

## Promotion Effectiveness in Increasing Ngemil Jeh Product Sales through Digital Marketing on the Instagram Platform

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### ABSTRACT

Ngemil Jeh is a micro-enterprise in the snack food sector established in 2022 in Jakarta. In response to increasing market competition and shifts in consumer behavior toward digital platforms, the business began implementing digital marketing strategies via Instagram in 2025. This study aims to evaluate the effectiveness of promotional and digital marketing strategies in increasing product sales. The methodology involves analyzing sales data, monitoring promotional activities on social media, and assessing digital metrics. The findings indicate that thematic discount programs, product bundling, and user-generated content (UGC) had a significant impact on sales growth. Additionally, digital marketing approaches such as content planning, scheduling, and pay-per-click (PPC) advertising proved effective in expanding consumer reach. These results contribute to a deeper understanding of effective digital strategies for enhancing the sales performance of micro-enterprises in the snack industry.



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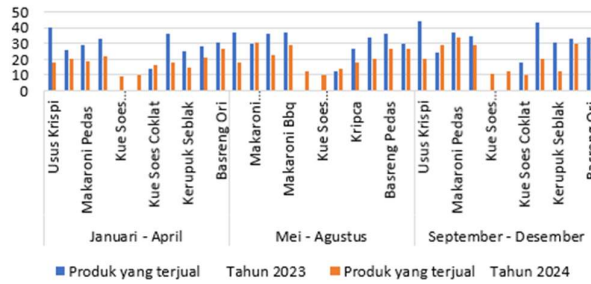
## INTRODUCTION

The food and beverage industry in Indonesia continues to show significant growth and is one of the leading sectors in the national economy. According to the Central Statistics Agency (BPS) cited by Febriana Sulisty Pratiwi, (2023), the Gross Domestic Product (GDP) of the food and beverage industry has increased from IDR 188.7 trillion in the first quarter of 2021 to IDR 206.19 trillion in the first quarter of 2023. Despite fluctuations in year-on-year (yoy) growth, this sector continues to show resilience and positive contributions to the national economy. Modern lifestyles with high mobility also encourage increased consumption of snacks that are practical and flexible (Rifani et al. 2023). The segmentation of the snack market is also growing, encouraging small and medium enterprises (MSMEs) to continue to innovate.

Data processed by Diva Angelia, (2022) states that DKI Jakarta as the economic centre of Indonesia also dominates the culinary sector. According to BPS (2022), in 2020 there were 5,159 culinary businesses in the region, making it the province with the highest number of culinary businesses in Indonesia (Pramesti & Purnamasari. 2023). In this ecosystem, MSMEs play a dominant role in sustaining the regional economy, especially in the snack food sector. Data from the Indonesian Ministry of Cooperatives and SMEs shows that by 2022 around 20 million MSMEs have used digital platforms, while the government targets 30 million MSMEs to engage in digital transformation by 2024 with a contribution to Indonesia's digital economy projected to reach IDR 4,531 trillion by 2030 (Alfiatussa'adah et al. 2024). This intense competition requires businesses to have adaptive strategies, especially in terms of promotion and digital transformation. The use of social media such as Instagram as much as 84.8% of the 191 million active social media users in Indonesia (Siahaan & Brina. 2024) is a great opportunity for MSMEs to expand market reach and build strong relationships with consumers.

Ngemil Jeh is one of the snack MSMEs established in 2022 that targets all groups with an age range of 17-40 years and produces various types of snacks such as macaroni, basreng, usus krispi, soes cake, and others. Despite its strong branding, Ngemil Jeh's promotional activities are still limited to offline sales and word of mouth marketing. Until 2024, Ngemil Jeh had not utilised social media such

as Instagram as a promotional platform. In fact, the culinary product sector is one of the most active in using Instagram as a promotional medium because of its features that support visual marketing and allow businesses to reach more customers (Ramaputra & Afifi, 2021).



Source: Data processed by Ngemil Jeh (2024)  
**Figure 1. Ngemil Jeh Product Sales Data 2023-2024**

Sales data shows that Ngemil Jeh's total turnover during the period January 2023 to December 2024 only reached Rp 7,757,000 with a total of 1,497 pcs of products sold. The best-selling products were BBQ macaroni (185 pcs), spicy macaroni (178 pcs), and krispi intestine (177 pcs). However, there was a decline in sales at the beginning of 2024 compared to the same period the previous year, which indicates that the promotional strategy implemented was not optimal. It is in this context that the role of digital promotion through Instagram becomes important to analyse, in order to increase brand awareness, expand the market, and drive sales growth.

This study aims to analyse the effectiveness of digital promotion strategies through Instagram in increasing sales of Ngemil Jeh products. The main focus is to evaluate the extent to which digital promotion can increase sales turnover.

The contributions of this project are both practical and theoretical. Practically, this research provides strategic guidance for MSMEs in designing social media-based promotions that are relevant to current market conditions. Theoretically, this research adds to the literature related to digital promotion in micro enterprises, especially in the context of the snack food industry in Indonesia.

