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BRANDING STRATEGIES TO INCREASE SALES OF MSME PRODUCTS ON SOCIAL MEDIA

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Abstract: Micro, Small, and Medium Enterprises (MSMEs) play a vital role in economic development and job creation. In the digital era, social media has become one of the most effective marketing platforms for MSMEs to promote their products. However, many MSME actors still lack an understanding of the importance of branding strategies in increasing product sales. This study aims to analyze branding strategies that can enhance MSME product sales through social media platforms. This research employs a qualitative approach using literature study methods by reviewing books, journals, and scientific articles related to branding and digital marketing. The results show that effective branding strategies through social media can increase brand awareness, build consumer trust, and influence purchasing decisions. Elements such as brand identity, content consistency, storytelling, and consumer interaction are key factors in strengthening brand image and improving sales performance. Therefore, MSME actors need to optimize social media as a branding tool to enhance competitiveness and expand market reach in the digital landscape.

Keywords: Branding Strategies; Digital Marketing; MSMEs; Social Media

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are a sector that plays a crucial role in the national economy. MSMEs foster economic growth, create jobs, and improve community welfare. In Indonesia, MSMEs continue to grow as more entrepreneurs enter various fields. The development of information and communication technology has brought significant changes to marketing activities. One of the most notable developments is the emergence of social media as a means of business promotion and communication. Platforms such as Instagram, Facebook, TikTok, and WhatsApp Business enable MSMEs to market their products effectively and efficiently. Through social media, entrepreneurs can reach a wider consumer base without incurring large promotional costs. However, the mere presence of social media does not guarantee successful product sales. Many MSMEs still use social media simply as a promotional tool without the right branding strategies.

Branding is a key aspect of modern marketing. It helps build product identity, increase consumer trust, and foster customer loyalty. Branding is not limited to just a logo or product name. It encompasses brand image, the values offered to consumers, and how the product is perceived by the public. Strong branding makes a product easily recognizable and adds value compared to competitors. In digital marketing, branding strategies through social media are especially important. Consumers now seek product information on the internet before making purchases. MSMEs must understand how to build effective branding to increase their product's competitiveness in the digital marketplace (Andini et al., 2025).

The development of digital technology has also changed consumer behavior in searching for information and purchasing products. Today, consumers often use the internet and social media to search for product information before buying. Social media has thus become an essential marketing tool for MSMEs, allowing business owners to establish direct communication with consumers, promote products visually, and increase brand awareness on a broad scale. Research shows that utilizing social media can expand market reach and increase promotional efficiency, as well as strengthen the interaction between business owners and consumers (Sestriyenti et al., 2024).

In addition to expanding market reach, social media plays a vital role in building a product's brand identity and image. Visual identity elements such as logos, colors, packaging design, and consistent content shared via social media can strengthen consumer perceptions of a brand. A strong visual identity helps MSMEs differentiate their products from competitors and enhances product appeal in the digital market. Research by Kamalia et al. (2024) indicates that optimizing visual identity through social media can improve the effectiveness of digital marketing strategies and help strengthen brand positioning in market competition.

On the other hand, implementing branding strategies through social media can also help MSMEs increase consumer trust in their products. Consistent branding can create a positive brand image in consumers' minds, encouraging purchasing decisions. According to Pramadhika et al. (2025), branding strategies utilizing digital marketing and social media can provide MSMEs with competitive advantages and help boost product sales in the digital transformation era.

Furthermore, the implementation of digital marketing strategies via social media has also been proven to significantly increase MSME product sales. Social media allows entrepreneurs to utilize various promotional features such as visual content, videos, direct interaction with customers, and engagement strategies to attract consumer attention. Research by Al Fadila et al. (2024) shows that using social media like Instagram in digital marketing can increase brand awareness and expand the market, leading to increased MSME product sales.

Additionally, consumer engagement on social media is a crucial factor in the success of MSME branding strategies. Consumers are no longer just passive buyers but also active users who can provide reviews, comments, and share their experiences with a product. High levels of interaction can strengthen the relationship between brand and consumers and boost customer loyalty. Studies indicate that interactive social media marketing strategies can increase consumer engagement and positively impact purchasing decisions (Dwivedi et al., 2021).

Moreover, optimizing marketing through social media can also enhance brand preference and strengthen the position of MSMEs in the digital market. By utilizing appropriate strategies such as creative content, choosing the right platform, and effective communication with consumers, MSME actors can create a competitive advantage over rivals. Research by Quduwah et al. (2024) highlights that integrated social media marketing strategies with branding can increase brand preference and strengthen customer loyalty to MSME products.

