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Optimizing Social Media Management to Improve Engagement and Sales (Case Study Parissa Fashion)

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ABSTRACT

Parissa Fashion MSME operates in the women's clothing industry in Tanah Abang, Jakarta. The business has not fully used social media to increase sales. The main problem is that Parissa Fashion does not manage social media efforts well. There is no clear system or plan for using social media effectively. This study aims to improve social media results and management. We do this by applying a simple, clear framework. The project shows that strong leadership helps. Leadership tasks include setting clear goals, assigning work, working with partners, and checking social media performance. Using social media key performance indicators (KPIs) helps evaluate progress. Good leadership in planning, executing, and checking results makes the team work better. It also improves social media management and marketing results for Parissa Fashion MSME.

Keywords: *Social Media Optimization; Digital Marketing Strategy; Leadership in Social Media Management; Performance Evaluation; MSME Development*

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INTRODUCTION

Indonesia is a developing country. Its economy is growing. The government wants to improve people's lives. Trade is part of this growth. It helps bigger markets and boosts the economy. Micro, Small, and Medium Enterprises (MSMEs) are important. They support Indonesia's economic system. MSMEs do business at home. They also create jobs. They help reduce poverty. They encourage local innovation.

Data from the Ministry of Cooperatives and SMEs (KEMENKOPUKM, 2023) shows that MSMEs make up about 60.05 percent of Indonesia's Gross Domestic Product (GDP). They generate IDR 8,573.89 trillion. They also provide jobs for about 117 million people. This is 97 percent of the total workforce. MSMEs are 99.9 percent of all business entities in Indonesia. These facts show that MSMEs play an important role in the country's development and economy. Many MSMEs face challenges in implementing marketing strategies. These challenges include not having management systems, poor financial planning, limited knowledge of brand development, and difficulty accessing digital tools. The most common problem today is the poor use of social media for marketing. This reduces competitiveness and limits consumer engagement.

Parissa Fashion is a small business that makes women's clothing. It is located in the Tanah Abang area of Jakarta. The company started in 1986. It produces and sells women's clothes. The company targets millennial and Gen Z customers. It has been in the market for many years. The company's sales go up and down. This is because of poor digital marketing. The company does not use social media well for advertising.

Right now, Parissa Fashion mainly uses Instagram to promote its products. Its social media use is not consistent. It posts irregularly and does not have a set schedule. Its visual content is not very creative. It does not have a clear plan. Because of this, the brand's visibility is low. It does not get many interactions with potential customers. The company also lacks a proper team structure and a way to check performance. These issues make it hard to coordinate and work efficiently.

To address these issues, we need to improve how Parissa Fashion manages social media. We will focus on organizing and optimizing social media activities. The company should use multiple platforms, including TikTok, Instagram, and Facebook. This will help reach more customers and increase engagement. We will use the **SMAC (Social, Mobile, Analytics, and Cloud)** framework to create a strategy based on data and performance. The study also emphasizes the importance of leadership. Leaders should form teams, assign tasks, and monitor performance. They should also evaluate results regularly. These steps will help Parissa Fashion manage teams better and improve social media results. Improving these areas can lead to higher sales and better business sustainability.

LITERATURE REVIEW

Microsoft Word

According to Sinaga et al. (2022), Microsoft Word is a program in the Microsoft Office suite. It is used for processing text. We used Microsoft Word to prepare project documents. We also used it to write reports and organize social media plans. Its layout helps make professional documents. These documents include captions, content plans, and reports on social media performance for Parissa Fashion's project.

Google Spreadsheet

Zhilla et al. (2024) state that Google Sheets is part of Google Workspace. It offers tools for data entry, calculations, and data management. In the Parissa Fashion project, we used Google Sheets to record social media data. We also used it to manage schedules and analyze performance. This included metrics like reach, impressions, and how the audience interacted. The tool allowed our team to work together. It helped us monitor and review social media activity efficiently.

Microsoft PowerPoint

Haliza et al. (2022) explain that Microsoft PowerPoint is a computer program used for making presentations. It helps to show information using visuals. In this study, PowerPoint was used to show social media plans, evaluate performance, and report campaign results for Parissa Fashion. The program was also used to create visual slides. These slides made it easier to share findings and project reports with stakeholders.

Google Drive

According to Safitri and Nasution (2023), Google Drive is a cloud storage service created by Google. It allows users to store and share files such as images, videos, and documents. In this project, we used Google Drive as a central place to keep content designs, reports, and team documents. Its accessibility and ability to support collaboration made it easier for Parissa Fashion's social media team to manage their digital materials. It also helped keep data consistent throughout the project.