## LITERATURE REVIEW

### Promotion Theory

According to Kotler & Armstrong. (2017: 78), promotion is a series of communication activities aimed at conveying product advantages and convincing target customers to make purchases. Promotion functions to provide information (to inform), persuade (to persuade), and remind (to remind) consumers regarding the products or services offered, so that companies can get feedback (Maulana et al. 2022). In practice, the success of promotion is influenced by the effectiveness of messages delivered through the stages of communication in the hierarchy of effects model, one of which is known as the AIDA (Attention, Interest, Desire, Action) theory. This theory explains that consumers will go through stages of attention, interest, desire, and finally make a purchase action (Sulistiyowati & Purwanto, 2021). Kotler & Armstrong. (2017: 78), also identifies five main elements in the promotion mix, namely: (1) advertising, as a form of indirect communication through paid media; (2) personal selling, which is direct interaction between sellers and potential buyers; (3) sales promotions in the form of short-term incentives to encourage immediate purchases; (4) public relations to build a positive image of the company; and (5) direct marketing, which is personal communication aimed at obtaining direct responses and building long-term relationships with consumers.

### Digital Marketing Theory

Digital marketing is a modern form of marketing that relies on technology to deliver relevant information to consumers. According to Aditya & Rusdianto. (2023) digital marketing aims to provide information that allows consumers to adjust choices according to their needs. Meanwhile, Lailia & Dwiridotjahjono. (2023) explain that digital marketing is a method for marketing and promoting products or brands through digital platforms such as YouTube, Facebook, TikTok, Instagram, and other social media. This strategy is relevant because today's consumers tend to make purchases online, so

digital marketing not only expands market reach, but is also able to increase sales (Mavilinda et al. 2021). In practice, there are various digital marketing strategies that can be implemented by businesses, including: Search Engine Optimisation (SEO), content marketing, marketing automation, pay-per-click (PPC), native advertising, affiliate marketing, and social media marketing (Fadli et al. 2023). To measure the effectiveness of these strategies, Zuhdi & Yuliani. (2024) identified five main indicators, namely: (1) user engagement (number of likes, comments, and shares); (2) number of followers; (3) post reach; (4) number of visitors; and (5) conversion rate. These indicators help businesses evaluate the success of promotional content and its impact on consumer decision-making.

### Sales Theory

Sales are the company's main source of income which reflects the gross value of goods or services provided to customers (Syahyuni et al. 2021). Sinaga & Kurmia. (2023) emphasises that sales involve an exchange process between sellers and buyers. The main objectives include achieving sales targets, making profits, and supporting company growth (Imaniar et al. 2020). Based on the payment system, sales are divided into two, namely: (1) cash sales, where the buyer pays before the goods are delivered; and (2) credit sales, where the goods are delivered first and payment is made later according to the agreement (Imaniar et al. 2020). Haryanto et al. (2022) stated that there are several factors that affect the company's sales performance, including the condition and ability of the seller, market conditions, capital availability, company organisational structure, and external factors such as promotions, advertisements, and marketing campaigns. Meanwhile, Putri et al. (2024) identified strategic indicators in an effort to increase sales volume. These indicators include: (1) the ability to market products effectively; (2) creating consumer appeal; (3) conducting market surveys to understand consumer preferences; (4) identifying potential buyers; (5) organising product exhibitions as a means of direct interaction; and (6) providing discounts as a short-term promotional strategy that can stimulate purchasing decisions.

## METHODS OF STUDY

### Business Profile



Source: Processed by Ngemil Jeh (2024)

**Figure 2. Ngemil Jeh logo**

Ngemil Jeh is a local snack business that was established in 2022 targeting the student and young worker segments. The name "Ngemil Jeh" comes from the term "ngemil" which means enjoying snacks, and "Jeh" from the Cirebon dialect which means invitation, reflecting the brand's relaxed and memorable identity.

### Business Location

The business operates from a production house on Jalan Kemanggisan Ilir VI, West Jakarta and conducts offline sales in the Tempo Polytechnic campus area. Ngemil Jeh has also designed a strategy to expand its sales reach through digital platforms, especially Instagram, to serve a wider audience and increase sales.

### Business Products

Ngemil Jeh offers various snack products such as Usus Krispi, Makaroni Spiral, Makaroni Pipa, Kue Soes, Kripca, Kerupuk Seblak, and Basreng. The salty products come in balado, BBQ, and spicy orange leaf flavours, while Kue Soes as a sweet product is available in chocolate, cheese, strawberry, blueberry, vanilla, tiramisu, and taro flavours. All products are packaged in sizes of 50 grams to 500 grams, with prices ranging from Rp 4,000 to Rp 42,000. Although most of the products are repackaged, Ngemil Jeh adds value through hygienic packaging, flavour innovation, and interactive branding strategies. The packaging labels that include WhatsApp contacts also support direct communication with consumers, reinforcing the simple yet effective marketing approach.

