Implementation of Social Media as an Effort to Improve T-Shirt Product Purchase Decisions at Adiva Digital *Printing*

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Abstract: This study aims to analyze how social media marketing strategies influence consumer purchasing decisions at Adiva Digital Printing. The research was motivated by the increasing role of digital platforms in shaping consumer behavior, particularly in the competitive MSME sector. A qualitative research approach was applied, involving in-depth interviews with key informants, direct observation of marketing activities, and documentation analysis. The findings reveal that social media platforms such as Facebook, Instagram, and WhatsApp significantly contribute to influencing purchasing decisions. Key factors include ease of access to information, detailed and attractive product descriptions, and active interactions between the business and consumers, which foster engagement and trust. Despite these positive aspects, the current marketing strategy is not yet fully optimized, as reflected by a conversion rate of only 30%. A SWOT analysis was conducted to identify internal and external factors, highlighting strengths in product quality and competitive pricing, while weaknesses were found in limited promotional efforts and low content variation. Opportunities exist in the growing use of social media among consumers, while threats include strong competition from similar businesses. This study concludes that optimizing social media marketing strategies—such as leveraging advanced features, improving responsiveness, and producing creative, engaging content—can significantly enhance customer loyalty and drive higher sales conversions. These improvements are essential for supporting sustainable growth in the MSME sector. Furthermore, this research is expected to serve as a practical reference for other MSMEs seeking to utilize social media effectively as a strategic marketing tool.

Keywords: Marketing strategy, MSMEs, Online advertising, Purchasing decisions, Social media.

1. Introduction

In today's digital era, social media has become one of the most effective and efficient communication tools. Not only a means of social interaction, but social media has also become a strategic platform for various marketing activities (Andriana, 2022) . According to data from the Indonesian Internet Service Providers Association (APJII), in 2019, more than 54% of Indonesia's population actively used the internet, with the majority using social media to search for information or shop. This indicates that consumer behavior is increasingly shifting from traditional shopping methods to digital shopping, which is practical and not limited by time or location.

This problem can be identified as a result of several factors, such as the lack of an integrated marketing strategy, limitations in reaching the relevant target market, and the lack of optimization of social media features to improve customer experience. This study aims to analyze how marketing strategies through social media can improve purchasing decisions for t-shirt products at Adiva Digital Printing, with a focus on the effectiveness of the social media platforms used, how to reach the target market, and their impact on consumer loyalty.

This research is expected to provide a significant contribution in understanding digital marketing strategies that are relevant to the development of consumer trends, while also helping Adiva Digital Printing in utilizing social media optimally to support its business growth.

1.1 Background Behind

In today's era of globalization, rapid business growth drives businesses to compete in every marketing activity for products and services. Promotional activities play a crucial role in business operations, given their focus on providing value to consumers (Baskara et al., 2023) .

The tight competition in the business world makes business actors think about how to continue to meet the needs required by consumers. Therefore, companies are required to conduct evaluations of sales products. Companies must be able to face business competition quickly and precisely (Riani Wulandari, Netti Nurlenawati, 2024) . Strategy is an important aspect for entrepreneurs so that in building a company that can run smoothly, where strategy is a method designed by the company that is considered effective in achieving the desired company goals. The optimism of Shop Owners (KP) and the desire to continue to grow with many competitors amidst increasingly tight competition for MSMEs must have the right strategy, one of which is social media (Widodo et al., 2024)

In the ever-evolving digital era, social media has become an essential tool in people's daily lives, including in Indonesia. According to data from *We Are Social* (2022), more than 191 million people in Indonesia use social media, making it a potential platform for interaction and transactions (Abdullah, S., Rahim, H., Febriana, H., & Syam, 2024) . This phenomenon makes social media one of the most effective marketing strategies, especially for Micro, Small, and Medium Enterprises (MSMEs), because it can reach consumers directly, cheaply, and efficiently. However, challenges remain, especially for MSMEs that have not been fully able to optimally utilize social media to increase their sales.

The importance of social media in influencing purchasing decisions is also supported by various previous studies. For example, research by (Kotler, P. Dan Keller, 2016) shows that social media can accelerate the purchasing decision-making process through interactive features, such as customer reviews and product recommendations. Furthermore, a study by (Andirwan et al., 2023) revealed that customers are not merely passive consumers but also become part of the marketing process. They share experiences, provide reviews, and interact directly with brands through digital platforms.

