

THE INFLUENCE OF SOCIAL MEDIA MARKETING ACTIVITIES (SMMA) ON THE PURCHASE INTEREST IN SERVICES AND PRODUCTS CREATED BY INMATES



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ABSTRACT

The era of globalization has made social media the most widely used platform by the public. Therefore, Correctional Institutions must utilize it to increase Non-Tax State Revenue (PNBP). Theoretically, Social Media Sales Activities (APMS) can increase purchase intention by considering five factors: Entertainment, Interaction, Trendiness, Customization, and Advertisement. The research problem in this study is whether social media sales activities (APMS) influence the purchase intention of services and products created by inmates at the Class IIA Rantauprapat Correctional Institution. This study aims to determine the influence of social media sales activities (APMS) on the purchase intention of services and products created by inmates at the Class IIA Rantauprapat Correctional Institution. The conclusion drawn from this research is that there is a positive and significant relationship between Social Media Marketing Activities (APMS) and the Purchase Intention of services and products created by inmates at the Class IIA Rantauprapat Correctional Institution.

Keywords: Social Media Sales Activities (APMS); Purchase Intention; Correctional Sales



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INTRODUCTION

In today's globalization, the Internet has become a basic necessity in everyday life. The Internet plays a very important role in supporting various activities such as business, learning, communication, and problem-solving. Without the Internet, all of these activities would be difficult to carry out and would have to rely on slower and less efficient manual methods (Eko & Sri, 2020). According to online data collected by the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia reached 215.63 million people, showing a 2.67 percent increase from the previous period, which was only 210 million in the 2022/2023 period. By February 2024, this figure is expected to grow to 221 million. This era of globalization has forced Indonesians to become more tech-savvy to avoid being left behind in terms of information.

Instagram has become the dominant social media platform for marketing, with over 1 billion active users every month at the time of writing. Instagram's uniqueness lies in its strong visual aspect, sharing both audio and visual media with the public who view the accounts. Therefore, many organizations, including Class IIA Rantauprapat Correctional Institution, can take advantage of this opportunity. The presence of services and products created by inmates on Instagram becomes relevant because it provides insights into the social and economic rehabilitation efforts of inmates. By understanding Instagram's role in marketing, especially through Social Media Marketing Activities (SMMA) (Kim & Ko, 2012).

Considering the large number of Instagram users in Indonesia, this dynamic should be utilized. Social Media Marketing Activities (APMS) on Instagram usage in Indonesia (Aji et al., 2020). This dynamic should be taken advantage of by Class IIA Rantauprapat Correctional Institution to create opportunities for enhancing the independence guidance programs for inmates by promoting the services and products of the inmates to the public.

Engagement on social networks reaches its peak when users are able to interact with other users in the online community without barriers, allowing for easy communication and information sharing (Kim & Ko, 2012). In the world of social media marketing, interactions are not only from consumer to consumer or consumer to company, but companies can also respond to consumer inquiries (Maoyan et al., 2014). The provision of up-to-date information is needed in the interactions provided to consumers (Godey et al., 2016).

In this era, social media has become the main alternative for consumers to obtain the information they want (Nyoko, 2022). Consumers are starting to ignore traditional promotions created by individual companies to provide information. Advertising, as part of the strategy, refers to a series of promotional steps and campaigns through social media aimed at increasing the sales volume of services (Bilgin, 2018). It is explained that social media advertisements have a positive impact on customers' views in evaluating products, with the conclusion that advertising plays a major role in social media marketing strategies (Alalwan et al., 2017). Martin and Todorov (2010) also provide a view by emphasizing personalization in social media as an effective strategy for companies to showcase their uniqueness and strengthen preferences and loyalty.

The Non-Tax State Revenue (PNBP) of Class IIA Rantauprapat Correctional Institution remains relatively static on average. The PNBP figures for January were IDR 2,300,000; February IDR 2,300,000; March IDR 2,300,000; April IDR 2,700,000; May IDR 2,300,000; June IDR 2,700,000; July IDR 2,700,000; August IDR 300,000; September IDR 2,700,000; October IDR 2,700,000; November IDR 400,000; and December IDR 300,000.