### Business Status

Despite only repackaging, Ngemil Jeh adds value through flavour innovation, attractive packaging design, and digital marketing strategies on Instagram. The business is an individually-owned MSME and is currently developing digital distribution channels to expand market reach and increase competitiveness in the snack food industry.

### SWOT

SWOT analysis is used to identify the strengths, weaknesses, opportunities, and threats that Ngemil Jeh has in developing the snack business, as follows:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>Variety of snack products: savoury, sweet, spicy</li> <li>Competitive prices (IDR 4,000 - IDR 42,000)</li> <li>Fast customer service via WhatsApp (response &lt; 1 hour)</li> <li>Consistent product quality</li> <li>Practical packaging (standing pouch) easy to carry</li> <li>Product lasts up to 1 month</li> </ol>	<ol style="list-style-type: none"> <li>Offline sales locations are limited to the campus area</li> <li>Limited capital</li> <li>Limited human resources</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>participation in campus and public fairs and events</li> <li>Expansion through social media (Instagram, TikTok, etc.)</li> <li>Cooperation opportunities with retail stores or supermarkets</li> </ol>	<ol style="list-style-type: none"> <li>Changes in consumer tastes</li> <li>High competition in the snack food industry</li> <li>Instability of raw material prices</li> </ol>

### Human Resources and Operational Aspects

Ngemil Jeh is a local snack business that relies on simple yet functional human resource management. The organisational structure consists of several main divisions: owner, production, storage, marketing, sales, customer service, finance, logistics, and packaging. Each has a specific role to ensure smooth operations.

From the operational side, the workflow starts from ordering raw materials and finished products from various key supply partners. Once received at the production house located at Jalan Kemanggisan Ilir VI, the raw materials are checked for quality by the storage department before being stored as stock. The production process is carried out hygienically, including repackaging in attractive and practical standing pouch packaging.

The packaged products are then distributed through offline sales points in the campus area as well as responsively managed online ordering. The sales team is in charge of direct sales, while customer service is handled through WhatsApp to ensure fast and efficient communication. The finance division is responsible for transaction recording as well as cash flow management and routine procurement.

To mitigate risks, Ngemil Jeh implements several strategies such as the use of safety stock, packaging training, and regular evaluation of suppliers. The main challenges faced include raw material price

fluctuations, delivery delays, and customer complaints, which are handled with a feedback-based solution approach. The entire process is supported by integrated evaluation to maintain quality, operational efficiency, and sustainable customer satisfaction.

## Marketing Aspects

### STP

Ngemil Jeh's marketing strategy includes segmentation, targeting, and positioning that is tailored to the characteristics of young consumers. Segmentation is done by (1) Demographic: Consumers aged 17-40 years, consisting of students, workers, and teenagers; (2) Geographic: focus on urban areas, especially West Jakarta; (3) Psychographic: consumers with active lifestyles and following food trends; and (4) behavioural: consumers with snacking habits during daily activities.

The main target market is students and young workers who need practical and affordable snacks. Ngemil Jeh positions itself as a local snack that is tasty, practical and pocket-friendly.

## Financial Aspects

The financial aspects reflect Ngemil Jeh's business performance during 2023 and 2024. The evaluation is done through the analysis of sales, expenses, and net profit earned. The following is a summary of the financial statements for the last two years:

### 1. Profit and loss statement

The income statement shows that Ngemil Jeh experienced a decrease in revenue in 2024, from Rp 4,179,000 to Rp 3,578,000. However, the business still generated a net profit despite the increase in raw material prices.

**Table 1. Income Statement for 2023-2024**

Component	2023	2024
Sale	Rp 4.179.000	Rp 3.578.000
Cost of goods sold	Rp 2.868.049	Rp 2.401.402
Gross profit	Rp 1.310.951	Rp 1.176.598
Business Costs	Rp 281.000	Rp 258.000
<b>Net profit</b>	<b>Rp 1.029.951</b>	<b>Rp 918.598</b>

Source: Processed by Ngemil Jeh (2024)

### 2. Changes in Capital

Working capital increased along with additional investment and retained earnings, showing a positive growth trend.

**Table 2. Ngemil Jeh Capital Change Report 2023-2024**

Component	2023	2024
Initial capital	Rp 300.000	Rp 809.951
Additional Investment	Rp 180.000	Rp200.000
Net profit	Rp 1.029.951	Rp 918.598
Prive	(Rp 700.000)	(Rp 120.000)
<b>Final Capital</b>	<b>Rp 809.951</b>	<b>Rp 1.603.549</b>

Source: Processed by Ngemil Jeh (2024)

### 3. Total Sales

The number of products sold decreased from 840 pcs in 2023 to 657 pcs in 2024.