The importance of optimizing social media as a marketing strategy is also supported by digital marketing theory proposed by Kotler (Sutama, 2023) . The government has also provided support for the digitalization of MSMEs through various policies. One such initiative is the National MSME *Go Online Movement* launched by the Ministry of Communication and Information Technology in 2017, which aims to encourage MSMEs to utilize digital technology to market their products. Furthermore, Law Number 20 of 2008 concerning Micro, Small, and Medium Enterprises provides a strong legal basis for MSMEs to access technology for business development.

Purchasing decisions are a crucial aspect of consumer behavior, reflecting the decision-making process before purchasing a product or service. These decisions are influenced by various factors, such as needs, preferences, product information, and previous experiences. In today's digital age, social media has become one of the most influential tools in shaping consumer purchasing decisions. Social media provides consumers with easy access to product information, read reviews, and interact directly with manufacturers or sellers. This makes social media a strategic platform for influencing consumer behavior and increasing sales.

Adiva Digital *Printing* is a private printing service company located in Adiva Printing Regency, Karawang. Local Address: Jl. RA Rahman Hakim no. 83, Rt.03/Rw 02, Karwang Kulon, West Karawang District, Karawang, West Java 41311, Adiva digital printing produces banners, pins, x-banners, posters, etc.

Adiva Digital *Printing* , an MSME specializing in *custom t-shirt printing* , experienced a gap between its social media marketing efforts and its expected purchasing decisions. Despite leveraging platforms like Instagram and Facebook, internal data showed that the conversion rate from promotion to purchase was only 30%, significantly lower than similar MSMEs that achieved conversion rates of up to 50%. Data from the Indonesian Internet Service Providers Association (APJII) in 2021 also showed that 82% of internet users in Indonesia conduct online shopping transactions through social media, highlighting Adiva Digital Printing's untapped potential.

Previous research, such as that conducted by (Anggraeni, 2023), has shown that social media is effective in increasing customer engagement and loyalty. However, this research has not specifically addressed how social media marketing strategies influence purchasing decisions, particularly in the custom t-shirt printing industry. Another study conducted by (Sukoco & Aldila Krisnaresanti, 2024) on MSMEs showed that the use of social media such as

Instagram and Facebook can increase brand awareness and expand market reach, ultimately driving increased purchasing decisions. A similar study by (Saifuddin, 2024) on the fashion sector found that consumers tend to trust products that are frequently promoted through social media, especially if accompanied by positive reviews from other users.

Therefore, this study aims to fill this gap by analyzing how marketing strategies through social media can improve consumer purchasing decisions at Adiva Digital *Printing* , while providing practical solutions to optimize the use of social media in supporting the growth of local MSME businesses.

1.2 Objective Study

The purpose of this study is to analyze how social media can be used effectively as a marketing strategy to improve consumer purchasing decisions for Adiva Digital *Printing products* . This study aims to evaluate the ease of use of social media, the level of consumer trust in the platform, the quality of product information presented, and the effectiveness of social interaction and engagement. In addition, this study also seeks to understand the influence of culture and product value perceptions, the convenience of the online shopping experience, and factors that drive post-purchase consumer satisfaction, including repeat purchases. By understanding these aspects, this study is expected to provide strategic recommendations for optimizing marketing through social media to support business growth and customer loyalty.

2. Review Library
2.1 Marketing strategy

Basu Swastha and Irawan define strategy as a plan prioritized to achieve certain goals (Nasruddin, 2021) . Although several companies have the same goals, the strategies used to achieve them can differ, so strategies are always formulated based on these goals. Kotler and Keller added that the core of marketing is identifying and meeting human and social needs (Nasruddin, 2021) . According to (PDA Kotler, 2018), marketing strategy is the main approach used by businesses to achieve predetermined goals, including important decisions regarding target markets, product positioning, marketing mix, and required marketing costs.

In carrying out marketing activities, companies must have a consumer-oriented marketing concept. This concept includes determining relevant products and marketing programs, researching consumer needs, and implementing the most effective marketing strategies. According to Tjiptono (2014), a good marketing strategy can provide benefits such as harmonious relationships between companies and consumers, increased customer loyalty, and positive recommendations from consumers through *word of mouth* (Rendelangi, AB, Sahyunu, S., & Manan, 2023) . This strategy also helps companies face competition by strengthening their market position.

