

**ANALYSIS OF SOCIAL MEDIA UTILIZATION STRATEGIES IN INCREASING SALES
CASE STUDY OF UMKM SAMBAL NYALA RASA YAKUSA AT KELURAHAN
MAUTAPAGA, KECAMATAN ENDE TIMUR, KABUPATEN ENDE
(Analisis Penggunaan Media Sosial dalam Meningkatkan Penjualan.
Studi Kasus pada UMKM Sambal Nyala Rasa di Kelurahan Mautapaga,
Kecamatan Ende Timur, Kabupaten Ende)**

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ABSTRACT

This study aims to: (1) identify internal and external factors in the utilization of social media at UMKM Sambal Nyala Rasa Yakusa; (2) analyze the constraints faced in digital marketing; and (3) formulate social media utilization strategies to increase sales. This research uses a descriptive qualitative approach with a case study method. Data were obtained through observation, interviews, and documentation, and were then analyzed using IFAS, EFAS, and SWOT matrices to determine the strategic position of the business. The results show that UMKM Sambal Nyala Rasa Yakusa has relatively strong internal conditions. The main strengths include comprehensive product information and an easy ordering process. However, several weaknesses remain, including inconsistency in content uploads, suboptimal promotional creativity, and limited marketing reach. From the external perspective, the increasing use of social media and the development of digital technology provide major opportunities for business development. Based on the results of the strategic position analysis, the UMKM is positioned in Quadrant I (Strength-Opportunity), indicating that the appropriate strategy is an aggressive strategy by maximizing internal strengths to utilize external opportunities through improving content quality, increasing promotional intensity, and strengthening interaction with consumers in order to encourage sales growth.

Keywords: social media, IFAS, EFAS, SWOT analysis, utilization strategy, Micro, Small, and Medium Enterprises (MSMEs).

ABSTRAK

Penelitian ini bertujuan untuk: (1) mengidentifikasi faktor internal dan eksternal dalam pemanfaatan media sosial pada UMKM Sambal Nyala Rasa Yakusa; (2) menganalisis kendala yang dihadapi dalam pemasaran digital; dan (3) merumuskan strategi pemanfaatan media sosial untuk meningkatkan penjualan. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan metode studi kasus. Data diperoleh melalui observasi, wawancara, dan dokumentasi, kemudian dianalisis menggunakan matriks IFAS, EFAS, dan SWOT untuk menentukan posisi strategis bisnis. Hasil penelitian menunjukkan bahwa UMKM Sambal Nyala Rasa Yakusa memiliki kondisi internal yang relatif kuat. Kekuatan utamanya meliputi informasi produk yang lengkap dan proses pemesanan yang mudah. Namun, masih terdapat beberapa kelemahan, seperti ketidakkonsistenan dalam unggahan konten, kreativitas promosi yang belum optimal, dan jangkauan pemasaran yang terbatas. Dari sisi eksternal, peningkatan penggunaan media sosial dan perkembangan teknologi digital memberikan peluang besar bagi pengembangan bisnis. Berdasarkan hasil analisis posisi strategis, UMKM ini berada pada Kuadran I (Kekuatan-Peluang), yang menunjukkan bahwa strategi yang tepat adalah strategi agresif dengan memaksimalkan kekuatan internal untuk memanfaatkan peluang eksternal melalui peningkatan kualitas konten, peningkatan intensitas promosi, dan penguatan interaksi dengan konsumen guna mendorong pertumbuhan penjualan.

Kata Kunci: Sosial Media, IFAS, EFAS, Analisis SWOT, Penggunaan Strategi, Micro, Usaha Mikro, Kecil dan Menengah (UMKM)

INTRODUCTION

The development of information technology has brought major changes to people's lives, particularly in communication patterns, consumer behavior, and economic activities. The presence of social media has made a significant contribution to reshaping people's behavior, including culture, ethics, and social norms. Almost all levels of society across various age groups use social media as a means to obtain and disseminate information (Cahyono, 2016). In the business context, social media has developed into one of the effective marketing media, especially for Micro, Small, and Medium Enterprises (UMKM).