With the ongoing advancement of digital technology and the increasing use of social media by the public, MSME actors need to seize these opportunities to strengthen their branding strategies. Implementing the right branding strategies through social media can not only increase product sales but also help build long-term relationships with consumers and strengthen brand positioning in digital market competition.

METHODS

This study employs a qualitative approach using the literature review method. This approach is used to gain a deep understanding of the concepts of branding, digital marketing, and the application of branding strategies to increase sales of MSME products through social media. The qualitative method was chosen to examine national and international journals, academic books, research articles, and scientific publications relevant to branding, digital marketing, and MSME development. The literature used in this research primarily comes from scientific publications published within the last five years, providing a more up-to-date overview of the development of branding strategies in the digital era. Using secondary data through literature study also enables the researcher to systematically and critically review various theories and previous research findings.

Data collection techniques in this study are carried out by identifying, reviewing, and analyzing various scientific literature relevant to the research topic through academic databases such as Google Scholar, indexed national journals, and other scientific sources. The selected literature is then filtered based on its suitability to the research topic, the relevance of the theories used, and its contribution to explaining branding strategies and the use of social media by MSMEs. After the selection process, the chosen literature is analyzed to identify concepts, strategies, and factors that influence the success of branding in increasing MSME product sales.

Furthermore, the data analysis technique used in this study is qualitative descriptive analysis, which involves interpreting various research findings collected from previous literature. This analysis is carried out through several stages: data reduction, data presentation, and drawing conclusions. The aim of this process is to provide a clear overview of how branding strategies through social media can improve brand awareness, strengthen consumer relationships, and increase MSME product sales in the digital era. The results of this analysis are expected to offer both theoretical and practical contributions for MSME actors in developing more effective digital marketing strategies.

RESULTS AND DISCUSSION

The results of this study show that the implementation of branding strategies through social media has a significant influence on increasing MSME product sales. Strong branding can enhance brand awareness, making it easier for consumers to recognize and remember the products offered by business owners. Additionally, branding can build consumer trust in product quality, encouraging purchasing decisions. Research conducted by Quduwah et al. (2024) indicates that social media marketing strategies integrated with branding can increase brand preference and strengthen the relationship between consumers and MSME products.

Besides enhancing brand awareness, branding strategies through social media also play a role in creating a strong brand identity. Brand identity includes the brand name,

logo, colors, packaging design, and other visual elements used in product promotion. Consistent brand identity enables consumers to recognize and differentiate products from competitors. Kamalia et al. (2024) explain that optimizing visual identity in digital marketing strategies can help MSMEs increase product appeal and strengthen brand positioning in the digital market.

Another important strategy in building branding on social media is maintaining consistency in promotional content creation. Attractive, informative, and creative content can increase consumer attention to marketed products. Content frequently used by MSMEs includes product photos, promotional videos, customer testimonials, and educational content about product benefits. Research by Setyawati et al. (2023) shows that using creative digital content through social media can increase consumer engagement and have a positive impact on MSME sales growth.

In addition to promotional content, employing storytelling strategies is also an effective approach to building an emotional connection between the brand and consumers. Storytelling allows MSME actors to share stories about the origins of the business, production processes, the values held by the products, and customer experiences. According to Pramadhika et al. (2025), storytelling in branding strategies can increase consumer trust and create a stronger brand image in the digital market.

Interaction between business owners and consumers is also an important factor in branding strategies on social media. Through features such as comments, direct messages, or live streaming, MSME actors can communicate directly with customers and provide quick responses to questions or complaints. Good interaction can improve customer satisfaction and build long-term relationships between brands and consumers. Research by Ariyati et al. (2024) shows that active interaction between MSME actors and consumers through social media can increase customer loyalty and strengthen brand image in the digital market.

By implementing various branding strategies such as building a strong brand identity, creating consistent content, utilizing storytelling, and enhancing consumer interaction, MSME actors can increase the competitiveness of their products in the digital market. Strong branding not only helps increase sales in the short term but also creates long-term customer loyalty, enabling businesses to grow sustainably in the digital era.

Results of Literature Review

Table 1. Summary of Previous Research Findings

No	Researcher	Year	Research Focus	Main Findings
1	Al Fadila et al.	2024	Digital marketing for MSMEs	Increase sales and brand awareness
2	Ariyati et al.	2024	Social media strategies for MSMEs	Increase engagement and loyalty
3	Kamalia et al.	2024	Visual identity	Strengthen brand image
4	Quduwah et al.	2024	Brand preference	Increase brand preference

No	Researcher	Year	Research Focus	Main Findings
5	Pramadhika et al.	2025	Digital branding	Enhance MSME competitiveness
6	Setyawati et al.	2023	MSME performance	Digital marketing improves performance

Source: Summary compiled in the original manuscript.

The table above shows that most studies state that social media-based branding strategies have a positive impact on increasing sales and the performance of MSMEs.