2.2 Marketing *Mix*

Marketing mix *(* K. Kotler, 2016) consists of the following elements:
1. Product : A quality product must be able to meet consumer needs. Product quality is determined by the degree to which product specifications meet consumer needs.
2. Price : Competitive prices that are in line with consumer purchasing power are one of the keys to a successful marketing strategy.
3. Promotion : Promotional activities aim to disseminate information, influence and increase consumer interest in the products offered.
4. Distribution : Product availability in locations that are easily accessible to consumers is an important part of a marketing strategy.
5. *People* : The people involved in providing services greatly influence consumer perceptions of service quality.
6. Process : Process includes the procedures and mechanisms used to provide services to consumers.
7. Physical Evidence : Physical evidence includes the physical environment in which the service is delivered, including the facilities and attributes that support the service.

2.3 Social media

(Kotler, P. Dan Keller, 2016) explains that social media is a means for consumers to share information in various forms, such as text, images, audio, and video, both with other individuals and companies. Social media has characteristics that allow for open dialogue between users. In addition, this platform is flexible, where the content can be changed and customized by the creator or specific community. Social media also introduces new ways of communicating, replacing old methods such as SMS or telephone, by utilizing chat services *or* instant messaging.Howard and Parks added that social media consists of three main elements: information infrastructure, content production and distribution tools, and users—both individuals, organizations, and industries—who produce and consume media content in digital format. Social media also shifts communication patterns from a one-to-many (*broadcast*) model to many-to-many, which creates more dynamic interactions between users (Nasrullah, 2015) .Based on these various perspectives, social media can be concluded as a highly effective business promotion tool. Social media allows for widespread and rapid information dissemination, thus expanding promotional networks. This makes social media an ideal platform for marketing products and increasing consumer engagement.

2.4 Social Media Indicators

The social media indicators used in this study aim to measure the effectiveness of social media platforms as marketing tools in improving consumer purchasing decisions. Indicators were adjusted based on relevance to ease of use, trustworthiness, and information quality. The following is an explanation of each indicator:

1. Ease of Access and Use: Social media should be easy for consumers to access and use. This includes simplicity in navigation, ease of finding product information, and ease of completing transactions.
2. The Existence of Supporting Features Features such as payment integration, FAQs, or an efficient purchase form filling system are important elements in the user experience.
3. Platform or Website Credibility: Consumer trust in social media platforms is heavily influenced by the platform's reputation and credibility. The popularity of the platform or business account, positive reviews from other users, and the transparency of business information are all factors that build credibility.
4. Protection of Personal Data and Transactions When transacting via social media, protection of personal data and transaction security are the primary concerns of consumers.
5. Product Information Quality: Complete and relevant product information includes product descriptions, specifications, prices, and reviews from other consumers. Accurate information helps consumers make more confident purchasing decisions and minimizes the risk of post-transaction dissatisfaction.
6. Active Interaction with Consumers The responsiveness of business owners to customer questions or complaints on social media indicates a good level of interaction.
7. Attractive Content Creating attractive content in the form of images, videos, or creative descriptions can increase consumer attraction to the products offered.
8. Response to Customer Questions A fast and satisfactory response to questions or input from customers is an important indicator in determining the quality of service on social media.

2.5 Buying decision

Maria Agatha, nd., states that purchasing decisions are a key component of consumer behavior. This process describes the stages consumers go through when deciding to purchase goods or services. Meanwhile, Oscar, B., & Megantara, 2020, explain that purchasing decisions are a human problem-solving approach to fulfilling their needs and desires by purchasing goods or services. K. Kotler, 2016, adds that purchasing decisions are consumer actions to choose whether or not to purchase a product.From these various definitions, purchasing decisions can be concluded as actions taken by consumers to determine the purchase of goods or services based on their needs and desires.