UMKM have an important contribution to the Indonesian economy; however, this sector still faces various constraints such as limited capital, low quality of human resources, limited access to technology, and weak marketing strategies (Tulus Tambunan, 2002 in Anita Febrianty, 2023). The utilization of social media is one of the strategic alternatives to overcome these limitations. Digital marketing is considered more effective because it can expand market reach and facilitate consumers in obtaining information and conducting online transactions (Juliana et al., 2020; Purwana E.S. et al., 2017). However, many UMKM have not yet utilized social media optimally in their marketing activities (Herdiyani et al., 2022).

Kabupaten Ende has great potential for UMKM development, especially in household business sectors such as processed food and local crafts. Increasingly easy internet access and the rising use of social media create opportunities for entrepreneurs to utilize digital platforms as promotional media, build brand identity, and increase sales. However, most UMKM in Kabupaten Ende have not optimally utilized these opportunities due to limited knowledge in managing social media, the absence of a directed digital marketing strategy, and inconsistent promotional content. Data from BPS (2024) show that an average of 64.96% of the population of Kabupaten Ende has accessed the internet. In addition, there are 24,728 business units registered as UMKM, but only around 43 UMKM actively use social media for marketing. This indicates that the use of social media remains very minimal compared with the existing digital access potential.

UMKM Sambal Nyala Rasa Yakusa is one of the 43 UMKM in Kabupaten Ende that utilizes social media in marketing activities. This home-based industry produces various local chili sauce variants with distinctive regional flavors and quality raw materials, such as Sambal Ikan Asap Ende, Sambal Ijo Ikan Asap, Sambal Baby Cumi, and Sambal Teri Medan. In its marketing efforts, this UMKM uses Instagram, Facebook, and WhatsApp as tools for promotion and sales. However, the utilization of social media still faces several problems, such as limited human resources in creating creative promotional content and an unstable internet network. This condition needs to be analyzed through a SWOT approach to formulate more effective marketing strategies. Based on the background described above, the objectives of this study are to identify internal and external factors in the use of social media at UMKM Sambal Nyala Rasa Yakusa, analyze the challenges faced in online marketing, and design social media utilization strategies to increase sales.

METHODS

This research uses a descriptive qualitative approach with a case study method at UMKM Sambal Nyala Rasa Yakusa, located in Kelurahan Mautapaga, Kecamatan Ende Timur, Kabupaten Ende. The research was conducted from November to December 2025 with the aim of analyzing the utilization of social media in increasing sales through a SWOT analysis approach. Respondents in this study were determined using the accidental sampling technique, namely sample selection based on anyone who was coincidentally encountered by the researcher and considered to meet the research criteria. Respondents consisted of the UMKM owner, workers, and consumers encountered while purchasing products.

The data used included primary and secondary data. Primary data were obtained through non-participant observation, in-depth interviews, and documentation related to production activities and promotion through social media. Secondary data were obtained from books, journals, and relevant literature to support the theoretical foundation of the study. Data analysis was carried out using descriptive qualitative analysis through the stages of data reduction, data presentation, and conclusion drawing. Furthermore, SWOT analysis was conducted by preparing IFAS and EFAS matrices to identify strengths,

weaknesses, opportunities, and threats so that SO, WO, ST, and WT strategies could be formulated to increase sales through the utilization of social media.

RESULTS AND DISCUSSION

UMKM Sambal Nyala Rasa Yakusa utilizes three social media platforms, namely Facebook, WhatsApp, and Instagram, as media for product promotion, communication, and sales. The selection of these platforms is based on their ease of use and wide user reach.

The results show that Facebook is the most dominant social media platform used by consumers. A total of 14 respondents (63.64%) stated that they used Facebook to obtain information and purchase products, while 8 respondents (36.36%) used WhatsApp. No respondents used Instagram as the main medium for purchasing.

