



## The Use of Instagram and Facebook as Marketing Platforms for Hampers Reseller Products: A Case Study of Nings Kios

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### ABSTRACT

The development of digital technology has opened new opportunities in the world of entrepreneurship, particularly through the use of social media. This study aims to examine how Instagram and Facebook are utilized as sales platforms for hampers by Nings Kios, a reseller business based in Palu City. This research employs a qualitative method with a case study approach. Data was collected through in-depth interviews, observation, and documentation of the business owner. The findings indicate that Nings Kios uses Instagram and Facebook as primary tools for product promotion, building customer relationships, and effectively expanding market reach. Features such as Instagram Stories, Feed, and Facebook posts are leveraged to enhance product appeal and streamline interaction and transaction processes. This demonstrates that the strategic use of social media can increase audience reach and sales, even when managed by a single individual with limited resources. This study provides a real-world illustration of how small business owners in urban areas like Palu City can utilize social media as an effective entrepreneurial tool.

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## INTRODUCTION

Digital transformation has opened up vast opportunities for micro-enterprises to enhance their business competitiveness, particularly through the use of social media. In today's digital era, platforms such as Instagram and Facebook are not only used for personal communication, but also serve as effective promotional tools due to their ability to reach a wide market at relatively low costs. Visually appealing product displays, easy access to information, and two-way interaction between sellers and customers are the main reasons why these platforms are widely adopted by MSMEs (Micro, Small, and Medium Enterprises). Additionally, changes in consumer behavior where people increasingly seek information and make transactions through social media have driven business actors to adapt to digital marketing strategies..

Musamma and Tahir (2021) conducted a study on the MSME Hello Decoration in Makassar and found that using Instagram as a marketing medium had a significant impact on building brand awareness, increasing customer interest, and ultimately influencing purchasing decisions (desire and action). Instagram is considered highly suitable for decoration-based products due to its ability to present visually attractive content that emotionally engages consumers (Musamma & Tahir, 2021).

Furthermore, according to Sumadinata et al. (2024), MSMEs highlight how marketing strategies that apply the AIDA model (Attention, Interest, Desire, Action) on social media—particularly Instagram—can increase customer purchase intentions. They emphasize that creatively packaged content—whether in the form of photos, short videos, or informative captions—plays a significant role in capturing audience attention and cultivating interest in the products being offered (Sumadinata et al., 2024).

Although most of these studies contribute significantly to understanding the role of social media in MSME success, the majority focus on large urban areas and remain limited. There is a lack of research

specifically addressing micro-enterprises in medium-sized cities like Palu, especially businesses managed individually and relying on social media with limited resources. This highlights the need for more in-depth research using a qualitative approach to understand the real strategies of small business actors in optimizing digital platforms.

This study investigates the digital entrepreneurship practices of the micro-enterprise “Nings Kios” in Palu City. The business is run by an individual who relies on Instagram and Facebook to visually market products and build direct relationships with customers. This study explores how features such as Instagram Stories, Feeds, and Facebook posts are strategically used to build product image, create customer experience, and drive sales—even when operated in a simple manner.

Based on this context, the main focus of this research is to analyze the strategies used by Nings Kios in leveraging social media to market hamper products, and to identify the extent to which social media features contribute to expanding market reach and increasing customer engagement. The aim of this study is to provide a real-life picture of digital marketing practices among micro-entrepreneurs in urban areas, while also expanding the understanding of digital entrepreneurship.

## LITERATURE REVIEW

Social media is accessed by people of all backgrounds worldwide, making it quick and easy to introduce or promote products (Beddu et al., 2021). Its use in marketing strategies has become a central focus in digital-entrepreneurship studies, particularly for Micro, Small, and Medium Enterprises (MSMEs). Platforms such as Instagram and Facebook function not only as communication tools but also as effective channels for product exposure, relationship building, and the stimulation of consumers’ purchasing decisions.

Musamma and Tahir (2021) note that Instagram’s visual orientation is highly effective for generating brand awareness and increasing purchase intention, especially for decorative and aesthetic products like hampers. Features such as feed photos, Stories, and Reels allow business owners to showcase their products in appealing, emotional, and inspirational ways.