METHOD

System Development Life Cycle (SDLC) is a method used to manage information system projects. It has five main stages: **Planning, Analysis, Design, Implementation, and Maintenance**. We adapted each stage to suit Parissa Fashion's social media project.

a) Planning

Planning is the first step in the project. It sets the direction and goals. We need to make a clear plan. We define our vision and mission. These align with Parissa Fashion's business goals. We assign roles to team members. We specify responsibilities. We plan the content strategy. The goal is to improve social media engagement and increase brand visibility.

b) Analysis

We examined data from Parissa Fashion's social media accounts. We looked at metrics such as engagement rate, impressions, and follower growth. This helped us understand how the audience behaves and how effective the content is. It also showed us what competitors are doing online. We used this information to improve our marketing strategies. Our goal is to stay relevant and competitive in the fashion industry.

c) Design

We focused on creating a content schedule plan and developing visual ideas for Instagram, TikTok, and Facebook. We made sure the designs matched the brand. We also kept the look attractive and the message clear. We made templates and posted schedules. These helped us stay consistent across all social media sites.

d) Implementation

We carried out the planned activities. Our team posted content according to the schedule. We responded to audience questions and comments. We launched digital advertising campaigns based on the SMAC (Social, Mobile, Analytics, and Cloud) model. The team leader supervised all activities. The leader checked that each activity matched the project goals. The leader also monitored the performance across all platforms to ensure consistency.

RESULTS AND DISCUSSION

Results

4.1 Planning

a. Establish Strategic Vision and Mission

At the start of the Parissa Fashion MSME social media project, we planned the work. We set goals and gave tasks to team members. We also made sure everyone knew what they needed to do. This planning was the main step to help the project follow the set goals.

Vision: We help Parissa Fashion MSME improve social media management. Our goal is to increase brand awareness, customer engagement, and sales.

Mission: We create simple, high-quality content. We make good use of social media platforms. We build relationships with customers through engagement. We analyze data to make better decisions. We improve our team's skills through working together.

b. Discussion and Coordination of Jobdesc members

After defining the vision and mission, we held a meeting to review each team member's skills. We wanted to determine what tasks each person could do best. This was to guarantee that work was assigned properly. Our goal was to make sure that the project activities would proceed smoothly and efficiently.

As a result of this review, we created a list of duties for the Parissa Fashion social media project. The division of roles is shown below:

Khofifah Albena Akbar – Content Planning : We develop a content plan that includes choosing topics, deciding what kind of content to create, and planning when to post. We base this on market research and fashion trends. This helps keep Parissa Fashion's social media relevant and targeted.

Kira Zafir – Graphic and Visual Design : They create visual materials such as graphics and product images. Kira uses design tools to improve how these visuals look. They help strengthen Parissa Fashion's brand on social media.

Khofifah Albena Akbar – Content Writing : We write captions, articles, and promotional messages for social media. We use relevant hashtags and persuasive language. Our goal is to increase engagement and make the brand more visible.

Gergina Vong – Content Scheduling : We organize and plan when to publish content on social media. We choose times to reach the largest audience. This helps improve visibility and engagement.

Kira Zafir – Supervision and Engagement Management : They manage team coordination and oversee audience interactions. Kira responds to comments and

messages. They maintain the positive reputation of Parissa Fashion through active engagement.

Gergina Vong – Performance Analysis and Reporting : We collect data on how social media campaigns perform. We analyze this data to see what works and what does not. We prepare monthly reports that show audience growth and whether we meet our goals.

c. Directing and Informing

After assigning roles, the project leader gave instructions. These instructions included work goals, how to report progress, and when to review. Communication about tasks was clear. It made sure each team member understood their duties and the standards expected.

- Khoffifah Albena Akbar: She plans weekly content ideas. She makes sure these ideas match current fashion trends. She also considers what the audience prefers.
- Gergina Vong : She creates visual designs every week. She updates campaign ideas once a month. She checks how the audience responds on all social media platforms.
- Kira Zafir : She makes reports about social media performance each month. She manages the schedule for posting content. She analyzes the numbers and return on investment (ROI) to see how well the strategies work.

We give clear instructions and communicate regularly. This helps each team member do their tasks properly. They work with focus and discipline. Our goal is to improve the digital performance and sales of Parissa Fashion MSME. We achieve this through better management of social media.

4.2 Analysis

After completing the strategic planning, we will analyze Parissa Fashion's social media performance. We will collect engagement data and review what competitors are doing. We will check how well the current content works. We will also measure how much the audience interacts. The information we gather will help us improve future social media work.

a. Collection using Matrics

At this stage, we collect and review data on social media performance. We focus on engagement metrics to evaluate how well Parissa Fashion's digital efforts are working. The data comes from key performance indicators (KPIs) on Instagram Insights. These include reach, impressions, profile visits, likes, comments, shares, and saves.

