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PENERAPAN STRATEGI DIGITAL MARKETING MELALUI INSTAGRAM SEBAGAI MEDIA PROMOSI PADA UMKM FRENCH BAKERY & BISTRO

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ABSTRACT

The development of digital technology has encouraged Micro, Small, and Medium Enterprises (MSMEs) to utilize social media as a marketing medium, including Instagram. This study aims to analyze the implementation of digital marketing strategies through Instagram at French Bakery & Bistro and identify the supporting and inhibiting factors affecting its implementation. This research employed a qualitative method with a case study approach. Data were collected through semi-structured interviews, observations, documentation, and questionnaires used to support the SWOT analysis. The results show that French Bakery & Bistro has utilized Instagram through product content, promotional activities, audience interaction, and the use of Feed, Story, and Reels features. However, its implementation is not yet optimal because content planning is situational, posting consistency is low, audience interaction remains passive, and Instagram Insights, strategic hashtags, and paid promotion have not been fully utilized. The engagement rate analysis also shows that influencer content achieved 10.71%, considerably higher than the average engagement rate of regular content at 0.22%. SWOT analysis places the business in Quadrant III with coordinates (-0.336; 0.275), indicating that a turnaround strategy is appropriate. Therefore, the business needs to minimize internal weaknesses by utilizing the available Instagram opportunities

Keywords: *Digital Marketing; Instagram; MSMEs; Social Media Marketing; SWOT Analysis*

A. INTRODUCTION

The rapid development of digital technology has changed the way businesses communicate, promote products, and interact with consumers. Digital marketing provides businesses with opportunities to reach consumers more broadly, flexibly, and interactively than conventional marketing methods. Social media has become one of the important channels because businesses can communicate directly with consumers through comments, direct messages, and various forms of digital content (Karen & Zai, 2022; Setianingrum et al., 2024).

For Micro, Small, and Medium Enterprises (MSMEs), the use of digital marketing is increasingly important because MSMEs generally face limitations in resources, capital, and human resources. Social media can become an alternative marketing channel that enables MSMEs to promote their products, build relationships with customers, and expand their market reach with relatively efficient costs (Nasir & Chalimi, 2024). Therefore, the ability to manage digital marketing strategically is important for MSMEs to remain competitive in a changing business environment.

Instagram is one of the social media platforms that is relevant to digital marketing, particularly for culinary businesses. Its visual characteristics allow businesses to display product photographs and videos in an attractive manner. Features such as Feed, Story, Reels, hashtags, and Insights can also support promotional activities, audience interaction, and evaluation of content performance. Previous research has shown that optimizing Instagram content, visual presentation, consistency, and platform features can support the digital marketing activities of MSMEs (Fitria, 2022; Masyitoh et al., 2024; Hamidah et al., 2025).

The importance of Instagram as a marketing channel is also supported by its large user base in Indonesia. Data cited in the research indicate that Instagram had more than 108 million users in Indonesia at the end of 2025, providing a substantial potential market for businesses utilizing the platform as a promotional medium.

French Bakery & Bistro is a culinary MSME specializing in bakery and bistro products and has operated since 1978. The business has maintained its existence amid increasingly competitive food and beverage competition. Its existing customer base has been dominated by housewives, while the business also seeks to expand its market toward teenagers and younger consumers. Instagram has been used by French Bakery & Bistro since 2014 and has become one of the media used to support promotional activities.

Although Instagram has been used for promotional activities, preliminary observations indicate that its implementation has not been fully optimized. Content planning tends to be situational, posting schedules are

not systematically arranged, audience interaction remains limited, and several Instagram features have not been fully utilized. The management of the account is also carried out by several parties without a specific person who focuses entirely on social media management. These conditions may reduce the effectiveness and consistency of the digital marketing strategy.

Previous studies have examined Instagram as a digital marketing medium for MSMEs. Rizkiani (2025), for example, found that visual content and Instagram features can support engagement and sales. Afriadi and Susanto (2025) found that product visual content, persuasive captions, hashtags, and active interaction can increase the visibility of culinary products. Meanwhile, Saputra et al. (2025) showed that content marketing and paid advertising can support digital marketing performance. However, these studies generally focus on specific promotional outcomes or multiple platforms. This study specifically examines the implementation of digital marketing through Instagram at French Bakery & Bistro and combines qualitative analysis with SWOT, IFAS, and EFAS to identify its internal and external strategic conditions.