Sumadinata et al. (2024) further emphasize the importance of the AIDA approach—Attention, Interest, Desire, and Action—in social-media marketing. By crafting content that captures attention, nurtures interest through product information, creates desire via testimonials or product uniqueness, and prompts purchase through clear calls to action, this strategy has proven effective in boosting sales conversions for digitally based MSME products.

Yuliana and Widhi (2023) state that the strategic use of social media helps MSMEs reach wider markets, build customer trust, and strengthen direct interactions between sellers and buyers. In this context, product visualizations and customer testimonials posted on social media are key factors in shaping consumer perceptions and loyalty.

Beyond the technical aspects of promotion, Darmi, Nuryakin, and Mujtahid (2022) highlight the role of social capital in MSME success. Social networks—friends and family—can extend promotional reach through reposts, testimonials, or word-of-mouth dissemination online. Thus, even simple marketing efforts can be effective when supported by strong social relationships.

The growing popularity of hampers also reflects shifting lifestyle patterns among urban consumers. According to Sari (2020), today’s society tends to seek practical, aesthetic, and personalized gift options. Hampers have become an ideal alternative because they combine functional, symbolic, and emotional value in a single package that can be attractively promoted on social media.

Taken together, these findings underscore that social media is not merely an auxiliary tool but a primary strategy in modern MSME development. This study contributes concrete evidence from the hampers business “Nings Kios” in Palu City, illustrating a simple yet effective model of digital entrepreneurship in an urban setting.

## METODOLOGY

This research uses a qualitative approach with a case study method, as it aims to gain an in-depth understanding of the strategies of social media usage by individual micro-entrepreneurs. The research object is a hampers business named Nings Kios, located at Jl. I Gusti Ngurah Rai, Palu City, Central Sulawesi. The research was conducted from July 9 to 15, 2025.

The research location was determined purposively, by selecting a micro business that actively utilizes Instagram and Facebook as the main media for promoting and selling hampers products. Nings Kios was chosen because the business is managed by a single individual and shows consistency in using social media strategically, despite having limited human resources.

The subject of this research is the owner of Nings Kios, who also plays the main role in digital marketing strategies. Data was collected using three main techniques, namely:

In-depth interviews were conducted directly with the owner of Nings Kios. The interviews used a set of pre-prepared questions but remained flexible. The goal was to understand the strategies used in utilizing social media, the owner's personal experience in interacting with customers online, and their views on how

effective social media promotion is.

Direct observation was conducted by observing the activities on the Instagram and Facebook accounts of Nings Kios. The observed elements included the types of content uploaded, such as product photos in the feed, stories, caption texts, and how the owner interacted with customers through comments. In addition, the researcher also recorded how often content was uploaded and how followers responded—for example, the number of likes, comments, and shares.

Documentation was carried out by collecting visual evidence such as screenshots of social media posts, digital product catalogs, and user interaction data visible on the Instagram business account, such as the number of people who liked, shared, or commented on the posts.

The main instrument in this research is the research team, who were directly involved in the data collection and analysis process (human instrument). In its implementation, the team was assisted by semi-structured interview guides and observation sheets to maintain consistency during field data collection. Each team member had a specific role, such as conducting interviews, recording observation results, and documenting findings for joint analysis.

The collected data were then analyzed using the interactive model analysis method of Miles and Huberman, which consists of three steps: data reduction, data display, and conclusion drawing. This technique was used to identify patterns from interviews and observations, and relate the findings to relevant sources. The validity of the data was ensured through triangulation of sources and techniques, by comparing the results of interviews, observations, and documentation to obtain a complete and credible overview.

## RESULTS

This research aims to understand how the use of social media is carried out by the business owner of Ning Kios hampers in Palu City in selling their products online. The results of in-depth interviews conducted with the business owner revealed many interesting findings related to digital strategies, the influence of social media on sales, business challenges, and future development plans.

Currently, social media is widely used by both the millennial generation and Generation Z, each having different platform preferences. This difference becomes a strategic opportunity for MSME actors to attract the attention of both generations. Generation Z tends to be more active on Instagram, while the millennial generation predominantly uses Facebook. This condition can be utilized by MSMEs to expand the marketing reach of their products more effectively.

### Social Media Becomes the Main Choice for Product Marketing

According to Afifah et al. (2025), social media provides opportunities for direct interaction with customers to build trust and relationships between MSMEs and customers. Third, social media also helps MSMEs gather feedback from their customers.