The Class IIA Rantauprapat Correctional Institution has a verified Instagram account, marked by a blue check. The blue check is a symbol used by social media sites

that visually indicates that the account is valid and owned by an authorized party. The Class IIA Rantauprapat Instagram account obtained its blue check on November 18, 2023. The blue check on Instagram can be an important element in executing social media marketing strategies in Social Media Marketing Activities (SMMA). With the presence of a blue check, SMMA can enhance the trust authority of potential customers towards the services or products offered. Account verification can also strengthen the influence and reputation of SMMA, providing a competitive edge over competitors without similar verification marks and offering a better perception of credibility. Nevertheless, although the blue check can provide an additional boost to the purchase intention for the services and products created by inmates at Class IIA Rantauprapat Correctional Institution, it is still important to consider factors such as the quality of the content provided, interaction with Instagram followers, and the excellence of the products or services in influencing customers' purchase decisions (Purchase Intention).

Based on the above background, the author will conduct research with the title "The Influence of Social Media Marketing Activities on the Purchase Intention of Services and Products Created by Inmates." This research will be conducted at the Class IIA Rantauprapat Correctional Institution under the North Sumatra Regional Office.

LITERATURE REVIEW

Ajia et al.'s (2020) article discusses whether Social Media Marketing Activities (SMMA) conducted by companies/brands have a positive impact on brand equity, e-WOM distribution, and customers' purchase. The study found that SMMA has a positive effect on brand equity, and brand equity, in turn, positively impacts e-WOM. The similarities in this article provide information about the correlation or relationship between SMMA and public purchase intention. The research findings indicate that social media marketing activities are an urgent factor in purchase intention among consumers in Indonesia. However, in product sales execution, many companies and businesses have already begun developing strategies to attract consumers to the products they have created.

Social media connects its users by enabling the sharing and receiving of information, with platforms like Instagram being one of the key mediums (Rabianti, et al. (2021). They found that Social Media Marketing Activity (SMMA) conducted by Morgy Coffee had a positive impact on customers' purchase intention, as outlined in this article. However, the key difference in this study lies in the respondents that were examined. This research only tested a homogeneous group of visitors and Instagram followers. Thus, the findings may not be universally applicable to other institutions. Additionally, the survey method has limitations, such as potential respondent bias and measurement subjectivity.

Utami, and Sugiat (2023) find that Social media marketing strategies need to be implemented by business actors to promote products and conduct their business processes on social media, aiming to attract targeted consumers to purchase the products. The conclusion drawn from this study is that Social Media Marketing Activity (SMMA) plays an important role in building brand awareness for Avoskin. This brand awareness positively impacts Avoskin's brand image and enhances Avoskin's brand equity. Furthermore, brand awareness has been proven to influence consumers' Purchase Intention toward Avoskin products. However, the findings also reveal that social media marketing activities do not directly create a brand image. Despite this, a strong brand image plays a crucial role in boosting brand equity and consumers' Purchase Intention for Avoskin products. Therefore, Avoskin's strong brand equity significantly positively affects consumers' Purchase Intention. The similarity in this article is that social media marketing activities have a positive impact on consumers' Purchase Intention. However,

a notable difference is that this research focuses on respondents aged 18-27, which may not be applicable to other studies or broader age groups.

METHOD

Quantitative research is described as an approach used to objectively test theories by exploring the relationships between various involved variables (Creswell & Creswell, 2017). These variables can be measured, and their measurement is conducted using specific instruments or tools, so that the resulting data can be processed using statistical techniques. The outcomes of quantitative research typically have a structured format, consisting of sections such as introduction, literature review and theory, methodology, results, and discussion. (Creswell & Creswell, 2017)

RESULTS AND DISCUSSION

This research aims to deeply analyze the impact of Social Media Marketing Activities (SMMA) on consumer purchase intention for products and services created by inmates at Rantauprapat Class IIA Correctional Facility. In an increasingly digitally connected world, the role of social media is becoming more vital, not just as a means of communication but also as a primary platform for marketing products. In this digital era, Instagram, as one of the largest social media platforms, is an effective tool for marketing various products, including those made by inmates.

In this study, SMMA serves as the independent variable, while consumer purchase intention is the dependent variable. Using a quantitative approach, data were collected through questionnaires completed by 101 respondents, aimed at measuring how significantly SMMA influences consumer purchase intention for inmate-made products and services. The study found that SMMA, particularly through Instagram, has a significant impact on consumer purchase intention.