Facebook is utilized through business page features, product photo uploads, and Facebook Reels to increase product visibility and appeal. Meanwhile, WhatsApp functions as a follow-up communication medium and a direct transaction channel between the business actor and consumers. Instagram is used as a supporting medium through feed, story, reels, and direct message features; however, its utilization has not been optimal, as indicated by the low number of followers and inconsistent upload frequency.

This finding is in line with Munawaroh (2023), who stated that Facebook has a large number of users in Indonesia and therefore has potential as an effective marketing medium. In addition, Sugiyantoro et al. (2022) noted that WhatsApp is widely used in small business networks because of its convenience and efficiency.

Social Media Utilization Strategy

Internal Factor Analysis (IFAS)

Table 1. IFAS Analysis Results

No	Internal factor	Weight	Rating	Score
Strengths				
1	Sambal Nyala Rasa content on social media is easy to find.	0.10	3	0.34
2	Product photos look attractive.	0.10	3	0.36
3	Product information (price, size, and ordering procedure) is available on social media.	0.10	4	0.40
4	Social media facilitates the ordering process.	0.09	4	0.35
5	The admin responds to consumers quickly.	0.10	4	0.40
	Subtotal	0.50		1.84
Weaknesses				
1	Content consistency and creativity are low.	0.10	2	0.20
2	Promotional reach remains limited.	0.10	2	0.20
3	Product videos are sometimes unclear.	0.10	2	0.20
4	Location information is incomplete.	0.10	2	0.21
5	The variety of promotional content remains insufficient.	0.10	2	0.20
	Subtotal	0.50		1.01
	Total	1.00		0.83

Based on the analysis of internal factors using the Internal Factor Analysis Summary (IFAS) matrix, the total internal factor weight obtained was 1.00, indicating that all strength and weakness factors had been

weighted proportionally according to their level of importance. The calculation results show that the subtotal score for strengths was 1.84, while the subtotal score for weaknesses was 1.01, resulting in a total IFAS score of 0.83. This total IFAS score indicates that the internal condition of UMKM Sambal Nyala Rasa is in the fairly strong category, in which the internal strengths possessed are more dominant than the existing weaknesses. This condition shows that internally, the UMKM is in a relatively favorable position in supporting marketing strategies through social media.

The IFAS analysis results show that the utilization of social media as a marketing tool at UMKM Sambal Nyala Rasa has been running quite well. The total strength score of 1.84 indicates that the internal factors of the UMKM are able to support the implementation of digital marketing strategies. This research finding is in line with Rosyidi et al. (2025), who stated that social media as a marketing tool can increase product visibility and effectively expand market reach through direct interaction with consumers on platforms such as Instagram and Facebook. The easily accessible Sambal Nyala Rasa content and the clarity of product information demonstrate the use of social media as an effective marketing communication medium.

Another strength possessed by UMKM Sambal Nyala Rasa is its attractive photo display and ease of ordering through social media. This supports the findings of Putri and Farida (2024), who stated that the quality of visual content in digital marketing has a significant effect on consumer purchase intention, because attractive content can increase interest and encourage purchasing decisions. In addition, the admin's quick response to consumer messages or questions is also a significant internal advantage.

The IFAS analysis also shows that UMKM Sambal Nyala Rasa still faces several internal weaknesses, with a total score of 1.01. These weaknesses include low content consistency and creativity, limited promotional reach, and unstable visual content quality. SWOT analysis in UMKM identifies limited human resources and promotional activities that have not been carried out routinely as the main internal weaknesses that hinder the effectiveness of digital marketing strategies through social media (Sano et al., 2024). In addition, insufficiently varied content and incomplete location information have the potential to reduce consumer engagement. Good social media content quality, including variety and completeness of information, influences consumer engagement and purchase intention for UMKM products, because informative and varied content tends to increase consumer engagement and encourage purchasing decisions (Gulo et al., 2025).

Overall, the total IFAS score of 0.83 shows that UMKM Sambal Nyala Rasa has a fairly good internal condition, in which internal strengths are able to cover the existing weaknesses. UMKM that implement digital marketing strategies through social media have greater opportunities to increase marketing effectiveness, sales, and business competitiveness in the local market (Roqybah et al., 2025). Therefore, UMKM Sambal Nyala Rasa needs to optimize its internal strengths, particularly those related to the clarity of product information, service quality, and ease of ordering. In addition, improvements are also needed in the aspects of content consistency and creativity as well as expansion of promotional reach so that marketing strategies through social media can operate more effectively and sustainably.