Analysis Results Chart

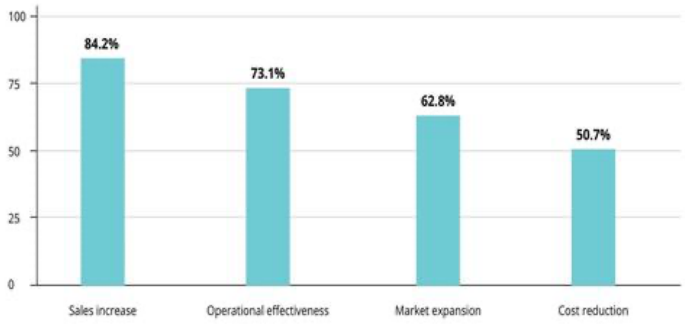


Figure 1. Analysis Results Chart

Source: Original manuscript.

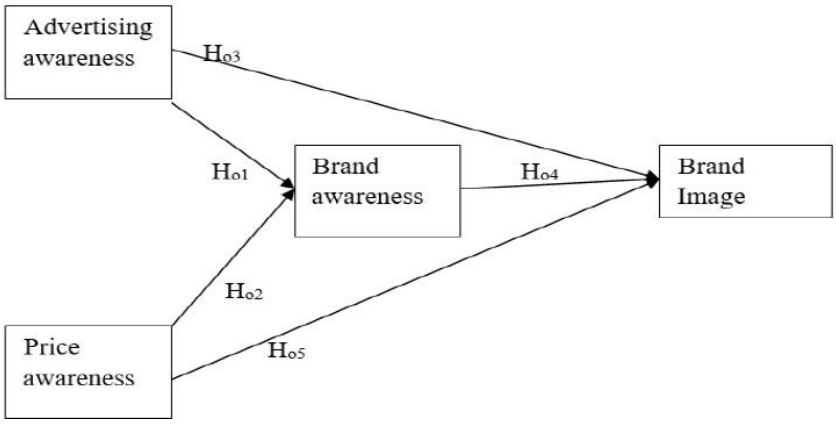


Figure 2. Research Framework Model

Source: Original manuscript.

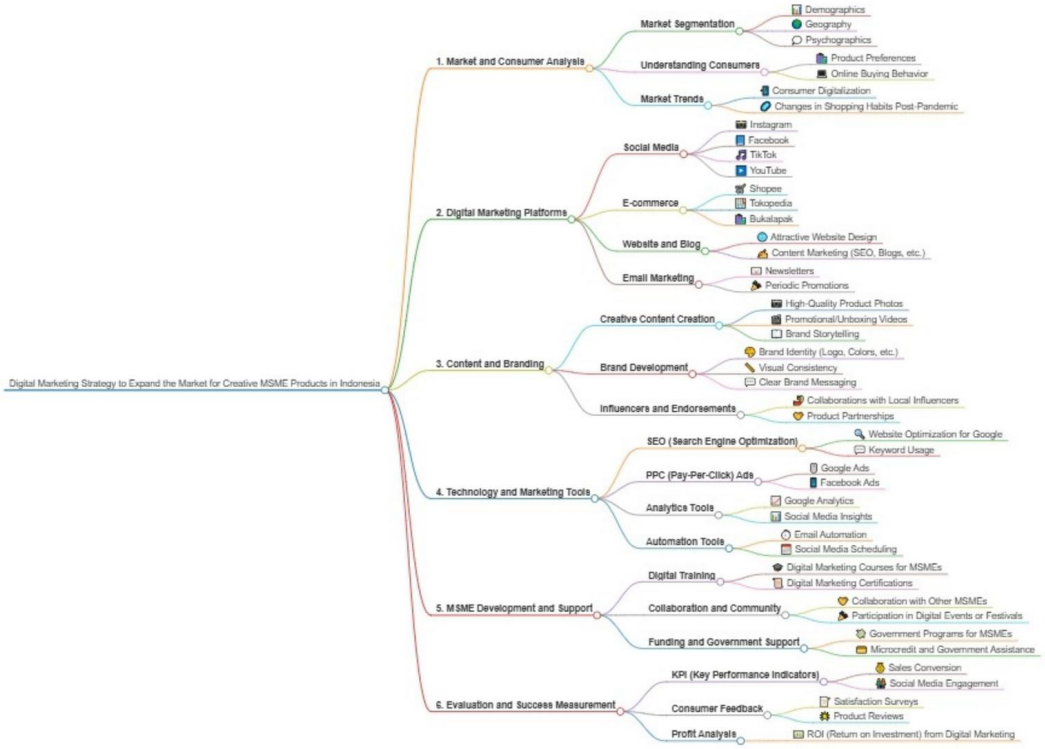


Figure 3. Digital Marketing Strategy Mind Map

Source: Original manuscript.