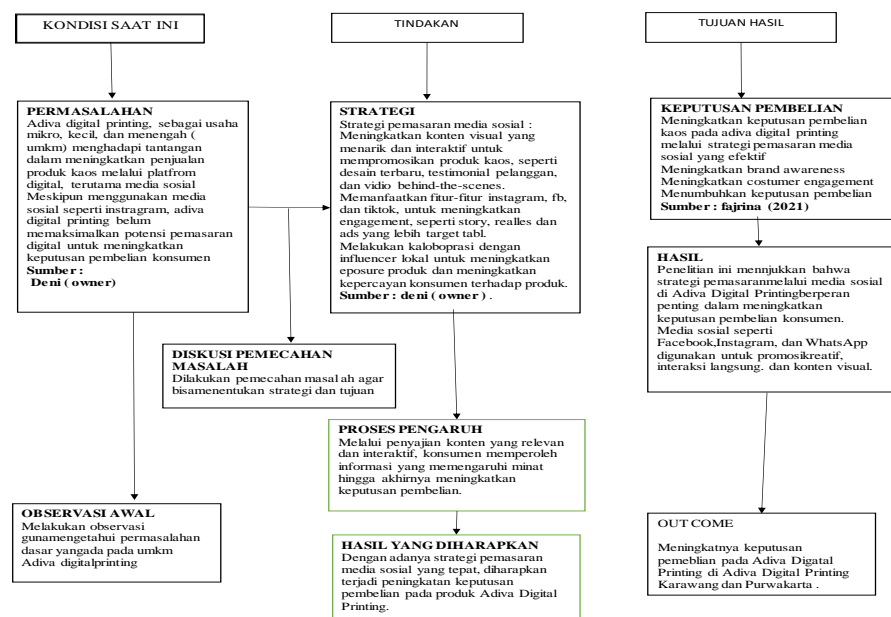### 2.6 Factors That Influence Purchasing Decisions

(Kotler, Kartajaya & Setiawan, 2017) Identify four main factors that influence consumer purchasing decisions:

1. Content Marketing (Interesting Content)
   a. Content is the heart of marketing communications on social media.
   b. Digital consumers are highly influenced by the quality and relevance of content (images, videos, captions, stories).
   c. Creative, educational, inspirational, or entertaining content will attract more attention and encourage consumers to buy.
   d. For example: aesthetic product photos, video testimonials, or educational posts about the product.
2. Community (Online Community)
   a. Social media creates a space for consumers to join communities or groups with similar interests.
   b. This community functions as a forum for exchanging information, experiences, and product recommendations.
   c. Consumers trust the opinions of online communities more than traditional advertising.
   d. Examples: local fashion lover Facebook groups, skincare discussion forums, or loyal customer communities of a brand.
3. Conversation (Discussion & Interaction Between Consumers)
   a. Social media opens up a two-way communication space between brands and consumers.
   b. Discussions that occur between consumers (reviews, comments, mentions, shares) can influence the perceptions of potential buyers.
   c. The more frequent positive conversations occur, the higher the level of consumer trust in the brand.
   d. Example: an Instagram comment section filled with positive testimonials or a Twitter discussion about a product's advantages.

2.7 Purchasing Decision Indicators

1. Needs recognition: how the process of understanding consumer needs works
2. Information retrieval: gathering information
3. Information selection: evaluation of alternatives
4. Purchasing decision: the process of choosing and buying
5. Post-purchase behavior: buyer decisions and evaluation

2.8 Framework of thinking

KONDISI SAAT INI	**TINDAKAN**	**TUJUAN HASIL**

PERMASALAHAN
Adiva digital printing, sebagai usaha mikro, kecil, dan menengah (umkm) menghadapi tantangan dalam meningkatkan penjualan produk kaos melalui platfrom digital, terutama media sosial Meskipun menggunakan media sosial seperti instragram, adiva digital printing belum memaksimalkan potensi pemasaran digital untuk meningkatkan keputusan pembelian konsumen
Sumber :
 Deni (owner)

STRATEGI
Strategi pemasaran media sosial :
Meningkatkan konten visual yang menarik dan interaktif untuk mempromosikan produk kaos, seperti desain terbaru, testimonial pelanggan, dan vidio behind-the-scenes.
Memanfaatkan fitur-fitur instagram, fb, dan tiktok, untuk meningkatkan engagement, seperti story, realles dan ads yang lebih target tabl.
Melakukan kaloborasi dengan influencer lokal untuk meningkatkan eposure produk dan meningkatkan kepercayan konsumen terhadap produk.
Sumber : deni (owner) .

KEPUTUSAN PEMBELIAN
Meningkatkan keputusan pembelian kaos pada adiva digital printing melalui strategi pemasaran media sosial yang efektif
Meningkatkan brand awareness
Meningkatkan costumer engagement
Menumbuhkan keputusan pembelian
Sumber : fajrina (2021)

DISKUSI PEMECAHAN MASALAH
Dilakukan pemecahan masalah agar bisamenentukan strategi dan tujuan

PROSES PENGARUH
Melalui penyajian konten yang relevan dan interaktif, konsumen memperoleh informasi yang memengaruhi minat hingga akhirnya meningkatkan keputusan pembelian.

