necessary to improve both in terms of understanding Instagram insights and marketing in attracting consumer interest. Based on previous research, the importance of the publication aspects applied, namely Active, Content, Packaging, Branding, Positioning, Impact, is considered very important to be applied to Lili Collection 31's Instagram activities to increase Instagram insights so that it can increase business income. for example, making reels about ootd lebaran), buying instagram followers and promoting instagram accounts to increase the number of followers, using hashtags that are relevant to posts so that they are easily accessible to the audience so that it will increase instagram insight, then starting consistency in posting products so that they can enter the instagram algorithm so that they can increase the number of likes and instagram followers, giving rewards in the form of loyal cards so that later if the stamp is full it can be exchanged for special products from Lili Collection 31, besides that to avoid online fraud it would be better to switch payments using QRIS which is guaranteed to be safe.

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