Social media has become a crucial platform for marketing products, especially those that were previously difficult to introduce to the public, such as inmate-made products. The social stigma often attached to products made by inmates is one of the biggest challenges in marketing these items. In this case, the use of social media can help build a more positive image for inmate-made products by emphasizing their quality, uniqueness, and the social value embedded in them. Platforms like Instagram allow Rantauprapat Class IIA Correctional Facility to creatively and interactively promote their products. Engaging visuals, such as images, videos, and live stories, can provide consumers with deeper insights into the production process and inspiring stories from the inmates involved. Interactive features like comments, likes, and direct messages allow consumers to directly engage with the facility's Instagram account, which in turn can increase consumer involvement and purchase intention.

Before analyzing the data, the study first conducted validity and reliability tests on the questionnaire used. The validity test aims to determine whether the instrument accurately measures the variables being studied. In this research, the validity test results showed that all the statements in the questionnaire were valid, meaning the instrument effectively measures SMMA and Purchase Intention. Reliability was measured using Cronbach's Alpha, which resulted in a value of 0.748 for SMMA and 0.829 for Purchase Intention. These values indicate that the questionnaire used in this study has a high level of reliability, meaning that if the measurement is repeated under the same conditions, consistent results will be obtained. High reliability demonstrates that the instrument is dependable as a measurement tool for this study.

Before proceeding to regression analysis, the study also conducted a normality test using the One Sample Kolmogorov-Smirnov Test through SPSS. The normality test results showed that the data had a normal distribution, with an Asymp. Sig value of 0.200, which is higher than the critical threshold of 0.05. Based on these results, it was concluded that the data were suitable for further statistical analysis, such as simple linear regression testing.

A simple linear regression analysis was conducted to determine whether there is a significant influence of SMMA on Purchase Intention. The regression analysis results showed that SMMA significantly affects Purchase Intention with a positive regression coefficient of 1.484. This means that a 1% increase in social media marketing activity will lead to a 1.484% increase in purchase intention. These results support the research hypothesis that SMMA significantly influences consumer Purchase Intention. Additionally, significance testing revealed a p-value of 0.001, which is much lower than the 0.05 threshold. Therefore, it can be concluded that there is a statistically significant effect between SMMA and Purchase Intention. These findings strengthen the conclusion that Instagram marketing is an effective tool for boosting purchase intention for inmate-made products.

In this study, SMMA is divided into five key dimensions: entertainment, interaction, customization, trendiness, and advertisement. Each dimension plays a different role in influencing consumer purchase intention, and collectively, these dimensions work synergistically to increase consumer engagement and strengthen their purchase intentions.

Entertainment Dimension: Entertaining content is an essential factor in social media marketing. In the context of Rantauprapat Class IIA Correctional Facility, entertaining content can include short videos or images showcasing the product creation process by inmates. This content not only entertains but also educates consumers on how the products are made and the challenges inmates face in producing high-quality products. Entertaining content tends to attract more attention from social media users, ultimately leading to increased consumer interaction and engagement. Previous research by Kim and Ko (2012) emphasized the importance of entertainment in capturing consumer attention on social media. Consumers who are entertained by the content are more likely to interact with the account, and in turn, this interaction increases their purchase intention for the promoted products.

Interaction Dimension: The interaction aspect of SMMA refers to the ability of brands or companies to engage directly with consumers through social media platforms. On Instagram, this interaction can occur through comments, likes, or direct messages. In this research context, Rantauprapat Class IIA Correctional Facility uses these interactions to build closer relationships with consumers, which in turn increases consumer trust in the offered products. Active interaction between social media accounts and consumers helps create a stronger emotional connection between consumers and brands. This is in line with the findings of Godey et al. (2016), which state that meaningful interactions on social media can significantly enhance brand image and strengthen consumer loyalty.

Customization or content adjustment refers to the ability to tailor the content presented on social media according to consumer preferences and needs. In the context of correctional facilities, customization can be realized through personalized content based on audience preferences, such as promoting products that align with specific interests of the audience. Personalized content tends to attract more audience attention because they feel that the content is relevant to their needs. According to Kim and Ko (2012), content customization on social media is crucial for creating a more personal

consumer engagement. Consumers who feel that the content presented matches their interests are more likely to interact, which can ultimately enhance their purchasing interest in the promoted products.

Trendiness refers to a brand's or company's ability to keep up with the latest trends on social media. In the world of digital marketing, staying on trend is vital to remain relevant in the eyes of consumers. The Rantauprapat Class IIA Correctional Facility can leverage trending topics on Instagram, such as viral challenges, popular hashtags, or trending short video formats, to attract more attention from social media users. This study finds that trendiness has a significant influence on consumer purchasing interest. By following trends, products promoted on social media will appear more relevant and appealing to younger and more active audiences on social media.