**Table 3. Total Sales of Ngemil Jeh Products in 2023–2024**

Year	Number of Products Sold	Total Sales
2023	840 pcs	Rp 4.179.000
2024	657 pcs	Rp 3.578.000

Source: Processed by Ngemil Jeh (2024)

## RESULTS AND DISCUSSION

This section discusses the results of a study obtained from an analysis of the promotional and digital marketing strategies implemented by Ngemil Jeh. The discussion focuses on promotional

strategies, digital marketing strategies through Instagram, and the influence of both on increasing product sales.

### Promotion Strategy

Promotion strategy is an important element in the marketing mix, acting to inform, persuade, and remind consumers of a product (Maulana et al. 2022). Ngemil Jeh applies a promotional strategy based on a sales promotion and public relations approach, as stated by Kotler & Armstrong. (2017: 78), which is effective in building short-term relationships and positive perceptions of the brand.

## 1. Sales Promotion

### a. Discount Programme



Source: Processed by Ngemil Jeh (2025)  
Ramadan Special Programme - Part 1



Source: Processed by Ngemil Jeh (2025)  
End of Ramadan Programme - Part 2



Source: Processed by Ngemil Jeh (2025)  
Lebaran Sale Programme - Part 3

Ngemil Jeh implemented a promotional strategy in the form of a discount programme tailored to cultural momentum and consumer trends, especially during Ramadan and Lebaran. This promotion uses a bundling and discount approach, delivered through visual content on Instagram that is designed to be attractive and in line with brand identity.

The first programme, Promo Spesial Ramadan - Part 1 was launched in early March 2025 and offered a selection of three discounted sweet and savoury snack products for Rp12,000, lower than the normal price of Rp14,000. The campaign was designed to attract consumers by combining visual elements, time urgency, and easy access to purchase via WhatsApp and Shopee. As a result, 18 packages were sold with a total revenue of Rp 216,000.

Furthermore, the End of Ramadan Promo - Part 2 was conducted as a one-day promotion at the end of Ramadan. There were two product discount options with prices of Rp13,000 and Rp15,000, targeting last-minute shoppers. Despite its short duration, the programme generated 5 transactions worth IDR 69,000.

Ahead of Lebaran, Ngemil Jeh is holding Ngemil Jeh Lebaran Sale - Part 3, which offers two economical packages: Combo Pack for Rp 20,000 and Bundling Seru for Rp 10,000. The promotional content was packed with Eid visuals and a strong call to action, resulting in sales of 10 packages worth Rp 140,000.

The programme proved that a discount promotion strategy that capitalises on the moment and is delivered with well-planned visual content can increase purchase conversions.

### b. Bundling Package



Source: Processed by Ngemil Jeh (2025)  
Lebaran Sale Programme - Part 1



Source: Processed by Ngemil Jeh (2025)  
Lebaran Sale Programme - Part 2



Source: Processed by Ngemil Jeh (2025)

Figure 8. Business Package Programme

The bundling package strategy implemented by Ngemil Jeh aims to increase purchase volume, attract a wider market segment, and reach potential resellers. This bundling offer is designed to provide an economical price compared to unit purchases, thus creating added value for consumers.

In the Ngemil Jeh Lebaran Sale - Part 1, Ngemil Jeh offered three variants of the Jeh Saving Package for Rp10,000 which contained 3 packs of similar snacks such as Kripca, Seblak Crackers, or Makaroni. The promotion features bright visuals, a communicative language style, and a clear call-to-action. Although the visuals and promotional message succeeded in creating interest, the total transaction only reached Rp 70,000.

Furthermore, Ngemil Jeh Lebaran Sale - Part 2 offers the Mantul Jeh Package at IDR 50,000 (Kue Soes 3 pack) and IDR 20,000 (Usus Krispi 3 pack). The visual content was designed with brand identity colours and a strong message of urgency. The promotion recorded total sales of Rp 110,000, showing increased engagement compared to the previous edition.

The bundling strategy is also extended to the business segment through the Business Package, which targets potential resellers with three package options: Starter (IDR 100,000), Business (IDR 150,000), and Elite (IDR 200,000), each containing 21-45 different snacks. The promotional content is professionally packaged with consistent visual design, complete product information, and explicit invitations. One of the packs was successfully sold through Shopee for Rp 146,970 after admin discount.

c. Giveaway



Source: Processed by Ngemil Jeh (2025)

**Figure 9. Giveaway Programme**

Ngemil Jeh held a "100 Fastest Followers" giveaway via Instagram Reels to increase awareness, with the conditions of following the account, liking posts, purchasing a minimum of Rp 25,000, and tagging two friends. Participants have the opportunity to get a 25% discount and free gifts. Content using brand identity colours and persuasive captions. Results: 1,711 impressions, 1,065 views, 7 link clicks and 11 DMs. Although engagement was high, purchase conversion was low due to the lack of followers and supporting content. This strategy is effective for attracting attention, but not for driving purchases.