External Factor Analysis (EFAS)

Table 2. EFAS Analysis Results

No	External factor	Weight	Rating	Score
Opportunities				
1	Social media enables more people to know Sambal Nyala Rasa.	0.18	4	0.71
2	Increasing social media account activity has the potential to attract more consumers.	0.12	3	0.37
3	Reels/story content has the potential to attract more new customers.	0.12	3	0.36
4	The increasing use of social media provides	0.13	4	0.53

No	External factor	Weight	Rating	Score
	major opportunities for sales.			
5	Promotional and discount programs on social media encourage purchase interest.	0.12	3	0.36
	Subtotal	0.68		2.34
	Threats			
1	Competition with similar chili sauce products.	0.09	3	0.28
2	The internet network is unstable.	0.11	4	0.43
3	Delivery constraints reduce interest in purchasing online.	0.12	4	0.50
	Subtotal	0.32		1.20
	Total	1.00		1.14

Based on the analysis of external factors using the External Factor Analysis Summary (EFAS) matrix, the total external factor weight obtained was 1.00, indicating that all opportunity and threat factors had been weighted proportionally according to their level of influence on UMKM Sambal Nyala Rasa. The calculation results show that the subtotal score for opportunities was 2.34, while the subtotal score for threats was 1.20, resulting in a total EFAS score of 1.14. This value indicates that externally, UMKM Sambal Nyala Rasa is in a fairly favorable condition because the available opportunities are greater than the threats faced.

Opportunity factors have the largest contribution in the EFAS analysis, indicating that the external environment provides significant support for business development. Social media is considered capable of enabling more people to recognize Sambal Nyala Rasa, thereby increasing potential market reach. In addition, increased social media account activity has the potential to attract more consumers, because more regular interactions and posting frequency can increase the attention and interest of prospective buyers. Reels and story content also have great potential to attract new customers, along with the increasing user interest in short and attractive visual content. The growing use of social media in society also opens broader opportunities for increasing product sales. Furthermore, promotional and discount programs carried out through social media have the potential to stimulate consumer purchase interest and increase sales volume.

The EFAS analysis also indicates several external threats that need to be considered by UMKM Sambal Nyala Rasa. Competition with similar chili sauce products is a fairly significant threat, considering the many business actors with similar products who also use social media as a marketing medium. In addition, an unstable internet network can hinder promotional activities and communication with consumers through social media. Constraints in the product delivery process also have the potential to reduce consumer interest in making online purchases, especially among consumers who prioritize speed and security in delivery.

Overall, the total EFAS score of 1.14 shows that UMKM Sambal Nyala Rasa has considerable external opportunities to develop its business through the utilization of social media. These opportunities can be optimally utilized to overcome various existing threats, especially by improving digital marketing strategies, strengthening product advantages, and improving distribution systems and customer service. Thus, this external condition provides a strong basis for UMKM Sambal Nyala Rasa to formulate appropriate and sustainable business development strategies.

Constraints in the Utilization of Social Media

The utilization of social media by UMKM Sambal Nyala Rasa Yakusa in digital marketing activities has not yet fully run optimally because it still faces several constraints, both internal and external. These constraints include limited human resources, low creativity in developing promotional content, and technical barriers in the form of an unstable internet network.

The main constraint faced is limited human resources (HR). The business owner still experiences difficulties in generating creative ideas for digital marketing content, such as product photos, production process videos, and attractive promotional designs to be published through social media. This condition indicates that digital marketing skills and professional social media management remain relatively limited. In fact, the quality of human resources is one of the important factors in business development, because competent human resources have the ability to improve business performance and adapt to technological developments, including the implementation of digital marketing strategies. This is in line with the opinion of Indra et al. (2024), who stated that human resource competence plays an important role in increasing the competitiveness of UMKM through the utilization of digital technology.