We collect data to observe how audiences respond. We check which content works best. We identify posts that get the most interaction. The data helps us improve Parissa Fashion's marketing plan. It also helps us choose the most suitable content to keep audiences engaged and increase sales.

We gather data each month. We review the performance indicators on Parissa Fashion's social media accounts. Our team records the results in a structured report. The metrics we track include reach, impressions, profile visits, likes, comments, shares, and saves.

- **Reach:** This measures the number of unique users who viewed Parissa Fashion's content during a specific time period.
- **Engagement Rate:** This is calculated by dividing total interactions, such as likes, comments, shares, and saves, by the total reach. It shows how effectively the audience interacts with the content.

- **Profile Visits:** This shows how many users visited the Parissa Fashion profile after viewing its content. It indicates the level of interest and curiosity from the audience.
- **Content Interaction:** This includes likes, comments, and shares. It helps measure how relevant and appealing the content is to viewers.
- **Follower Growth:** This tracks the number of new followers each month. It provides information about how well the audience is retaining interest and the strength of brand loyalty.

We collected data from the content to find patterns and trends. We looked at which formats, such as photos, reels, or stories, performed best. We also checked which times of day or days of the week created the most engagement. This information helped us improve our strategies. It also guided us to adjust our creative plans based on how the audience uses digital channels.

b. Competitor Analysis

The aim of the competitor analysis stage is to review how similar fashion MSMEs use social media platforms for marketing. We want to find strategies that can be used or improved for Parissa Fashion. This helps us understand the competition, identify our market position, and make data-based suggestions for better content and engagement. We carried out the analysis by observing three competitors in the same market area. The market involves online Muslim fashion and women's clothing. Data were collected by watching their social media accounts on Instagram and TikTok. We focused on how they present their visuals, how often they post, how their audiences interact, and their promotional methods.

- **Content and Visual Style:**
Competitors keep a consistent visual style by using the same colors, simple layouts, and clear photos. Parissa Fashion improves its feed by making photos more organized and using better composition to help people recognize the brand.
- **Posting Schedule:**
Top competitors post three to five times each week. They also post during times when their audience is most active. Parissa Fashion changed its posting times to follow this pattern to get more views and interactions.
- **Audience Engagement:**
Competitors respond to comments, run Q&A sessions, and hold giveaways or live events. Parissa Fashion added live videos and more ways for followers to interact to build stronger relationships.
- **Type of Content and Message:**
Competitors post both product images and lifestyle or educational content. Parissa Fashion started using different types of posts such as product features, styling tips, and customer reviews to keep the audience interested and build trust.
- **Use of Hashtags and Data:**
Competitors use hashtags that help more people find their posts. Parissa Fashion uses tools to find effective hashtags related to fashion and small businesses to increase reach and engagement.

4.3 Design

The design phase creates a plan for implementing Parissa Fashion's social media strategy. We develop a content calendar. We define campaign themes. We design visual concepts. All are aligned with the brand's identity.

Content is scheduled weekly. The schedule considers promotional needs and fashion trends identified earlier. We choose a minimal and elegant visual style to keep the brand consistent. This style is applied across platforms such as Instagram, TikTok, and Facebook. We set a clear timeline. The timeline includes steps for creating content, reviewing, and posting. Our team member in charge coordinates schedules and reviews. The content creator makes visual and written materials. The engagement officer manages interactions and feedback.

Through this plan, Parissa Fashion keeps social media activities consistent. The activities are organized and support the brand's marketing goals.

4.4 Implementation

a. Partner Process and Negotiation

After completing the design phase and setting the implementation schedule, we focus on carrying out Parissa Fashion's social media optimization project. We do this through coordinating, working together, and supervising all related tasks. As a team member, your main responsibility is to make sure that every step, from communication with partners to running the campaign, follows the plan.

The project team worked with Parissa Fashion in several steps:

- First, we set up the project. We made sure the owner of Parissa Fashion understood the goals, what the content should be, and what results we expect.
- Next, we discussed the strategy. We looked at who the target audience is, which social media platforms to use, and what the campaign themes should be. The goal was to make sure our digital plan matches the business goals of Parissa Fashion.
- Then, we agreed on the work. We decided on schedules, how to post content, and how to report progress. Each team member received specific tasks.
- Finally, we checked the work regularly. We made sure content creation, posting, and engagement were done as planned. We also evaluated performance and kept records of our activities.

b. Oversight and Engagement Management

During the implementation stage of the Parissa Fashion MSME social media project, the project leader was responsible for managing the activities. The leader checked that all tasks followed the plan. Supervision included overseeing content posting, ensuring the quality of designs, and keeping messaging consistent across social media platforms.