One important finding from this study is the use of social media as the main platform in marketing hampers. The business owner uses Instagram and Facebook because both platforms can reach many people without requiring significant costs. This is one of the reasons why social media is very effective for promoting home-based businesses, especially hamper products.

Instagram is more often used because most users come from younger age groups, which aligns with the main target market for hampers. On the other hand, Facebook is still considered effective in reaching older or more mature users.

"If hampers are posted more on IG, because Instagram users are currently more enthusiastic and interested in hamper products."

(Interview, 2025).

**Table 1.** Social Media Platforms Used and Their Results

Social Media	Sales Percentage	Target Market
Instagram	70 %	Young generation (Gen Z, Millennials)
Facebook	30 %	Parents / older age group

Table 1. explains that Instagram has become the most effective medium for hampers sales because the majority of consumers come from the younger generation who are active digitally and interested in aesthetic products.

### Simple Promotional Strategy with Social Network Support

The owner realizes that she does not have special skills in creating promotional content such as video editing or graphic design. However, she still carries out promotions in a simple way, for example, by posting photos of the hampers and sharing them via Instagram Stories.

Interestingly, she also utilizes help from friends and family to share her posts. This shows that even though the promotion is not done professionally, leveraging social media and friendship networks greatly contributes to expanding market reach.

"I asked my friends to help share the promotional posts on their social media."

(Interview, 2025).

(Example: the owner posts the product - friends repost it - reach expands - new buyers arrive.)

**Increasing Trend and Culture of Exchanging Hampers**

Another finding is that the culture of exchanging hampers is becoming more popular, not only among neighbors during holidays, but also spreading to coworkers, college friends, and other community groups. This indicates that hampers are no longer just gifts, but have become a part of the social lifestyle in urban society.

The owner mentioned that in the past, people gave parcels that tended to be expensive, but now more people choose hampers because they are more affordable but still look attractive and impressive.

"In the past, people directly gave food to neighbors, now they just send hampers. It's practical and still meaningful."

(Interview, 2025).

Business Challenges and How to Overcome Them:

Not everything runs smoothly. The business owner also faces many challenges, including:

Unstable internet connection

Small number of social media followers

Lack of promotional content

Hesitation to enter marketplaces like Shopee or Tokopedia

To overcome this, the strategies implemented include simple and effective ways, such as:

Asking friends to help with reposts

Creating promotions ahead of holiday seasons

Offering discounts at specific times

Preparing inventory well in advance before peak season

**Table 2.** Challenges and Solutions in the Hampers Business

Challenge	Solution Taken
Few followers	Promotion help from friends and family
Slow internet connection	Scheduling uploads when internet is stable
Unable to create good content	Focus on product photos and simple captions
Product sales tend to decline at the beginning of the month	end of month discount or bonus

**The Impact of Social Media on Sales**

Based on the analysis by Zainal Abidin Achmad et al. (2020), it is concluded that the opportunity to use social media for MSME product sales can have an impact if carried out optimally and consistently over time, along with development in digital marketing strategies. These strategies, such as increasing product creativity so that more products can be sold, optimizing social media to expand business networks, and utilizing technological advances in marketing, make it easier to promote products.

The most tangible impact of using social media is the increase in reach and the ability to connect with consumers across cities. Even without paid promotion, the owner has already gained customers because the product was known through social media networks and Instagram.

This shows that social media is very effective and efficient for small and medium enterprises (SMEs). Social media helps MSMEs to:

Expand market reach

Build relationships with customers

Increase customer trust through testimonials

Hopes and Future Plans for the Business

The owner expressed her hopes for expanding the hampers business to a wider platform such as TikTok Shop or even selling nationally. She also hopes that one day she will have her own website or online store.

"If there's a will, please pray that it will come true."

(Interview, 2025)

In addition, she gave a message to anyone who wants to start a business:

“Don’t be afraid, shy, or lazy. In business, loss and risk are normal. The most important thing is to have the courage to start.”  
(Interview, 2025).

## DISCUSSION

Based on the research findings, social media has proven to be an effective tool in marketing hampers products, particularly Instagram. This supports the opinion of Fungsi Wahyu & Jhon Veri (2024), who stated that Instagram excels in attracting consumers through visually appealing and shareable content.