## 2. Public Relations

a. User-Generated Content



Source: Processed by Ngemil Jeh (2025)

**Testimonial @ruang.sisa\_**

Ngemil Jeh utilises User Generated Content (UGC)-based promotional strategies as a form of public relations to build trust through consumer testimonials. One of the most effective UGC content is the Reels video from the @ruang.sisa\_ account, which shares a positive experience when consuming Ngemil Jeh products on 6 March 2025. This content features product variations, personalised narratives, and a call to purchase on Shopee and Instagram.

With a relaxed visual approach, authentic narrative, and communicative language style, this strategy successfully fulfils all stages of AIDA from attracting attention to driving purchase. Despite coming from a single transaction, this content generated the highest sales of Rp 220,000, surpassing the results of other promotional strategies.

### Digital Marketing Strategy through Instagram

Table 4. Ngemil Jeh Instagram Analysis

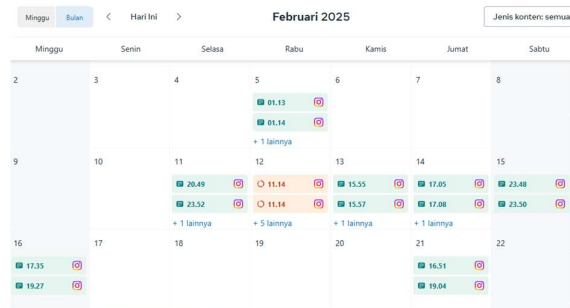
Monthly Instagram Metric Tracker								
Month	Total Post	Follower	Reach	Engagement Rate	Save	Share	Profile Visit	Click Links
January								
February	21	37	1,2rb	5,3%	5	3	150	7
March	36	102	1,4rb	1%	9	3	163	81
April								
May								
June								
Post Reach			Post Engagement					
January								
February	1.766		195					
March	1.713		94					
April								
May								
June								

Source: Processed by Ngemil Jeh (2025)

Ngemil Jeh utilises Instagram as its primary digital marketing channel to expand its reach and drive sales. During February-March 2025, the number of followers increased from 0 to 102 with total impressions reaching 5,690 and 72% coming from non-followers. A consistent social media marketing strategy through visual content and interactive features proved effective in building awareness and reaching new consumers.

#### 1. Social Media Marketing

##### a. Content Planning and Scheduling



Source: Processed by Ngemil Jeh (2025)

##### Scheduling through Meta Business Suite

Ngemil Jeh began actively developing a digital content strategy since February 2025 by designing indicators, pillars and content ideas based on promotional needs and special moments such as Ramadan and Lebaran. The content includes launch teasers, product catalogues, discount programs, light education, customer testimonials, and interactive quizzes.

All content is automatically scheduled using Meta Business Suite during active audience hours such as 11am, 2pm and 5pm. This approach not only maintains the consistency of posts, but also increases the overall reach, engagement and effectiveness of digital communications.

b. Content Creation



Source: Processed by Ngemil Jeh (2025)

Figure 12. Hardselling content



Source: Processed by Ngemil Jeh (2025)

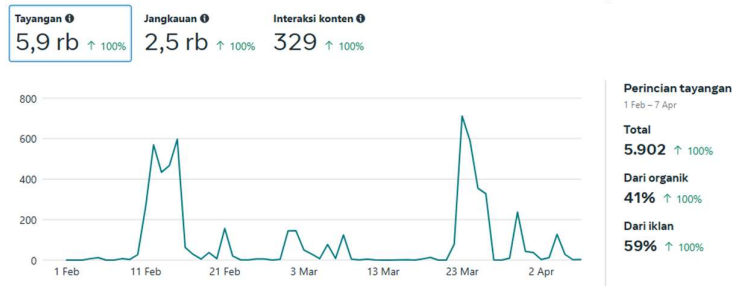
Figure 13. Softselling content



Source: Processed by Ngemil Jeh (2025)

Figure 14. Interactive Content

Ngemil Jeh produces digital content independently using Canva to create promotional visuals that are attractive, consistent, and in line with the brand identity (colours #ffc60b and #94230e). The content is organised in feeds, Reels, and Stories formats with a combination of hard selling, soft selling, and interactive. Product visuals are displayed with good lighting and neat layouts, supported by persuasive captions and clear CTAs. Content creation is tailored to specific moments such as Ramadan and Lebaran, and scheduled automatically via Meta Business Suite.