- The leader (Gergina Vong) held regular meetings with the team. The meetings reviewed weekly progress. They identified problems and confirmed tasks matched project goals. The leader also checked content results, audience responses, and analytic reports from Instagram, TikTok, and Facebook.
- The leader (Gergina Vong) managed engagement with followers. The team responded to comments, messages, and questions quickly and professionally. They also used live videos, polls, and testimonials. These activities aimed to build better relationships with followers and increase loyalty to the brand.

- By monitoring activities and managing interactions, Parissa Fashion kept its brand clear. The project improved how the audience interacted. It also increased social media reach, engagement, and awareness. This stage made sure the project followed the plan. It also led to clear improvements in social media results and brand presence.

c. Maintain Team and Management Relations

During the implementation phase, the project leader kept clear communication with the team and Parissa Fashion's management. The goal was to ensure coordination and that everyone understood their tasks. Meetings were held regularly to check progress, review campaign results, and collect feedback. The leader also focused on professionalism, discipline, and teamwork. They encouraged team members to work together and be responsible. By communicating regularly and working as a team, the relationship between the team and management stayed steady. This helped the project for Parissa Fashion's social media optimization succeed.

d. Performance Analysis and Results Reporting

At the end of the project, the leader checked how well Parissa Fashion's social media performed. They looked at simple numbers such as how many people saw the posts, how many interacted, and how much the followers increased. They used Instagram Insights and data from other platforms to do this. The leader then made reports each month. These reports showed what was done well and what could be better. The reports also suggested ways to improve future social media efforts. This process helped the leader make sure the results could be measured, matched the goals, and helped Parissa Fashion grow on social media.

4.5 Maintenance

After finishing the project, the leader checked how well everyone performed. They used the Key Performance Indicators (KPIs) and regular reviews from the first to the third quarter. The check was done to find problems, see how much progress was made, and improve teamwork. The goal was to make the team work better and get better results in the project.

Quarter I:

In the first quarter, the team worked to adjust to the project process and task management.

- Khofifah Albena Akbar reached the expected KPI results. She showed regular performance in planning and writing. She needed to improve her speed and accuracy.
- Kira Zafir met the set KPI goals in design work. She showed creativity and followed brand rules. She needed to improve her schedule management.
- Gergina Vong was good at scheduling and reporting. She needed to be more consistent in updating analytical reports on time.

Quarter II:

In the second quarter, the team performed better in cooperation and quality of work.

- Khofifah improved her performance in key results by changing her content plan and matching trends. However, she still needs to work on completing tasks before deadlines.
- Kira made good visuals and creative work for campaigns. She needs to better understand engagement data.

- Gergina kept steady progress in preparing reports and tracking key results. She needs to communicate more with the team for better teamwork.

Quarter III:

In the third quarter, the team showed better consistency and teamwork.

- Khofifah finished her content work with more organization and creativity.
- Kira reached high key results through better design and engaging the audience. She still needs to understand the algorithm better.
- Gergina improved in reporting and ROI analysis but had some delays in data updates.

Discussion

The implementation of the Parissa Fashion MSME social media project produced measurable results. It improved the company's digital performance and team coordination. Each stage of the System Development Life Cycle (SDLC)—planning, analysis, design, implementation, and maintenance—helped to improve social media strategies and strengthen brand identity.

In the planning and analysis stages, the team identified the target audience. They used metrics and competitor insights to improve content performance. The design and implementation stages focused on increasing content consistency, visual quality, and engagement. These efforts applied to Instagram, TikTok, and Facebook. During the maintenance stage, regular evaluations showed steady progress in key performance indicators. The team showed improvements in creativity and discipline. The project leader coordinated and supervised the activities. This helped ensure that the activities matched the project goals.

Overall, the project showed that working together in an organized way, having effective leadership, and following consistent content plans can improve Parissa Fashion's social media presence and business growth.

CONCLUSION

The Parissa Fashion MSME social media optimization project improved the brand's digital performance. We managed the project with clear processes and teamwork. Using the SDLC method, each phase — from planning to maintenance — helped improve coordination, content consistency, and audience engagement.

The project showed that good leadership, analysis based on data, and planning creative content are important for strengthening the brand and improving marketing results. Regular reviews of KPI results helped the team find areas to improve and keep making progress.

Overall, the project shows that careful social media management and teamwork can help MSMEs become more competitive in the digital market.

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