HASIL
Penelitian ini mennjukkan bahwa strategi pemasaranmelalui media sosial di Adiva Digital Printingberperan penting dalam meningkatkan keputusan pembelian konsumen. Media sosial seperti Facebook,Instagram, dan WhatsApp digunakan untuk promosikreatif, interaksi langsung. dan konten visual.

OBSERVASI AWAL
Melakukan observasi gunamengetahui permasalahan dasar yangada pada umkm Adiva digitalprinting

HASIL YANG DIHARAPKAN
Dengan adanya strategi pemasaran media sosial yang tepat, diharapkan terjadi peningkatan keputusan pembelian pada produk Adiva Digital Printing.

OUT COME
Meningkatnya keputusan pemeblian pada Adiva Digatal Printing di Adiva Digital Printing Karawang dan Purwakarta .

3. Proposed Method

This research uses a qualitative descriptive approach. According to Hernawaty Manalu, Fahrudin Ramly et al., 2021, descriptive research is a research method related to writing, and more specifically, the process of describing something, known as the descriptive method. Simply put, this approach is a language-based strategy that uses descriptive statements. According to Arifa (2022), research participants are all human elements involved in a study, starting from physical and emotional activities, both as informants and respondents .

This research includes primary and secondary data. Primary data is typically used more frequently in qualitative research, where it can come from observations, questionnaires, interviews, or other sources. This method must be carried out systematically to ensure the data obtained contains accurate information, thus facilitating researcher analysis. Secondary data is obtained from company documents, sales reports, and literature relevant to digital marketing strategies (Hernawaty Manalu, Fahrudin Ramly et al., 2021) . Data collection is carried out using several techniques, namely in-depth interviews, observation, and documentation. In-depth interviews aim to explore participants' experiences and perspectives in detail, while observations are conducted to understand the participants' perspectives.

How marketing strategies are implemented on social media platforms like Facebook and Instagram. Documentation is used to supplement data obtained from interviews and observations.

Data analysis was conducted through the stages of data reduction, data presentation, and conclusion drawing. The collected data was organized, categorized, and analyzed to identify relevant patterns or themes. Triangulation techniques were used to ensure the validity and credibility of the data. Source triangulation was conducted by comparing data obtained from various informant groups, such as business owners, consumers, and social media experts. Furthermore, method triangulation was conducted by combining in-depth interviews and observations to obtain a more holistic picture of the phenomenon being studied.

Through this approach, the research is expected to provide a deeper understanding of the effectiveness of social media marketing strategies in increasing consumer purchasing decisions at Adiva Digital *Printing*. This approach also aims to generate strategic recommendations that the company can implement to strengthen its digital marketing efforts in the future.
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4. Results and Discussion
4.1 Results Study

In this study, informants are the main source for obtaining data relevant to marketing strategies through social media and their influence on consumer purchasing decisions.

Adiva Digital Printing's actions on Instagram

Actions at Adiva Digital Printing	Implementation of Adiva Digital Printing content
Content twice a day	• About the designs that are customized by customers. • Promoting what can be customized at Adiva Digital Printing.
Take Advantage of Instagram Stories & Highlights Features	• Use stories for short promos, quizzes, polls, Q&A. • Save important stories in **Highlights** (Categories: "Products", "Testimonials", "Promos", "How to Order").
Instagram Reels (Short Videos)	• Post reels with trending music. • Content in the form of tutorials, custom designs, or customer reviews. • Reels have the potential **to reach a wider audience** (larger than a regular feed).
Instagram Hashtags & SEO	• Use **relevant hashtags** (#customt-shirts #digitalprinting #karawangt-shirts). • Use **location (geotagging)** to make it easy for nearby customers to find you.
Special Promotion on Instagram	• Flash sale only for IG followers. • Special discount for purchases via the link in the bio. • Simple giveaway (requirements: follow, like, tag friends).

Adiva Digital Printing's actions on Facebook

Strategic Action	Implementation
FacebookShop	• Display products directly on the page. • Can be integrated with Instagram Shopping.
Facebook Live	• Live broadcast for interactive promotions. • introducing new products, answering consumer questions, or promotional events.
Facebook Stories	• Short content (24 hour photos/videos) for quick promotion. • Can be used for product teasers, flash sale promos, or short testimonials.
Facebook Page (Business Page)	• Special profile for business (different from personal account). • Displays contact information, address, operating hours, products, and WhatsApp/Instagram links.
Integrated Facebook Messenger & Inbox	• Instant messaging feature for direct interaction with consumers.

