

THE ROLE OF LEADERSHIP IN IMPLEMENTING SOCIAL MEDIA MARKETING STRATEGIES TO INCREASE PURCHASING POWER AND BUILD BRAND IMAGE OF HILWAH FOOD MSMES

Kresna Rakha PUTRA^{1*}, Aldina SHIRATINA²
^{1,2} *Universitas Mercu Buana, Jakarta, INDONESIA*
**kresnarakha13@gmail.com*

ABSTRACT

In the digital era, the role of social media is crucial in increasing market visibility and consumer trust, especially for Micro, Small, and Medium Enterprises (MSMEs). This paper discusses the leadership role in implementing digital marketing strategies through Instagram and TikTok to enhance the purchasing power and brand image of Hilwah Food MSME. Using a project-based approach, the study employed structured content management, social media analytics, and strategic team coordination. The results show significant increases in brand awareness, audience engagement, and conversion rates. Leadership is key in aligning strategic direction with digital trends, ensuring that every element of the project—from creative development to customer interaction—was effectively executed. This paper highlights that social media leadership not only enhances market competitiveness but also promotes the long-term sustainability of MSMEs in the digital economy.

Keywords: Leadership, Digital Marketing, Social Media, Brand Image, MSMEs

1. INTRODUCTION

The rapid advancement of digital technology has revolutionized how businesses operate, especially in developing countries like Indonesia. In recent years, the internet penetration rate has continued to grow, with over 221.56 million users in 2024, representing more than 78% of the total population. According to the Indonesian Internet Service Providers Association (APJII), the majority of these users are from the millennial and Gen Z generations—who are highly active on platforms such as Instagram, TikTok, and WhatsApp. These platforms are not only used for social interaction but also serve as powerful tools for marketing and branding.

This digital trend has created both challenges and opportunities for Micro, Small, and Medium Enterprises (MSMEs), which are considered the backbone of Indonesia’s economy. MSMEs contribute significantly to employment and GDP but often face limitations in resources, marketing capacity, and digital literacy. Traditional promotion methods are no longer sufficient, especially in a consumer environment shaped by visual content, influencer marketing, and rapid trend cycles. To survive and thrive, MSMEs must adapt to this shift by adopting social media marketing (SMM) strategies that are not only relevant but also data-driven and audience-oriented.

Hilwah Food is a small home-based food business located in Meruya Selatan, West Jakarta. Since its founding in 2018, the business has focused on producing a signature snack—Kentang Mustofa—using a unique frying and oven-baking technique to achieve a crispy, low-oil product. Despite its product quality, Hilwah Food has struggled to grow its customer base due to lack of visibility, limited marketing efforts, and inconsistent content on social media. Its digital platforms (Instagram and WhatsApp Business) were underutilized, lacking brand identity, planned content schedules, and proper engagement strategies.

This paper highlights a social media project conducted by a university student team aimed at addressing these limitations. The project’s objective was to assist Hilwah Food in developing an effective social media marketing strategy through structured planning, creative content development, and performance monitoring. The most critical component of the project was the leadership role, which served as the linchpin for all operations—from coordinating the team to interpreting analytics and aligning actions with business objectives.

The key issues addressed in this study are:

1. How effective is Hilwah Food's current use of social media in improving brand visibility and sales?
2. To what extent can Instagram and TikTok influence customer purchasing behavior?
3. What strategies can improve brand image and build trust through social media content?
4. How does leadership contribute to the success of a social media marketing campaign in an MSME context?

By exploring these questions, the study not only evaluates the success of the project but also provides insights into how leadership and digital tools can empower small businesses in competitive markets. The research seeks to contribute to the broader discussion of digital inclusion and MSME sustainability in Indonesia's economy.

2. METHOD

This study employed a project-based approach as a form of community engagement activity, focusing on digital marketing assistance for Hilwah Food, a micro-enterprise based in West Jakarta. The project was carried out over a two-month period with the primary objective of increasing brand awareness and social media engagement through Instagram and TikTok.

The project team was divided into three integrated roles:

- Leader, responsible for overall strategic planning, timeline management, performance evaluation, and direct communication with the MSME partner.
- Content Creator, tasked with developing visual content and engaging copywriting aligned with the brand identity.
- Community Engagement, in charge of managing audience interactions, responding to comments and messages, and overseeing the MSME's online reputation.