Based on this background, this study aims to analyze the implementation of digital marketing strategies through Instagram at French Bakery & Bistro and identify the supporting and inhibiting factors affecting its implementation.

B. RESEARCH METHOD

This research used a qualitative method with a case study approach. The qualitative approach was selected because the research focused on understanding the process, strategy, management considerations, and problems involved in implementing digital marketing through Instagram at French Bakery & Bistro. The case study approach was used because the research focused intensively on one specific business in its real-life context (Creswell & Creswell, 2018; Yin, 2018).

The research focused on four aspects of Instagram digital marketing implementation: content planning, posting consistency, audience interaction, and utilization of Instagram features, including Feed, Story, Reels, Insights, and paid promotion. SWOT analysis was

subsequently used to identify the internal and external factors affecting the implementation.

The informants were selected using purposive sampling. The informants consisted of a supervisor representing the business owner, social media administrator, employee involved in content creation, consumer who follows the Instagram account, and a digital marketing expert. The research also involved 30 questionnaire respondents consisting of 25 consumers and 5 employees, including one supervisor.

Data were collected through semi-structured interviews, observation, documentation, and questionnaires. Observation was conducted from February to May 2026 by examining the types of content uploaded, posting consistency, audience interaction, and Instagram feature utilization. Documentation included screenshots of Instagram posts, promotional content, product photographs, and promotional activity archives. The questionnaire was used as supporting data for the preparation of the IFAS and EFAS matrices.

Data analysis followed the interactive model of Miles et al. (2014), consisting of data reduction, data display, and conclusion drawing. The resulting data were then mapped into SWOT factors and analyzed using IFAS and EFAS. The questionnaire used a five-point Likert scale. The IFAS and EFAS scores were obtained by multiplying the weight of each factor by its rating.

The SWOT coordinates were determined using the following equations:

$$X = S - W$$
$$Y = O - T$$

where S represents the total Strength score, W represents the total Weakness score, O represents the total Opportunity score, and T represents the total Threat score.In this section contains the type of research conducted, population and sample research, research locations, data collection methods and data analysis techniques used. If there are figures or tables from the results of the data analysis, then use the provisions that have been explained in the sample figures and tables above.

C. RESULT AND DISCUSSION

1. Implementation of Digital

Marketing through Instagram

French Bakery & Bistro has implemented Instagram as a digital marketing medium to promote products and reach consumers beyond its existing customer base. The implementation includes product content, promotional information, and business activities. However, the findings indicate that the strategy has not been implemented systematically.

2. Content Planning

The research found that content planning at French Bakery & Bistro is not yet systematic. Content is generally produced according to immediate needs, such as new product launches, promotions, holidays, or particular events. There is no clear evidence of a structured content calendar based on audience segmentation. Consequently, the content tends to be general and has not been fully directed toward the younger market segment that the business seeks to reach.

This finding indicates that Instagram management is still oriented toward short-term promotional needs rather than long-term digital marketing planning. A structured content plan should determine the type of content, posting schedule, marketing objectives, and target audience. This is consistent with Hamidah et al. (2025), who found that planned content and content characteristics appropriate to the target audience are important factors in optimizing Instagram digital marketing.

3. Posting Consistency

The Instagram account does not yet have a consistent posting schedule. The account can become active when there is a promotion, product launch, or particular event, but activity decreases during other periods. This condition indicates that digital

marketing activities have not yet been managed as a continuous marketing strategy.

Posting consistency is important because regular content publication helps maintain the existence of the business in the digital environment and provides continuous opportunities for communication with consumers. This finding is in line with Fitria (2022), who identified consistency as one of the important elements in Instagram marketing for MSMEs.

4. Audience Interaction

Interaction with audiences has been conducted through replies to comments and direct messages. However, the interaction is still predominantly passive. The administrator generally responds when consumers ask questions rather than actively creating opportunities for interaction through questions, polls, quizzes, discussions, or other interactive features.