- Connected with WhatsApp & Instagram DM (integrated inbox).

A consistent content posting strategy is crucial for maintaining audience engagement. According to Tuten and Solomon (2020), consistency in delivering marketing messages on social media will increase *brand recall* and strengthen a brand's position in the minds of consumers. This aligns with Dwivedi et al.'s (2021) findings, which state that regularly published creative content can increase engagement and expand brand reach. Utilizing Instagram Stories and Highlights has also proven effective as a short-form promotional medium. Alalwan (2020) emphasized that real-time content like Stories can generate higher engagement than regular posts. Meanwhile, Dwivedi et al. (2021) added that the Highlights feature helps companies organize important information (products, promotions, testimonials) for easy customer access, thereby increasing trust and purchasing interest.

Furthermore, using Instagram Reels offers a significant opportunity to expand audience reach. According to Tricomi et al. (2023), short video content with entertainment elements, trending music, or tutorials is more likely to attract consumer attention and has the potential to go viral, thus increasing brand awareness. Similar support is provided by Lim and Zhang (2022), who found that video content based on storytelling and influencer authenticity can increase trust and purchase decisions.

The use of hashtags and Instagram SEO are also crucial. Lipsman et al. (2020) stated that optimizing relevant keywords and hashtags makes content more discoverable by the target audience. According to Kaplan and Haenlein (2020), the geotagging feature supports the effectiveness of location-based marketing strategies because it can reach consumers in specific areas more specifically.

Finally, implementing special promotions on Instagram is a highly effective strategy for driving purchases. Rahayuningrat et al. (2024) emphasized that digital promotions such as flash sales, discounts, and giveaways have a direct impact on increasing consumer interaction and purchase intention. This is reinforced by research by Alalwan (2020), which states that interaction-based promotional strategies (such as giveaways) can increase consumer loyalty and foster long-term engagement.

The Facebook Shop feature plays a crucial role in supporting *social commerce practices* . According to Laudon and Traver (2021), integrating online stores with social media, including Facebook Shop, makes it easier for consumers to make transactions without having to switch platforms. This finding is supported by Mikalef et al. (2019), who asserted that integrating e-commerce with social media increases customer satisfaction and expands market reach.

Meanwhile, Facebook Live is an effective tool for interactive promotions. Hilken et al. (2020) showed that *live streaming* can create authentic and interactive experiences that increase consumer trust. Research by Sun et al. (2022) also found that *live commerce* encourages consumers to make faster purchasing decisions due to direct interaction with sellers.

In the context of Facebook Stories, research by Alalwan (2020) found that short-form content like Stories can generate higher engagement than regular posts. This finding is reinforced by Dwivedi et al. (2021), who noted that Stories are an effective way to convey short promotions, product teasers, and testimonials that can influence purchasing decisions.

Using a Facebook Page or business page is also crucial for MSMEs. According to Tuten and Solomon (2020), a business page allows companies to display important information such as their address, operating hours, product catalog, and direct links to WhatsApp or Instagram. Kaplan and Haenlein (2020) added that a business page strengthens two-way communication with consumers, thereby increasing trust and *brand image* .

Furthermore, Facebook Messenger and Integrated Inbox are crucial features for customer interactions. Trainor et al. (2020) emphasized that instant messaging services enable businesses to respond quickly, thereby increasing customer satisfaction. Chatterjee and Kumar Kar (2020) also noted that integrating messages from multiple channels (Messenger, WhatsApp, and Instagram DM) helps businesses manage communications more efficiently and strengthen customer loyalty.

Informants were selected purposively, taking into account their involvement in the marketing and purchasing process through social media. The informants used in this study included the owner of Adiva Digital Printing, three consumers who had purchased products through social media, and a social media expert. The following is a complete list of informants used in the study:

Table 1 List of Informants.