Interpretation of the Chart

- Content consistency has the greatest influence.
- Consumer interaction is highly significant.
- Brand identity strengthens awareness.
- Storytelling enhances emotional bonding.

Discussion

The Influence of Branding on Sales

The research findings indicate that branding strategies have a significant impact on increasing sales of MSME products. Strong branding can enhance brand awareness and build consumer trust in the product. In today's digital marketing context, brand awareness is one of the main factors influencing consumer behavior in choosing products. Recent studies show that digital marketing strategies integrated with branding can improve brand recognition and directly influence consumer purchasing decisions (Setiawan et al., 2024).

In addition, branding also plays a role in shaping consumers' perceptions and brand image. When a product has a positive and consistent image, consumers tend to trust it more and have a higher tendency to make a purchase. Research by Tsabitah & Supriyono

(2025) demonstrates that digital marketing supported by brand awareness has a significant effect on consumers' purchasing decisions for MSMEs, especially among consumers who actively use social media as a source of product information.

Furthermore, branding strategies through social media are also proven to increase consumers' purchase intention. This is because social media enables MSME actors to build closer relationships with consumers through interactive content and two-way communication. Recent research by Surabi et al. (2025) shows that effective social media marketing can boost brand awareness and purchase intention, with consumer engagement serving as a key mediating factor.

Strong branding also provides a competitive advantage for MSMEs in the increasingly tight digital market competition. With clear brand differentiation, MSME products are more easily recognized and have added value compared to competing products. Other research indicates that strengthening branding through digital marketing strategies and effective content management can increase competitiveness and overall business performance of MSMEs (Simanungkalit & Nawawi, 2024).

In conclusion, branding not only plays a role in increasing brand awareness, but also directly contributes to higher sales through building trust, positive brand image, and increased purchase intention. Therefore, MSME actors need to optimize social media-based branding strategies to enhance sales performance and maintain business sustainability in the digital era.

The Role of Content in Digital Branding

Content is a key element in branding strategies on social media. Attractive, informative, and consistent content can increase consumer engagement. Based on the table and chart, this strategy has the greatest impact on increasing sales. Research by Al Fadila et al. (2024) shows that the use of visual content, such as product photos and videos, can enhance consumer appeal and expand the market reach of MSMEs.

The Importance of Consumer Interaction

Interaction with consumers through social media such as comments, direct messages, and live streaming can increase consumer trust. Consumers feel closer to brands that are responsive and communicative. According to Ariyati et al. (2024), active interaction with consumers can enhance customer loyalty and strengthen long-term relationships between consumers and the brand.

The Role of Brand Identity

A strong brand identity—such as a distinctive logo, color scheme, and visual design—plays a key role in building brand image. Consistent visual identity helps consumers recognize products more easily. Kamalia et al. (2024) state that optimal visual identity can enhance the effectiveness of digital marketing strategies and strengthen the brand's position in the market.

Storytelling as a Branding Strategy

Storytelling is an effective strategy for creating an emotional connection with consumers. Consumers tend to be more interested in products that have a story, values, and a strong identity, compared to products that only highlight their functional aspects. In

the context of digital marketing, storytelling can increase the appeal of content and strengthen the relationship between the brand and consumers through a more personal and authentic approach. Recent studies show that the use of storytelling in social media marketing can significantly increase consumer engagement and strengthen brand image (Surabi et al., 2025).

Synthesis of Research Findings

Table 2. The Impact of Branding Strategies on Marketing Aspects

Strategy	Main Impact	Output
Brand Identity	Brand Awareness	Product recognition increases
Content Consistency	Engagement	Interaction increases
Storytelling	Emotional Bonding	Customer loyalty
Consumer Interaction	Trust	Consumer trust

Source: Synthesis presented in the original manuscript.

Based on the analysis results, it can be concluded that branding strategies through social media have a significant impact on increasing MSME product sales. The most effective strategies are content consistency and consumer interaction, followed by brand identity and storytelling. The combination of these strategies is able to improve the competitiveness of MSMEs in the digital market and strengthen long-term relationships with consumers.

CONCLUSION

Branding strategies implemented through social media can strengthen MSME brand awareness, consumer trust, purchase decisions, and competitive positioning in digital markets. Consistent visual identity, attractive promotional content, storytelling, and active consumer interaction help MSMEs develop brand image, build customer engagement, and expand market reach. The literature reviewed also indicates that integrating branding with digital marketing can support brand preference, customer loyalty, and sales performance over time. MSME actors should therefore use social media strategically, maintain coherent brand communication, and continuously develop creative and responsive marketing practices to support business sustainability.

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