Source: Processed by Ngemil Jeh (2025)

Figure 15. Content Analysis for the Month of Jan-April 2025

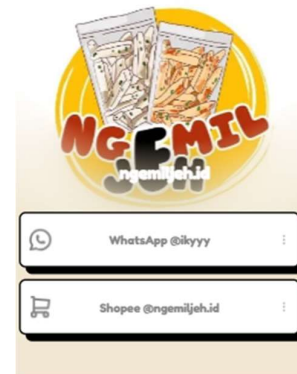
In February 2025, 21 pieces of content generated 213 interactions, while in March with 15 pieces of content, the interactions decreased to 105. Paid content and collaborations recorded the highest reach, while early morning posts underperformed. This data shows that visual quality, upload time and content format play an important role in the effectiveness of digital marketing strategies.

c. Instagram Profile Optimisation



Source: Processed by Ngemil Jeh (2025)

Figure 16. Instagram profile

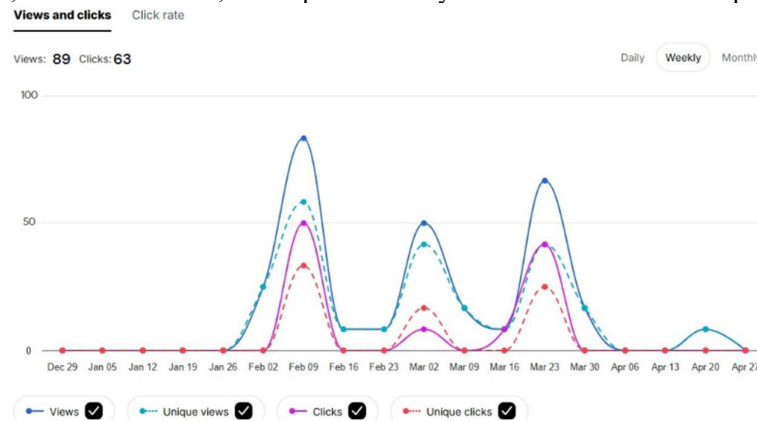


Source: Processed by Ngemil Jeh (2025)

Figure 17. Linktree

Instagram profile optimisation is an important part of Ngemil Jeh's digital marketing strategy. The @ngemiljeh.id account was designed with a memorable brand name, official logo, informative bio, and Linktree links that lead directly to WhatsApp and Shopee. Highlight

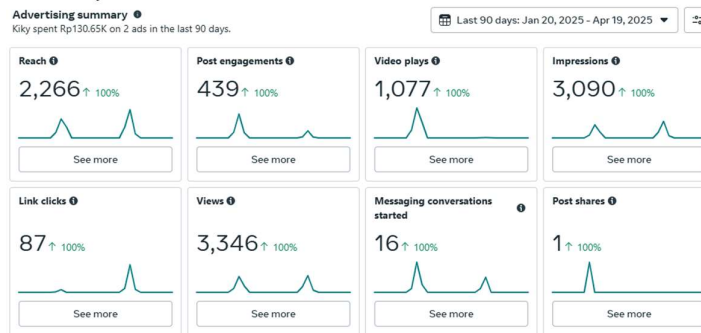
stories are also optimised through four main categories: Special Promo, Our Menu, Testimonials, and How to Order, which provides easy access to information for potential buyers.



Source: Processed by Ngemil Jeh (2025)  
**Figure 18. Linktree Effectiveness Analysis**

The strategy proved effective, with profile visits increasing from 150 in February to 163 in March, and a Linktree click rate of 70.7% (63 clicks out of 89 impressions). Consistent visuals, clear navigation and engaging displays help build trust and accelerate the conversion process, while strengthening the brand's foundation on digital platforms.

d. Instagram Ads with Pay-Per Click (PPC) Model



Source: Processed by Ngemil Jeh (2025)  
**Figure 19. PPC Ad Analysis**

A Pay-Per-Click (PPC) based paid advertising strategy was executed by Ngemil Jeh through Instagram to increase reach and engagement. In February 2025, an advert in Reels format reached 1,012 accounts with 1,711 impressions and 11 incoming messages, at a cost of IDR 71,563. While in March 2025, the Ramadhan Special Promo - Part 1 advert in feed format generated 1,280 reach, 1,635 impressions, 80 link clicks, and 5 incoming messages, at a cost of IDR 73,462.

Targeting was done for users aged 21-45 years with culinary interests, using the Advantage+ feature for maximum reach. Dominant placement on Home and Reels with dominant reach in Java and other major cities, demonstrating the effectiveness of PPC in building awareness with efficient cost and real interaction in the early stages of digital marketing.

e. Use of Hastags

Ngemil Jeh implemented a strategy of using hashtags as part of Instagram content optimisation to reach a wider audience. Hashtags are grouped by moment (#ramadhantiba), product (#makaronibalado), price (#serba10ribu), lifestyle (#ngemilsantai), and interaction (#giveaway), and consistently use #ngemiljeh as the brand identity.

This approach supports Instagram's internal SEO efforts and strengthens content relevance. Although structured, the effectiveness of hashtags still needs to be improved to optimise content visibility and engagement.