Full name	Information
Ahmad Fauzi	KT
Diah	K1
Said	K2
Rida	K3
Nay Nurjanah	PM

4.2 The Impact of Social Media Implementation on Adiva Digital Printing T-Shirt Product Sellers

In analyzing the application of social media as a strategy to increase purchasing decisions for t-shirts at Adiva Digital Printing, sales data is one of the primary aspects used as a basis for evaluation. Sales data recorded over a specific period shows an upward trend in revenue, reflecting the effectiveness of the social media marketing strategy.
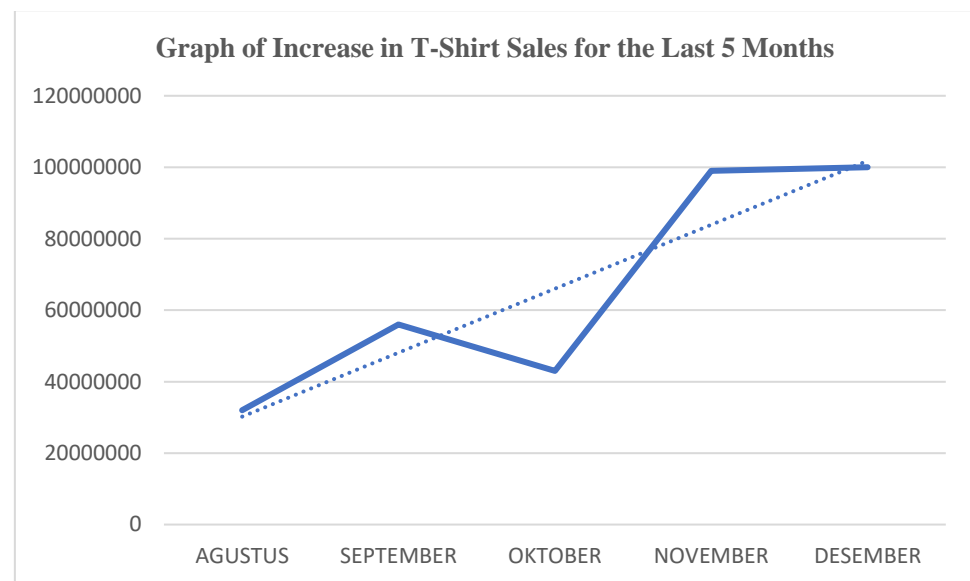
Figure 2. Sales Graph of Adiva Digital Printing Stores in Karawang and Purwakarta.

Source: Information from the head of the Adiva Digital Printing Shop in Karawang and Purwakarta (Processed, 2024)

Based on Adiva Digital Printing's monthly revenue data from Adiva Digital Printing Karawang and Purwakarta, a significant upward trend was observed from August to December. In August, revenue was recorded at Rp32,000,000, then increased sharply in September to Rp56,000,000. This increase reflects the initial impact of implementing marketing strategies through social media, such as product promotions, increased interaction with customers, and more effective information delivery. Although revenue decreased slightly in October to Rp43,000,000, the increasingly optimized social media strategy succeeded in driving a surge in revenue in November to reach Rp99,000,000. The peak occurred in December with revenue of Rp100,000,000, indicating that the use of social media as a promotional tool can maximize sales potential, especially at the end of the year. This confirms that the implementation of social media plays a significant role in increasing product visibility, expanding market reach, and significantly driving consumer purchasing decisions.

According to KP Adiva Digital Printing, the use of social media is very helpful in introducing products to potential customers. "I ensure that the social media platforms used are easily accessible and customer-friendly, with a simple display and intuitive navigation," he said. Consumers also feel these benefits, as conveyed by (Rida, K3), a loyal Adiva customer, " Really, I feel that the social media used by Adiva is very easy for shopping, because the product information available is very clear and the purchasing features are quite practical. "

From Nay Nujanah PM's perspective, an effective platform must have a simple interface, be responsive across devices, and provide search and category features that make it easy for consumers to find the products they need. Furthermore, key features like digital payment integration, a FAQ system, and customer testimonials can enhance shopping experience.

Additionally, supporting features such as FAQs and payment integration also have a positive impact on customer convenience when shopping. " Here I also provide supporting features such as FAQs and digital payments to make customer transactions easier, " said the owner of (KP) Adiva Digital Printing. (Diah, K1), another customer, also added, " I think the flexible payment features make my transactions more comfortable, and I feel safer when making purchases. "

Customer trust in social media platforms is also a crucial factor in purchasing decisions. The store manager stated that they consistently strive to build credibility through information transparency and active customer interaction. "We ensure customer data remains secure by implementing strict privacy policies and only using trusted platforms," he said. Another customer expressed, " I feel quite safe shopping on social media because the security system is good and the admin responds very quickly if there are any issues ," said Diah, K1, an Adiva Digital Printing customer.