In addition to limited human resources, another prominent constraint is the low level of creativity in developing social media content. The uploaded content still tends to be monotonous, lacks variety, and has not followed current digital marketing trends, such as the use of short videos, reels, and product storytelling. As a result, the level of consumer engagement with the published content remains relatively low. In fact, content creativity is an important element in attracting consumer attention and building purchase interest. The study by Miryam and Antonio (2022) shows that attractive social media content design through quality visuals and relevant message variations can significantly increase customer engagement.

The next constraint comes from technical factors, particularly the unstable quality of the internet network. The network condition in Kabupaten Ende, which tends to be inconsistent, causes delays in uploading promotional content, so content publication schedules cannot always be carried out on time. In addition, limited internet connectivity also affects the smoothness of communication between the business actor and consumers, especially in responding to messages or orders received through social media and instant messaging applications. In some conditions, power outages also worsen communication access, resulting in less than optimal customer service. This is in line with the opinion of Huda and Munandar (2021), who stated that network quality and digital infrastructure support are important factors in the implementation of digital marketing by UMKM, because unstable connectivity can hinder the effectiveness of communication and business marketing performance.

Strategic Position in the SWOT Diagram

Based on the results of the IFAS and EFAS analyses, an X-axis value of 0.83 (1.84 - 1.01) and a Y-axis value of 1.14 (2.34 - 1.20) were obtained. These values indicate that UMKM Sambal Nyala Rasa Yakusa is located in Quadrant I (Strength-Opportunity) in the SWOT diagram.

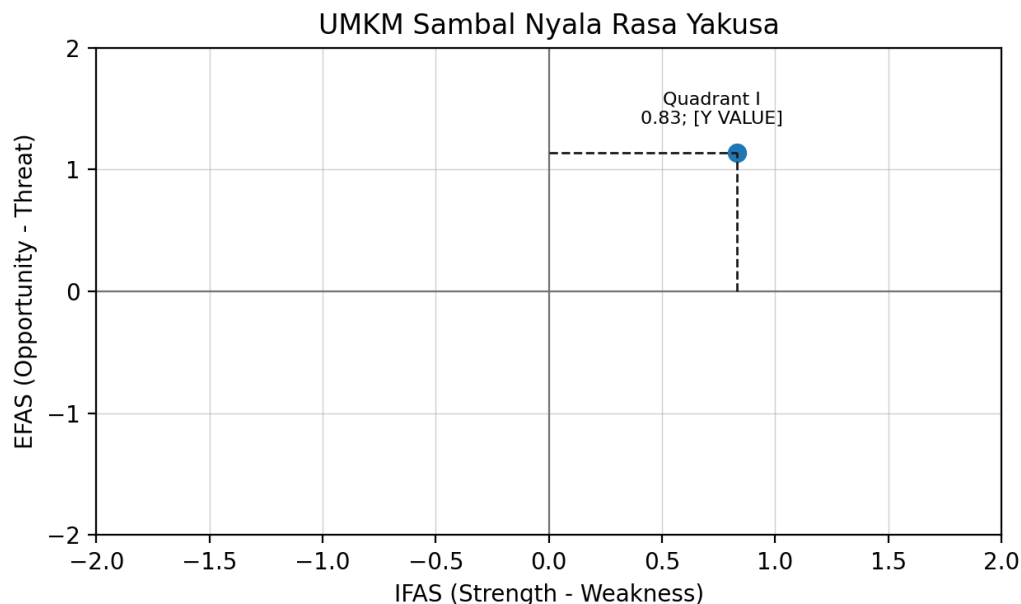


Figure 1. SWOT Cartesian Quadrant Diagram

The Quadrant I position indicates that the business has more dominant internal strengths than weaknesses and greater external opportunities than threats. This condition shows that the UMKM is in a favorable position and has great potential to be developed through an aggressive strategy (SO), namely utilizing internal strengths to optimize market opportunities.