This condition indicates that Instagram has functioned as a communication channel but has not yet been optimally developed as an interactive relationship-building medium. Nizarisda et al. (2024) found that active and continuous social media engagement can support stronger relationships between media organizations and audiences. Therefore, French Bakery & Bistro needs to move from reactive communication toward proactive audience engagement.

5. Instagram Feature Utilization

French Bakery & Bistro primarily uses Feed, Story, and Reels. Feed is used to display product photographs and videos, while Story is used to provide information about promotions, activities, and daily updates. However, Instagram Insights, strategic hashtags, and paid promotion

have not been fully optimized.

The engagement rate analysis provides additional evidence regarding content performance. Regular content produced an average engagement rate of 0.22%, while influencer content achieved **10.71%. The influencer content therefore produced substantially higher audience interaction than the regular content.

Table 1. Engagement Rate of Instagram Content

Content Type	Engagement Rate
Regular Content 1	0.24%
Regular Content 2	0.26%
Regular Content 3	0.16%
Average Regular Content	**0.22%**
Influencer Content	**10.71%**

Source: Processed data, 2026.

The difference indicates that influencer collaboration has strong potential to increase audience interaction. This finding supports Antasari and Pratiwi (2022), who emphasized the usefulness of Instagram features and communication activities for marketing. It also reinforces the need for French Bakery & Bistro to evaluate high-performing content and use the findings as a basis for subsequent content planning.

6. SWOT Analysis

The SWOT analysis identified several internal and external factors affecting the implementation of Instagram digital marketing. The main strengths were attractive product visuals, influencer promotion, the long-standing reputation of the business, customer communication, and product visual appeal. The main weaknesses were unstructured content planning, inconsistent

posting, passive audience interaction, limited use of Instagram Insights, failure to reuse high-engagement content, and account managementby several parties.

Table 2. IFAS Matrix

Internal Factors	Weight	Rating	Score
Strengths			
Attractive product visuals	0,096842105	4.6	0,445473684
Influencer promotion increases audience interaction	0,09754386	4.6	0,451953216
Long-standing business reputation increases customer trust	0,093333333	4.4	0,413777778
Communication through comments and direct messages	0,074385965	3.5	0,262830409
Attractive visual presentation of products	0,094736842	4.5	0,426315789
Total Strengths			2,000350877
Weaknesses			
Unstructured content planning	0,088421053	4,2	0,371368421
Inconsistent content posting	0,09122807	4,3	0,395321637
Passive audience interaction	0,089824561	4,2	0,383251462
Instagram Insights not optimally utilized	0,088421053	4,2	0,371368421
High-engagement content not reused	0,092631579	4,4	0,407578947
Account management by several parties	0,092631579	4,4	0,407578947
Total Skor Kelemahan			2,336467836
Total	1		4,336818713

Source: Processed questionnaire data, 2026.

The IFAS results show that the strongest internal factor was influencer promotional content, with a score of *0.4519, followed by attractive product visuals at 0.4454. Meanwhile, the most significant weaknesses were the failure to reuse high-engagement content and account management by several parties, each scoring 0.4075. Overall, the weakness score of 2.3364 was higher than the strength score of 2.0003, indicating that internal weaknesses require priority attention.

Table 3. EFAS Matrix

External Factors	Weight	Rating	Score
Opportunities			
High Instagram usage as a promotional opportunity	0,101217656	4,4	0,448731608
Potential young-adult and teenage market	0,104261796	4,5	0,476128869
Instagram features support digital	0,101217656	4,4	0,448731608
Influencer marketing trend	0,105783866	4,6	0,490131913
Instagram potential to expand market reach	0,104261796	4,5	0,476128869
Total Opportunities			**2,339852867**
Threats			
Increasing culinary competition on social media	0,103500761	4,5	0,46920345
More active and consistent competitors	0,100456621	4,4	0,442009132
Instagram algorithm changes	0,086757991	3,8	0,329680365
Changes in audience trends and preferences	0,084474886	3,7	0,312557078
Digital promotional competition requires innovation	0,108066971	4,7	0,511516996
Total Threats			2,064967022
Total	1		4,404819888

Source: Processed questionnaire data, 2026.