Paid advertising is one of the most effective strategies in social media, especially for reaching a wider audience and increasing brand awareness. In the context of the Rantauprapat Class IIA Correctional Facility, paid advertising can be used to target audiences who are not yet familiar with the products made by inmates but have great potential to be interested in these products. By utilizing advertising features on Instagram, such as interest-based, demographic, or behavioral ads, the correctional facility can expand its market reach. The use of strong visuals in paid ads, such as professionally taken product photos or short videos showing the production process, can help attract audience attention. This research indicates that well-designed and accurately targeted ads have a significant impact on consumer purchasing interest. This is consistent with findings by Li et al. (2021), which show that targeted social media ads can increase brand awareness and strengthen consumer purchasing interest. Furthermore, advertising on Instagram allows the correctional facility to promote its products in a more personal and interactive manner. Features like Instagram Shopping enable consumers to purchase products directly from the platform, facilitating the purchasing process. Thus, ads are not just tools for increasing product visibility but can also be used to drive consumers directly toward transactions.

Although marketing products through social media has many advantages, certain challenges still need to be faced, especially when the products are made by inmates. The social stigma attached to inmates often hinders the promotion of their products to the general public. Many people still doubt the quality and legitimacy of products made by inmates, even though these products are actually crafted with skills honed during their time in the correctional facility. Therefore, one strategy that the Rantauprapat Class IIA Correctional Facility can adopt is to emphasize aspects of rehabilitation and empowerment in every marketing campaign. Content highlighting how these products are made as part of skill training programs for inmates will help change the negative perceptions some consumers may have. Additionally, inspiring stories about the positive changes inmates experience after participating in rehabilitation programs can help create an emotional connection between consumers and the products offered.

Another challenge is the limited resources in managing social media accounts professionally. In many cases, correctional facilities do not have dedicated teams for digital marketing. As a result, social media marketing strategies are not always well-planned and sometimes lack consistency in content delivery. To compete in an increasingly competitive market, the correctional facility needs to consider investing more in training and managing social media. By having a trained team in digital marketing, the facility will be able to maximize the potential of social media in marketing inmate-produced products.

Additionally, limited access to technology for inmates also poses a barrier to optimally utilizing social media. Inmates may not have direct access to digital devices or the internet to engage directly in managing social media accounts or producing content. Therefore, the correctional facility needs to collaborate with external parties, such as professional social media managers or marketing agencies, to help manage their social media accounts and ensure that the content uploaded is of high quality and in line with current trends.

Despite these challenges, marketing inmate-produced products through social media also presents significant opportunities. Products made by inmates carry high social value, which can be a unique appeal for consumers concerned with social issues and sustainability. Modern consumers are increasingly aware of the importance of buying products that are not only of high quality but also have a positive social impact. By marketing these products as part of the rehabilitation and reintegration efforts for inmates into society, the correctional facility can create a strong differentiation in the market.

Another opportunity lies in the use of user-generated content. Many social media users enjoy sharing their experiences using unique products with interesting backstories. The correctional facility can encourage consumers who have purchased inmate-produced products to share their experiences on social media. This will not only expand promotional reach organically but also create effective electronic word-of-mouth (e-WOM) in building trust among new consumers.

Collaboration with influencers or community figures concerned with social issues can also be an effective strategy to increase product visibility. Influencers with a large following and good reputations can help introduce inmate-produced products to a wider audience. Additionally, they can help address the negative stigma that may still be associated with products made by inmates.

Marketing inmate-produced products through social media not only impacts the increase in purchasing interest but also has broader social and economic implications. Socially, this activity helps change the image of inmates in the eyes of the public. Rather than being viewed as individuals separated from society, inmates involved in skill-building programs through product production can be seen as productive members of society with the potential to contribute positively after their release. Moreover, these skill-building programs provide inmates with opportunities to learn new skills that they can utilize after returning to society. By acquiring relevant and competitive skills, inmates have a greater chance of obtaining decent jobs upon their release, which in turn can help reduce recidivism rates in the future.

Economically, the increased purchasing interest in inmate-produced products directly impacts the correctional facility's revenue. With higher product sales, the facility can enhance its Non-Tax State Revenue (PNBP), which can then be used to fund other rehabilitation programs. Additionally, this extra revenue can also be used to improve facilities in the correctional facility, such as production equipment, ensuring that the quality of the products produced continues to improve.