The selected platforms were Instagram and TikTok, chosen based on audience demographics and their suitability for visual content marketing in the food sector. Instagram was used to optimize features such as feed posts, reels, and stories, while TikTok focused on broader reach through short, trend-based video content.

To guide the implementation of the digital strategy, several analytical frameworks were applied:

- AIDA (Awareness, Interest, Desire, Action) as a model to direct content flow and customer conversion.
- SWOT Analysis to evaluate internal strengths and weaknesses alongside external opportunities and threats.
- STP (Segmentation, Targeting, and Positioning) to identify the target market and establish a distinct brand positioning.
- Competitor Analysis to benchmark similar MSMEs and highlight Hilwah Food's unique value proposition.

All content development and posting activities followed a weekly schedule and a detailed content calendar to ensure consistency and structure. Weekly evaluations were conducted to adjust content based on platform analytics and audience feedback.

Project performance was monitored through both quantitative and qualitative measures. Quantitative data included metrics such as reach, engagement rate, follower growth, and direct customer interactions. In parallel, qualitative input was gathered from the business owner regarding the effectiveness of the content, improvements in product visibility, and customer response.

Beyond technical execution, the method also emphasized education. The team not only executed the campaign but also involved the business owner in learning the basics of digital content management. This ensured that the strategies implemented could be sustained independently after the project ended.

3. RESULTS AND DISCUSSION

This section presents the results of the social media management project and interprets them in the context of Hilwah Food's marketing objectives. The findings are structured based on the leadership roles, analytic outcomes, time scheduling, stakeholder communication, and team performance, all of which contributed to the brand development and digital presence of the MSME.

1. Leadership and Team Coordination



Figure 1. Leadership and Team coordination

The leader's role was critical in ensuring the team remained aligned with the project's strategic direction. Coordination was done through weekly meetings and shared documents that allowed all members to track content progress, engagement metrics, and task completion. in the report shows collaborative discussions that helped foster a sense of responsibility and goal alignment within the team. The structured leadership allowed the project to maintain momentum and adapt to changes in content performance and external feedback.

2. Social Media Analytics and Metrics

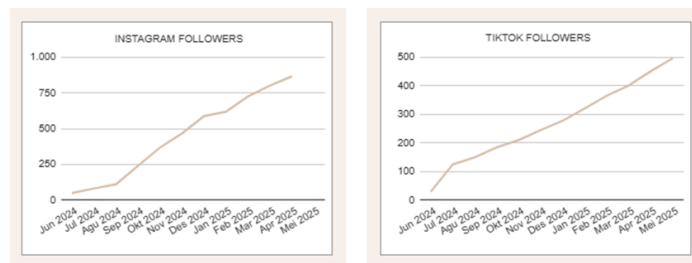


Figure 2. Social Media and analytics and metric

Data collected from Instagram and TikTok showed significant growth. For instance, Instagram Reels saw an increase in views and user interaction, while TikTok metrics indicated a wider audience reach. The use of key performance indicators (KPIs) such as reach, impressions, follower growth, and engagement rate allowed the team to measure progress in real-time and make data-informed decisions. Metrics also revealed which content formats were most effective—for example, behind-the-scenes videos and user-generated content had higher engagement than static product images.

3. Strategic Time Scheduling

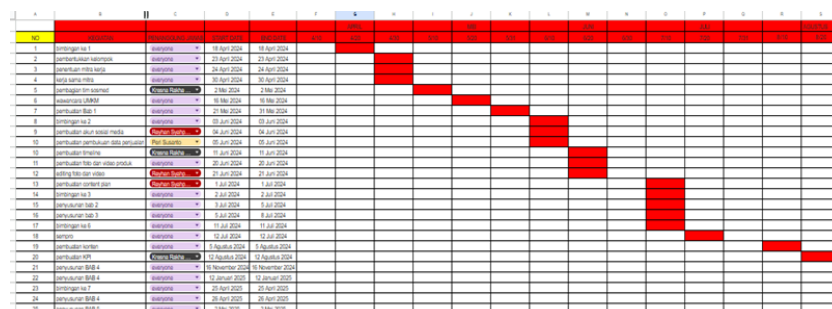


Figure 3. Tim Schedule Team

Time management was handled through a detailed time schedule that outlined weekly targets, content publication deadlines, and evaluation periods. This schedule enabled the team to distribute workloads evenly and maintain posting consistency. Deviations from the schedule, such as delayed uploads, were addressed promptly in team reviews, and responsibilities were redistributed accordingly. Figure 4.1.3.1 provides a visual representation of the content timeline that structured the entire campaign cycle.