The main strengths lie in the ease of access to product information, visual content quality, ease of ordering, and quick admin response. Meanwhile, external opportunities are supported by the increasing use of social media and the potential of visual content to reach a wider range of consumers.

Based on the combination of internal and external factors, four alternative strategies were obtained as follows:

1. SO Strategy (Strength-Opportunity)

This strategy focuses on utilizing internal strengths to optimize external opportunities, including:

- a. Optimizing the consistency and quality of social media content (photos, video reels, and stories) to take advantage of the increasing use of social media in reaching more consumers.
- b. Strengthening interaction with consumers through quick responses, publication of testimonials, and promotional and discount programs to increase purchase interest and customer loyalty.
- c. Optimizing the use of paid advertising features and market segmentation on social media to expand reach and attract new customers in a more targeted manner.

2. ST Strategy (Strength-Threat)

This strategy aims to use internal strengths to face external threats, such as:

- a. Maintaining consistent chili sauce product quality as an effort to face competition with similar products.
- b. Utilizing content advantages and fast service to differentiate Sambal Nyala Rasa Yakusa products from competitors.
- c. Using social media to build a strong brand image so that the product remains attractive to consumers.
- d. Providing responsive service to retain consumers amid increasingly intense market competition.

3. WO Strategy (Weakness-Opportunity)

This strategy utilizes external opportunities to overcome internal weaknesses, namely:

- a. Increasing the consistency and creativity of social media content.
- b. Optimizing social media account activities routinely.
- c. Utilizing various social media features (such as stories, reels, and marketplaces) to cover the limitations of conventional promotion.
- d. Completing location and purchasing information on social media.
- e. Combining content variation with promotional and discount programs.

4. WT Strategy (Weakness-Threat)

A defensive strategy to minimize weaknesses and avoid threats, including:

- a. Increasing the consistency and quality of social media content.
- b. Preparing promotional content that is simple but clear and informative.
- c. Clarifying location and purchasing information on social media.
- d. Optimizing relevant and easily understood content variations for consumers.
- e. Providing clear and realistic shipping information.

CLOSING

Conclusion

The internal and external factors affecting the utilization of social media at UMKM Sambal Nyala Rasa Yakusa are as follows: a. Internal factors; UMKM Sambal Nyala Rasa Yakusa has strengths in the ease of access to product information through social media, attractive photo displays, clear price and ordering information, and quick admin responses. However, its weaknesses lie in content consistency and creativity that have not been optimized, limited promotional reach, unclear video quality, incomplete location information, and insufficient variety of promotional content. b. External factors; UMKM Sambal Nyala Rasa Yakusa has opportunities in the form of increasing social media use by the community and the opening of a wider market through digital marketing. On the other hand, the threats faced include

competition with similar chili sauce products, unstable internet networks, and product delivery constraints that may affect consumer purchase interest. The main constraints faced by UMKM Sambal Nyala Rasa Yakusa in utilizing social media include limited human resources in managing social media accounts, low consistency and creativity of promotional content, and technical constraints in the form of an unstable internet network. These conditions cause the utilization of social media as a marketing medium to not yet operate optimally in supporting increased sales. The SWOT analysis results show that UMKM Sambal Nyala Rasa Yakusa is in Quadrant I (Strength-Opportunity), so the strategy applied is an aggressive strategy by optimizing internal strengths and external opportunities through increasing promotional content consistency, developing visual and video content, utilizing paid advertising (Facebook and Instagram Ads), and strengthening interaction with consumers to increase sales.

Recommendations

For UMKM Sambal Nyala Rasa Yakusa, it is recommended to increase consistency in social media management, both in terms of upload schedules and content quality, as well as to improve digital marketing skills through training so that social media utilization becomes more effective in increasing sales. For other UMKM actors, this research is expected to serve as a reference in preparing digital marketing strategies through social media to expand market reach and increase competitiveness. Furthermore, for the government and related institutions, it is expected that digital marketing coaching and training programs can be strengthened to support UMKM development. Meanwhile, for future researchers, it is recommended to develop further studies by adding variables, analytical methods, or broader research objects in order to obtain more comprehensive results.

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