Based on the findings of this research, several strategic recommendations can be provided to the Rantauprapat Class IIA Correctional Facility to better optimize the use of social media in marketing inmate-produced products. First, it is essential for the facility to increase the frequency and quality of the content they upload on social media. Consistent and high-quality content is crucial for maintaining audience engagement. The facility must ensure that the content uploaded regularly is not only attractive but also

informative and relevant to the interests of a broader audience. This will help maintain follower attention and increase their interest in the marketed products.

In addition, the use of interactive features on Instagram such as Instagram Stories, Instagram Live, and polls can also be utilized to enhance interaction with the audience. These features allow the prison to communicate directly with its followers and build a closer, more personal relationship. Such interactive communication will increase audience trust and engagement, making them feel more connected to the promoted products.

Another strategy that can be implemented is the use of paid advertisements on Instagram. With the available ad features, the prison can reach a broader and more segmented audience. Paid ads allow the prison to target their advertisements to specific demographic groups, such as users interested in social products or users living in certain areas. This will help broaden the reach of products created by inmates to consumers who may not yet be familiar with these products but have a great potential interest in purchasing them.

To further address the negative stigma that may still be associated with inmate-produced products, collaborating with influencers or public figures who have a good reputation and care about social issues could be a strategic step. Influencers can help increase product visibility and provide a positive image to a wider audience. The presence of trusted influencers can also help counteract negative views that may exist regarding these products by showcasing their quality directly to their followers.

Another important aspect that needs to be strengthened is storytelling. Every product created by inmates has a story behind it, whether it's about the production process or the inmates' experiences in creating the product. By emphasizing this aspect in marketing content, the prison can create a deeper emotional connection between the products and consumers. Inspirational stories about the positive changes experienced by inmates during the production process will attract the attention of consumers looking for products with social value and meaningful stories. This will enhance the appeal of the products, as modern consumers are not only interested in product quality but also in the values behind their creation.

Social media management also requires improvement to become more strategic and measurable. In an increasingly complex digital world, involving social media professionals is crucial to maximize the potential of these platforms. Class IIA Rantauprapat Prison can consider collaborating with marketing agencies or hiring a professional social media team. A trained team can map the audience, establish more specific target markets, and create a content calendar focused on long-term interaction with consumers. More professional management allows for innovation in visual design, storytelling techniques, and stronger message delivery, thereby enhancing the prison's image as an institution that supports inmate rehabilitation.

The prison can also consider collaborating with other social products. Partnering with social movements that promote eco-friendly products or small and micro enterprises will provide broader exposure and enhance the positive image of inmate-produced products as part of a movement with high social value. Collaborating with creative communities or marketplace platforms focusing on handmade products or unique artworks can also be an effective strategy. High-quality artistic products made by inmates, such as wood carvings or handicrafts, could be marketed through these platforms to reach a wider and more niche market.

Transparency in the production process is also important to build consumer trust in inmate-produced products. Today's consumers are very concerned about the origins of

the products they buy, including how these products are made and the social impact of purchasing them. Class IIA Rantauprapat Prison can use content such as videos or visual documentation to show the production process involving inmates, from training, making, to finishing the products. Additionally, transparency content could also include the stories of inmates who participate in production, such as how their involvement helps them learn new skills or provides new perspectives on their future after release. This will create a stronger emotional connection between consumers and the products, as well as improve the positive perception of the prison as an institution that supports inmate empowerment.

By implementing these strategies, it is hoped that Class IIA Rantauprapat Prison can more effectively use social media to market inmate-produced products, increase public interest in purchasing them, and create a broader social impact. From an economic perspective, successful marketing through social media can have a significant impact on Class IIA Rantauprapat Prison. Increased demand for inmate-produced products will not only boost the non-tax state revenue (PNBP) for the institution but also help create sustainable economic resources for the prison. The more products sold, the more inmates can be involved in the production process, and the more inmates will benefit from skills training relevant to the job market.

Furthermore, the economic boost resulting from marketing inmate-produced products can also create a stronger local economic ecosystem. Micro, small, and medium enterprises (UMKM) around the prison can engage in supporting these production activities, such as providing raw materials or assisting in product distribution. Thus, marketing inmate-produced products through social media can create a positive domino effect on the local economy

From the inmates' perspective, involvement in the production and marketing of these products has a significant social impact. Through skills training implemented during their incarceration, inmates not only learn practical skills they can use in the future but are also given the opportunity to participate in real economic activities. This is an important step in the process of social reintegration after their release. Inmates who feel that their skills are valued and that the products they create have market value will be more motivated to change their lives. Consequently, these production activities not only yield sellable products but also help build a sense of self-worth and confidence among inmates.