4. Stakeholder Communication and Negotiation



Figure 4. Negotiation proses with MSME

Building a sustainable relationship with the business owner was a key component of this project. The leader was directly involved in negotiating expectations, explaining the digital strategy, and documenting cooperation through a formal agreement. These steps built mutual trust and clarified each party's roles and commitments. The ability to communicate and align digital goals with the MSME's operational constraints became an important factor for long-term success.

5. Performance Evaluation and Team Responsibility

No	Nama	Bulan	Minggu ke-	Bobot	Target	Target Waktu pengerjaan	Realisasi waktu pengerjaan	Realisasi	Hasil
1	Kresna Rakha Putra	Juni	1	30%	Memastikan pembuatan dan aktivasi akun IG dan Tiktok	1 Minggu	1 Minggu	Terealisasi nya aktivasi akun IG dan Tiktok	30%
			2	20%	Pembuatan Time Schedule Tim	1 Minggu	1 Minggu	Terealisasi nya pembuatan Time Schedule Tim	20%
			3	20%	Mengawasi dan membantu pembuatan konten	1 Minggu	1 Minggu	Terealisasinya pembuatan konten	20%
			4	30%	Membuat jadwal pertemuan dengan UMKM	1 Minggu	1 Minggu	Terealisasinya pertemuan dengan UMKM	30%
TOTAL									100%
2		Juli	1	30%	Menginisiasi diadakannya rapat dengan tim	1 Minggu	1 Minggu	Terealisasinya diadakannya rapat dengan tim	30%
			2	20%	Monitoring konten yang diunggah	1 Minggu	1 Minggu	Terealisasinya pemantauan konten yang di unggah	20%

Figure 5. Example of one team's KPI

Performance evaluations were conducted regularly based on individual KPIs. summarize each member's progress and obstacles, such as time delays and content execution issues. The evaluations also served as learning feedback, helping team members reflect on their contributions and improve their efficiency. Despite some inconsistencies, the project was able to achieve its main deliverables: increased brand visibility, higher engagement, and a clear brand voice for Hilwah Food across social platforms.

6. Strategic Impact and Branding Outcomes

While still in its early stages, Hilwah Food's brand began to gain traction through visual consistency and a more professional content style. The team introduced consistent logo usage, color schemes, and caption tone that reflected the product's identity. Audience feedback through comments and shares indicated growing recognition. Furthermore, WhatsApp Business inquiries spiked during the content-heavy weeks, suggesting a link between digital activity and customer interest. However, opportunities remain for further development, especially in integrating paid advertising and automating customer interactions.

CONCLUSION

Each paper must end with a conclusion summarizing the results of the paper. The conclusion should clearly indicate The implementation of a structured social media marketing strategy under clear and coordinated leadership has proven effective in increasing the brand visibility and digital engagement of Hilwah Food, an MSME in the food sector. The integration of Instagram and TikTok, combined with analytical tools and a collaborative team structure, led to measurable improvements in content performance and customer interaction. Leadership played a central role in driving the project forward—through strategic planning, timeline enforcement, stakeholder negotiation, and data-based evaluation.

The project demonstrates that MSMEs, despite limited resources, can enhance their market competitiveness by adopting a strategic approach to digital marketing. The use of frameworks such as AIDA, SWOT, and STP enabled more targeted and impactful communication with consumers. Furthermore, building a feedback loop between content execution and analytics fostered an environment of continuous improvement. Challenges such as time constraints and content revisions were addressed through regular performance evaluations and open communication within the team.

This project contributes not only to Hilwah Food's business growth but also provides a replicable model for other MSMEs looking to expand their reach through social media. Future development may include integrating e-commerce platforms, paid promotion, and basic digital marketing training for business owners to ensure sustainability beyond external assistance.

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