Instagram’s strength lies in its ability to present attractive visuals that captivate consumers’ attention and are easy to share. Aesthetic images and appealing product displays are major attractions—especially in today’s digital era, where purchasing decisions are often triggered by the first impression seen on social media.

Rahmah Taqiyah and Sugeng Riyanto (2020) stated that the use of online media as a digital marketing tool has become a popular choice among entrepreneurs—both SMEs and larger companies. This preference is supported by various reasons, such as easy access that can reach all segments of society, lower capital and operational costs, and significant potential benefits.

Interestingly, promotional strategies do not always have to be complex or require large budgets. Many small business owners start with simple steps, such as leveraging the support of friends and family. This approach reflects the concept of social capital. Simple promotional strategies through help from friends and family demonstrate the role of social capital, in line with the theory by Titi Darmi, Nuryakin, and Iqbal Miftakhul Mujtahid (2022), which states that trust and social networks can enhance the effectiveness of SMEs.

The hamper culture phenomenon also reflects a shift in the consumption patterns of urban communities. As explained by Sari (2020), today’s consumers tend to prefer products that are practical, aesthetically pleasing, and meaningful—shaped by a digital lifestyle and social media promotion.

Feti Fatonah et al. (2024) also stated that the optimal use of social media can function as a catalyst in SME development, enabling them to reach a wider audience and increase their competitiveness in the digital era.

Of course, not everything goes smoothly. Challenges still exist. Although social media provides ease in terms of access and promotion, SME players still need creativity, well-planned strategies, and strong social support. Some business owners even rely on their surrounding environment as the main support to overcome limited resources.

The challenges faced by businesses show that even though social media offers convenience, creativity, simple strategies, and social support are still needed. Owners utilize the strength of their communities to overcome limitations.

The positive impacts of social media go beyond increased sales. Social media also helps expand markets, build consumer trust, and foster long-term customer relationships. This is in line with the findings of Ika Yuliana & Bidari Andaru Widhi (2023), who stated that social media helps SMEs reach broader markets, build trust, and strengthen customer relations.

Future development plans reflect optimism and entrepreneurial spirit among SME owners. Motivational messages from the business owners also demonstrate that having a positive mindset is crucial in building and sustaining a small business.

Considering all of the above, a strong sense of optimism for the future can be felt. Many SME players have development plans supported by enthusiasm and confidence. Their entrepreneurial spirit is evident in how they interpret their business journey. The motivational words shared by the business owners highlight that a positive mentality is the key to building and maintaining a small business amid the challenges of modern times.

## CONCLUSION

This study demonstrates that social media—particularly Instagram and Facebook—has served as a strategic and effective tool for micro-entrepreneurs such as Nings Kios in marketing hampers online. Despite being managed by a single individual with limited resources, leveraging the visual and interactive features of social media has proven effective in expanding market reach, fostering customer relationships, and significantly increasing sales.

Key findings reveal that simple yet consistent promotional strategies, supported by social networks such as friends and family, can compensate for the absence of professionally produced content. Moreover, a cultural shift among urban communities toward hampers as practical and aesthetically appealing gifts has further strengthened market demand.

In terms of challenges, the business owner faced common obstacles such as internet connectivity issues, limited content production capacity, and a relatively narrow audience reach. Nevertheless, these challenges were overcome through adaptive approaches based on social relationships and strategic timing—

particularly during festive occasions. The impact of social media was not only evident in local sales growth but also in reaching customers beyond the city.

This research affirms that social media is an accessible entrepreneurial tool for all segments, enabling urban micro-enterprises with limited technical and financial capacities to compete effectively in the digital marketplace. Future development opportunities may lie in expanding into other digital platforms, such as TikTok Shop.

## RECOMMENDATION

Based on the research findings, business owners like Nings Kios are advised to continuously improve their visual presentation and interaction methods on social media by maximizing the available features. Exploring other platforms such as TikTok Shop or marketplaces like Shopee may also help broaden their customer reach. In addition, training in digital marketing, along with support from universities or local governments, would greatly contribute to business development. Finally, collaborating with friends and family to assist in promotional efforts can be an effective strategy, especially for those with limited access to paid advertising.

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