This research also indicates that inmates involved in product production have higher resilience levels when reintegrating into society. This suggests that marketing inmate products through social media not only has economic benefits but also contributes to a more holistic rehabilitation process. Social Media Marketing Activities (APMS), particularly through the Instagram platform, have a significant impact on public interest in purchasing inmate-produced products at Class IIA Rantauprapat Prison. Through effective marketing strategies, the prison can change the negative perceptions that may still be associated with inmate products and build stronger relationships between the products and consumers.

Dimensions such as entertainment, interaction, content customization, trendiness, and advertising have proven to significantly contribute to increasing consumer engagement and strengthening their interest in purchasing products. Additionally, the challenges faced in marketing inmate products through social media can be addressed with appropriate strategies, such as enhancing transparency, involving inmates in content production, and collaborating with influencers or public figures.

The implications of successful marketing of these products not only impact increased revenue for the correctional institution but also have broader social impacts. Marketing inmate-produced products through social media helps change public perceptions of inmates, gives them the opportunity to learn new skills, and prepares them for a better future after their release.

Strategic recommendations for Class IIA Rantauprapat Prison include increasing the quality and frequency of content, utilizing interactive features on Instagram, implementing paid advertising strategies, and reinforcing the storytelling aspect in marketing content. With consistent and continuously improved marketing strategies, inmate-produced products can gain wider recognition, and public interest in purchasing these products can continue to grow.

Thus, Social Media Marketing Activities have proven to be an effective tool in increasing public interest in the products and services created by inmates at Class IIA Rantauprapat Prison. If social media marketing strategies are applied consistently and continuously improved, it is expected that public interest in purchasing inmate-produced products will continue to rise, ultimately providing positive impacts for the correctional institution, the inmates, and society as a whole.

CONCLUSION AND SUGGESTION

First, the respondents showed a positive perception of Social Media Sales Activities, with 89 out of a total of 101 respondents (88.1%) falling into the high category. This result indicates that the majority of respondents believe that the social media marketing activities conducted by Class IIA Rantauprapat Prison are in the high category. The high perception of this marketing activity shows that respondents feel there is a significant effort from Class IIA Rantauprapat Prison in promoting products and services created by inmates through social media.

Second, the respondents also displayed a positive perception of their interest in purchasing the services and products created by inmates, with 92 out of 101 respondents (91.1%) in the high category. This result indicates that the majority of active social media users following Class IIA Rantauprapat Prison give high ratings to the social media marketing activities related to the services and products created by inmates.

Third, the primary aim of this research is to determine the influence of Social Media Sales Activities (APMS) on the interest in purchasing products created by inmates at Class IIA Rantauprapat Prison. Based on the data analysis conducted by the researcher, it can be concluded that there is a positive influence of Social Media Sales Activities (APMS) on the interest in purchasing products created by inmates at Class IIA Rantauprapat Prison. This indicates that Social Media Sales Activities (APMS) have a good impact on the interest in purchasing products created by inmates at Class IIA Rantauprapat Prison. The influence of social media marketing activities on purchasing interest at Class IIA Rantauprapat Prison is quite significant, at 70.8%. The remaining 29.2% is influenced by other factors not discussed in this research. This result indicates that although social media marketing activities play an important role, there are other variables that also contribute to purchasing interest that need to be considered in further research.

Based on the analysis of the impact of Social Media Selling Activities (APMS) on the buying interest in products created by inmates at Class IIA Rantauprapat Prison, several recommendations can be made to enhance public interest in these products. First, the organization should improve the quality of marketing content on social media, especially on Instagram, by presenting engaging, informative, and interactive content, including videos of the production process and customer testimonials.

Next, it is important to utilize social media features such as Instagram Stories and Live Streaming to provide an interactive experience for potential buyers. Creating transparent two-way communication between inmates and consumers will also help build trust in the products.

The organization should involve influencers or public figures who care about social issues to enhance exposure and the positive image of the products. Additionally, monitoring the effectiveness of social media campaigns by evaluating engagement data and sales conversions periodically is crucial.

By taking these actions, the organization can create more innovative and relevant marketing strategies, supporting increased buying interest and the welfare of inmates. Further research on APMS and its impact on other variables, such as customer loyalty or brand image, is also necessary to support better outcomes for correctional institutions.

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