The EFAS results demonstrate that opportunities are greater than threats, with total opportunity score of 2.3398 and threat score of 2.0649. The highest opportunity is the influencer marketing trend, with a score of 0.4901, while the highest threat is the

increasing need for innovation due to digital promotional competition, with a score of 0.5115.

7. SWOT

The SWOT coordinates were calculated as follows:

X = S − W = 2.000 − 2.336 = −0.336

Y = O − T = 2.339 − 2.064 = 0.275

Thus, French Bakery & Bistro is positioned at (-0.336; 0.275), which places the business in Quadrant III, or the turnaround strategy position. This position indicates that French Bakery & Bistro has considerable external opportunities but is constrained by internal weaknesses. Therefore, the most appropriate strategic direction is the WO strategy, namely utilizing external opportunities to overcome internal weaknesses.

The main WO strategies include developing a structured content calendar, optimizing Instagram Insights for content evaluation, reusing high-engagement content as a reference for future content, and assigning a more focused person to manage the Instagram account.

This finding is consistent with Ajismanto and Widyanto (2020), who demonstrated that SWOT analysis using IFAS and EFAS can provide a basis for developing marketing strategies according to internal and external business conditions.

8. Discussion

Overall, the research indicates that French Bakery & Bistro has adopted Instagram as its primary digital marketing medium, but its implementation is not yet optimal. The main problems are not the absence of Instagram utilization but the lack of structured management. Content is still created mainly according to immediate promotional

needs, posting is inconsistent, audience interaction is passive, and available analytical features have not been fully utilized.

The findings support previous research showing that effective Instagram marketing requires attractive content, consistent publication, active interaction, and utilization of platform features (Fitria, 2022; Hamidah et al., 2025). The high engagement rate of influencer content also demonstrates that French Bakery & Bistro already possesses a potentially effective promotional approach that can be developed further.

From the SWOT perspective, the business does not lack opportunities. Instead, the main issue is the ability to convert those opportunities into consistent digital marketing activities. The high potential of influencer marketing, the growing young-user segment, and Instagram's wide reach should be accompanied by improvements in content planning, account management, data analysis, and audience engagement.

Therefore, the strategic priority should be a turnaround approach. The business should first strengthen its internal digital marketing management before expanding promotional activities. A structured content calendar, dedicated social media management, regular Insights evaluation, reuse of high-performing content, and more active audience interaction can help the business take advantage of Instagram's external opportunities. Isi dewek

D. CONCLUSION

French Bakery & Bistro has implemented digital marketing through Instagram by utilizing product content, promotional activities, audience communication, and Instagram features such as Feed, Story, and

Reels. However, the implementation has not been optimal because content planning remains situational, posting consistency is not maintained, audience interaction is predominantly passive, and Instagram Insights, strategic hashtags, and paid promotion have not been fully utilized. The engagement rate analysis further shows that influencer content achieved 10.71%, considerably higher than the average regular content of 0.22%, indicating that influencer collaboration has strong potential to increase audience interaction.

The SWOT analysis shows that French Bakery & Bistro has internal strengths in attractive product visuals, influencer promotion, and its long-standing business reputation. The business also has substantial external opportunities through Instagram usage, the potential young consumer segment, and the influencer marketing trend. However, internal weaknesses remain dominant, particularly unstructured content planning, inconsistent posting, limited use of Insights, and account management by several parties. The SWOT position at (-0.336; 0.275) places the business in Quadrant III, indicating that the most appropriate strategic direction is a turnaround or WO strategy. Therefore, the business should minimize its internal weaknesses while utilizing the available opportunities to improve the effectiveness of Instagram digital marketing.

French Bakery & Bistro is recommended to develop a structured content calendar, establish a more focused social media management role, consistently evaluate Instagram Insights, reuse high-performing content, increase interactive content, and develop collaborations with relevant influencers. These actions can help the business maximize Instagram's potential while responding to increasingly competitive digital marketing conditions.

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