According to social media experts, the best way to increase consumer trust is to showcase customer reviews, build responsive interactions, and ensure data security through encryption and a clear privacy policy. Furthermore, presenting product information transparently and accurately can boost customer trust.

In terms of information presentation, Adiva Digital Printing always strives to provide complete and relevant product descriptions. " We ensure that product information on our social media is always updated and includes all the details needed by customers, " explained the Store Manager. (Said, K2), a loyal customer, said that, " The product information provided really helps me understand the product before purchasing, especially in terms of materials and sizes. "

In terms of customer interaction, Adiva Digital Printing actively responds to consumer questions and complaints on social media. " We always try to respond to customers as quickly as possible to provide a comfortable shopping experience, " said KP. Consumers also feel the impact, as conveyed by (Rida, K3), "I often get quick replies from the admin when asking about products, and this makes me more confident in purchasing."

Social media (PM) experts emphasize the importance of active engagement with consumers. The best strategy for increasing engagement is to regularly create interactive content such as Q&A sessions, polls, or live streams. This way, customers feel closer to the brand and are more likely to trust it when making a purchase.

The use of social media also helps consumers identify their needs. "We provide a variety of educational content to help customers understand their needs for our products," said the business owner. (Diah, K1) added, "I often realize the need to buy a t-shirt after seeing an interesting post on social media, especially when there's a promotion."

According to social media (PM) experts, the best strategy for helping consumers identify their needs is to provide relevant educational content, such as product selection tips, tutorials, or case studies from other customers. This approach helps customers better understand the benefits of the products offered.

When choosing a product, customers often compare available alternatives. " We always provide product comparisons to help customers make the best decision," explained the Store Manager. (Said, K2), a loyal customer, admitted, " I often use social media to compare various products before purchasing, especially in terms of price and quality. "

Social media experts add that product comparison features presented visually and descriptively can help customers make faster decisions. Furthermore, providing recommendations based on customer preferences can also enhance the shopping experience.

4.3 Discussion

In the digital era, social media has become an effective marketing tool for Adiva Digital Printing, as evidenced by a significant increase in revenue between August and December. This success is supported by easy access and intuitive navigation, as confirmed by consumers. Additional features such as FAQs and digital payment integration enhance customer convenience and confidence in transactions. Business owners also maintain information transparency and data security, in line with the advice of social media experts (PM).

Consumer purchasing decisions play a crucial role in increasing sales volume, as evidenced by previous research by Mukti Kemarauana (2023), which showed that purchasing decisions are a determining factor in increasing a business's sales. This is also relevant to the strategy implemented by Adiva Digital Printing, where clear product information presentation facilitates consumer purchasing decisions.

Furthermore, another study by (Luh Mega Sayang Puspitayani, 2023) showed that Instagram has significant potential to boost consumer purchasing decisions. This platform allows businesses to present product information visually and interactively, particularly through the Instastory feature, which can quickly capture consumer attention.

Furthermore, active interactions, such as quick customer responses and interactive content, strengthen relationships with consumers and increase trust. Social media also helps customers identify their needs through educational content and informative product comparisons. Overall, Adiva Digital Printing's social media strategy has proven effective in increasing visibility, purchasing decisions, and customer satisfaction, ultimately resulting in increased sales volume.

5. Conclusion And Implications

The conclusion of this study indicates that Adiva Digital Printing's social media marketing strategy plays a significant role in increasing consumer purchasing decisions. Social media platforms such as Facebook, Instagram, and WhatsApp have been utilized to reach consumers through creative promotions, direct interactions, and engaging visual content. However, this strategy is not yet fully optimized, as evidenced by the low conversion rate compared to similar MSMEs. Factors such as platform ease of use, quality product information, active interaction, and positive reviews from consumers and the community are key elements influencing purchasing decisions.

Implications of this research include the need to strengthen more integrated digital marketing strategies, such as increasing the speed of response to consumers, utilizing advanced features on social media, and increasing content diversity to attract a wider audience. Furthermore, further research could explore the specific influence of social engagement and user experience elements on consumer loyalty. Practical recommendations such as collaborating with communities or influencers also have the potential to significantly impact market reach and consumer trust in brands. This research can serve as a foundation for other MSMEs in designing effective marketing strategies in the digital era.

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