**The influence of promotional strategies and digital marketing on increasing sales**

**1. Product Sales Data**

**Table 5. Turnover Data for 2023-2025**

Kategori Produk	Produk yang terjual							Total
	2023			2024			2025	
	Jan-Apr	Mei-Agust	Sept-Des	Jan-Apr	Mei-Agust	Sept-Des	Jan-Apr	
Usus Krispi	40	37	44	18	18	20	47	224
Makaroni Spiral Balado	26	30	24	20	31	29	30	190
Makaroni Pedas	29	36	37	19	23	34	32	210
Makaroni Bbq	33	37	35	22	29	29	5	190
Kue Soes Keju	0	0	0	0	0	0	12	12
Kue Soes Vanilla	0	0	0	0	0	0	8	8
Kue Soes Tiramisu	0	0	0	9	12	11	0	32
Kue Soes Strawberry	0	0	0	10	10	12	2	34
Kue Soes Coklat	14	12	18	16	14	10	48	132
Kripca	36	27	43	18	18	20	38	200
Kerupuk Seblak	25	34	31	15	20	12	33	170
Basreng Pedas	28	36	33	21	27	30	35	210
Basreng Ori	31	30	34	27	27	26	32	207
<b>Total</b>	<b>262</b>	<b>279</b>	<b>299</b>	<b>195</b>	<b>229</b>	<b>233</b>	<b>322</b>	<b>1819</b>
	14,4%	15,3%	16,4%	10,7%	12,6%	12,8%	17,7%	

Source: Processed by Ngemil Jeh (2025)

After implementing digital marketing through Instagram in early 2025, Ngemil Jeh recorded a significant increase in production and sales. January-April 2025 sales reached 322 pcs, up 65.1% from 2024 and 22.9% from 2023.

**Table 6. Turnover data for 2023-2025**

No	Bulan	Total
1	Januari - April 2023	Rp 1,311,000.00
2	Mei - Agustus 2023	Rp 1,365,000.00
3	September - Desember 2023	Rp 1,503,000.00
4	Januari - April 2024	Rp 1,092,000.00
5	Mei - Agustus 2024	Rp 1,240,000.00
6	September - Desember 2024	Rp 1,246,000.00
7	Januari - April 2025	Rp 1,939,000.00
<b>Total Keseluruhan</b>		<b>Rp 9,696,000.00</b>

Source: Processed by Ngemil Jeh (2025)

Meanwhile, sales value jumped to Rp 1,939,000, compared to Rp 1,092,000 (2024) and Rp 1,311,000 (2023) in the same period. This increase was supported by digital promotions that drove demand, product innovations such as Kue Soes in various flavours, as well as increased interest in flagship products such as Usus Krispi and Basreng Pedas. This strategy demonstrates that a combination of digital promotion and product diversification can drive quantitative and financial sales growth.

**2. Break Event Point (BEP)**

The results of the analysis show that Ngemil Jeh's digital promotion strategy through Instagram has a significant impact on increasing sales. During January-April 2025, total sales reached 322 pcs with the best-selling products being Kue Soes Coklat and Usus Krispi. The peak sales occurred in March with 148 pcs, coinciding with the intensive digital promotion period.

Table 7. Break Event Point

Nama Produk	Harga jual saat ini	Margin kontribusi bersih	Total bersih biaya per pcs	Produk terjual periode 4 bulan	Proporsi penjualan	Weighted Average Contribution Margin (WACM)	Total biaya tetap periode 4 bulan (fixed cost)	BEP unit total (Biaya tetap/WACM)	BEP per produk (biaya tetap x proporsi penjualan)	BEP nominal (BEP per produk x harga jual)		
Usus Krispi	Rp 7,000.00	Rp 1,039.78	Rp 5,960.22	44	14%	Rp 142.08	Rp 311,156.00	190	26	Rp 182,000.00		
Usus Krispi	Rp 10,000.00	Rp 1,796.34	Rp 8,203.66	3	1%	Rp 16.74			2	Rp 20,000.00		
Makaroni Spiral Balado	Rp 4,000.00	Rp 1,960.98	Rp 2,039.02	30	9%	Rp 182.70			18	Rp 72,000.00		
Makaroni Pedas	Rp 4,000.00	Rp 2,156.00	Rp 1,844.00	32	10%	Rp 214.26			19	Rp 76,000.00		
Makaroni Bbq	Rp 4,000.00	Rp 2,038.40	Rp 1,961.60	5	2%	Rp 31.65			3	Rp 12,000.00		
Kue Soes Keju	Rp 10,000.00	Rp 559.58	Rp 9,440.42	12	4%	Rp 20.85			8	Rp 80,000.00		
Kue Soes Vanilla	Rp 10,000.00	Rp 559.58	Rp 9,440.42	8	2%	Rp 13.90			5	Rp 50,000.00		
Kue Soes Strawberry	Rp 17,000.00	Rp 1,851.22	Rp 15,148.78	2	1%	Rp 11.50			2	Rp 34,000.00		
Kue Soes Coklat	Rp 10,000.00	Rp 559.58	Rp 9,440.42	48	15%	Rp 83.42			29	Rp 290,000.00		
Kripca	Rp 4,000.00	Rp 1,532.50	Rp 2,467.50	38	12%	Rp 187.93			23	Rp 92,000.00		
Kerupuk Seblak	Rp 4,000.00	Rp 1,617.00	Rp 2,383.00	33	10%	Rp 165.72			20	Rp 80,000.00		
Basreng Pedas	Rp 5,000.00	Rp 2,635.00	Rp 2,365.00	35	11%	Rp 232.93			21	Rp 105,000.00		
Basreng Ori	Rp 5,000.00	Rp 2,793.00	Rp 2,207.00	32	10%	Rp 277.57			19	Rp 95,000.00		
<b>TOTAL</b>		<b>Rp 21,218.96</b>	<b>Rp 72,781.04</b>	<b>322</b>	<b>100%</b>	<b>Rp 1,641.25</b>					<b>195</b>	<b>Rp 1,188,000.00</b>

Source: Processed by Ngemil Jeh (2025)

The Break Even Point (BEP) calculation shows that the business breaks even at the 190th sale of a total of 322 pcs, with an average contribution margin of Rp 1,641.25 per unit and total fixed costs of Rp 311,156, and a minimum turnover of Rp 1,188,000.

At the end of February, accumulated sales had only reached 85 units, so another 105 units were still needed to cover fixed costs. With March sales of 148 units, the estimated time to reach BEP is:  $105 \div 148 \times 31 \text{ days} = \pm 22 \text{ days}$

This means that the break-even point is reached around the 22nd day of March 2025.

Once the BEP is reached, the effectiveness of the promotion is measured using the Marketing ROI formula:

$$\text{ROI} = (\text{Sales Increase} - \text{Promotion Cost}) \div \text{Promotion Cost} \times 100\%$$

$$\text{ROI} = (\text{Rp } 847,000 - \text{Rp } 231,156) \div \text{Rp } 231,156 \times 100\% \approx 266\%$$

As such, digital promotion strategies are proven to generate profits more than double the costs incurred.

### 3. Financial Report

Table 8. Total Financial Statements 2023-2025

No	Jenis Laporan	Total Laporan		
		Jan-Des 2023	Jan-Des 2024	Jan-April 2025
1	Persediaan Barang	Rp 125,527.00	Rp 116,498.00	Rp 39,374.00
2	Laba Rugi	Rp 1,029,951.00	Rp 918,598.00	Rp 295,346.00
3	Perubahan Modal	Rp 809,951.00	Rp 1,603,549.00	Rp 1,853,895.00
4	Neraca	Rp 3,498,000.00	Rp 3,804,951.00	Rp 2,965,363.00
5	Prive	Rp 700,000.00	Rp 325,000.00	Rp 120,000.00

Source: Processed by Ngemil Jeh (2025)

In the first quarter of 2025, Ngemil Jeh's digital marketing strategy through Instagram proved to have a positive impact on the business's financial performance. The income statement showed a revenue of Rp 1,939,000 and a net profit of Rp 295,346. The biggest expense came from raw materials, which absorbed about 64% of the revenue.

Capital increased from Rp 1,603,549 to Rp 1,853,895, supported by net profit and additional investment, net of prive of Rp 120,000. Meanwhile, total assets as of April 2025 reached Rp 2,965,363, all of which came from current assets and were financed by own capital, with no trade payables.

This increase reflects the effectiveness of digital promotion strategies that not only drive sales, but also strengthen the overall financial structure of the business.

### CONCLUSION

Based on the results of the study conducted, it can be concluded that:

- Promotional strategies in the form of discounts, bundling, giveaways and user-generated content (UGC) have proven effective in attracting consumer attention and increasing purchasing decisions.

2. Digital marketing strategies through Instagram, including content planning and scheduling, engaging content creation, Instagram profile optimisation, the use of Instagram Ads with a pay-per-click model, and hashtag utilisation contribute positively to product reach and sales.
3. The synergy between promotion and digital marketing had a significant impact on Ngemil Jeh's sales increase.

### Implications

The findings in this study provide practical implications for the development of digital promotion and marketing strategies, namely:

1. Discounts, bundling, and user-generated content (UGC) strategies proved to be the most effective in driving sales. In contrast, the giveaway strategy has not made a significant impact and needs to be re-evaluated.
2. Content creation, regular scheduling, and the use of paid Instagram ads were able to expand audience reach and increase sales. However, hashtag utilisation and profile optimisation have not shown optimal results and require strategy improvements.
3. The overall digital promotion and marketing strategy is proven to support an increase in sales of 17.7%, so it can be used as a basis for business planning and business development in the future.

### Suggestion

Based on the results of the study, suggestions that can be given for the development of digital promotion and marketing strategies are:

1. Giveaway Strategy: Make the mechanics simpler and encourage purchases, such as a purchase requirement to enter. Use collaboration with influencers and include a clear call to action.
2. Instagram Profile Optimisation: Strengthen your Instagram SEO by using relevant keywords in your bio, active interactions, and choosing hashtags that match your trends and target audience.
3. Diversify Strategies: Consider additional strategies such as strengthening branding, endorsements, and affiliate marketing to increase sales effectiveness on an ongoing basis.

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