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### The Strategic Role of Community Engagement in Optimizing Social Media to Improve MSME Team Performance and Management (Case Study of UMKM ADR Kids)

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#### **ABSTRACT**

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*This study aims to analyze the influence of social media on sales at ADR Kids, an online children's clothing MSME based in Tangerang City. The main issue addressed is the suboptimal use of digital marketing strategies, which has impacted sales performance. The research adopts the SMAC (Social, Mobile, Analytics, Cloud) framework, utilizing Instagram, TikTok, and Facebook as promotional platforms. Tools such as Canva, Capcut, Google Drive, and Google Spreadsheet support content creation, including product knowledge, educational, informational, testimonial, and interactive content. The results indicate that community engagement through social media plays a strategic role in enhancing reputation, customer engagement, and sales growth at ADR Kids.*

**Keywords:** Social Media Community Engagement; Social Media Strategy; Social Media Optimization; Marketing MSME

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## INTRODUCTION

Indonesia's economy, as a developing country, continues to experience significant economic growth and improvement in its efforts to achieve prosperity for its people. One of the key factors driving this economic growth is the trade sector. Through trade, Indonesia can access broader markets and enhance its overall economic development. Micro, Small, and Medium Enterprises (MSMEs) play a vital role in Indonesia's economic structure, significantly influencing both development and growth. Micro, Small, and Medium Enterprises (MSMEs) are crucial in developing nations as a source of revenue, jobs, skill development, and the provision of goods and services, among other things (Sari & Kusumawati, 2022). One strategy to raise people's purchasing power is the growth of MSMEs. These enterprises are important for several reasons, including opening investment opportunities, alleviating poverty, and creating jobs, thereby reducing unemployment. Data from the Ministry of Cooperatives and SMEs indicates that MSMEs now contribute substantially to the country's Gross Domestic Product (GDP). Rapid developments in Indonesian MSMEs in recent years have had an effect on the country's economy (Nursini, 2020). MSMEs' contributions to the Indonesian economy include absorbing a significant portion of the workforce and accounting for a large percentage of total employment and investment. However, many MSMEs face challenges in marketing their products effectively. These challenges include limitations in management systems, insufficiently detailed financial management, a lack of understanding in building a strong brand identity, and limited resources. One of the most significant challenges is the underutilization of social media.

MSME ADR Kids is a business engaged in online children's clothing sales based in Tangerang City. It offers products with various themes, sizes, and colors at affordable prices to attract and expand its consumer base. These fluctuations stem from a less-than-optimal marketing strategy, making it difficult to reach the target consumers and resulting in decreased sales volumes. A primary cause of these issues is the insufficient optimization of social media, particularly Instagram. MSME ADR Kids relies solely on Instagram without fully leveraging it as a business account, hindering its reach, insight analysis, and precise market targeting. Furthermore, inconsistent content, unappealing designs, and an unorganized feed make it challenging for potential customers to engage with the brand and build a relationship. Additional issues with MSME ADR Kids' Instagram social media account include disorganized feeds, inconsistent content ideas, and less appealing designs, all of which make potential customers feel disinterested and prevent relationships from being built.

Given these challenges, this research focuses on managing and optimizing the social media marketing strategies of MSME ADR Kids. This includes exploring the addition of platforms like TikTok and Facebook to reach a wider audience and increase sales. Therefore, the social media project for MSME ADR Kids involves forming an effective team, each member with specific tasks and responsibilities, including a team leader, content creator, and community engagement specialist. The role of the team leader in this social media project is to assist in strategically forming and assigning tasks, overseeing performance, evaluating team performance, and managing the team through the evaluation of results.

## LITERATURE REVIEW

### A. Microsoft Word

(Sinaga et al., 2022) One of the components in Microsoft office is Microsoft word which is a software that functions as a word processor.

### B. Google Spreadsheet

(Zhilla et al., 2024) Google Sheets is one of the software in the Google Workspace ecosystem that makes it easy to create tables, calculations, and data processing.

### C. Power Point

(Haliza et al., 2022) Microsoft PowerPoint is a program designed to assist in making more effective and interesting presentations, making it easier to convey information in a more visual and structured way.

### D. Google Drive

(Safitri & Nasution, 2023) Google Drive is a cloud-based storage service developed from Google Docs. This service allows users to store various types of files, such as images, videos, and documents, with free access.

## METHOD

The ADR Kids MSME social media management project uses the SMAC concept approach (Social, Mobile, Analysis, Cloud). According to Heggde & Shaines (2018: 38) in the 2018 Social Media Marketing book (Heggde & Shaines, 2018). SMAC is a Social, Mobile, Analyst and Cloud concept that stands by combining the four technologies to create consumer experiences, more efficient business operations, and innovative business models on social media. The following are the components of SMAC (Social, Mobile, Analyst, and Cloud) on the social media of ADR Kids MSMEs:

### a) Social

Social media such as Instagram, Facebook, and TikTok are used to build communication, share information, and expand market reach. ADR Kids MSMEs utilize them not only for publishing creative content, but also for building communities, monitoring trends, and delivering product information directly to consumers.

### b) Mobile

Refers to the utilization of mobile devices and various content support applications such as Canva, Capcut, Adobe Lightroom, and others. These tools aid in the process of creating engaging visual and video content. In addition, Instagram feeds are designed with consistent color combinations and themes, and adapted to TikTok and Facebook to match each platform's algorithm.

### c) Analysis

Emphasizes the importance of combining data and text to find out consumer preferences and sentiments in real time. ADR Kids SMEs analyze the best posting times, develop content schedules, and create reports through Google Sheets so that content strategies can be continuously adjusted.

**d) Cloud**

Used as a storage system for social media performance data such as the number of likes, followers, and other insights. All data is collected regularly and stored in a spreadsheet as a basis for monthly evaluation and planning the next strategy

## **RESULTS AND DISCUSSION**

### **Results**

**a) Interaction with partners**

In managing the social media of ADR Kids MSMEs, Community Engagement has a significant role. Activities carried out include drafting partner cooperation agreements, planning marketing strategies through regular discussions, and evaluating social media and e-commerce performance. A good relationship with MSME partners has proven to make the project run smoothly.

**b) Social Media Financial**

Digital financial management was the focus, with the recording of monthly financial reports from various e-commerce platforms. Before the implementation of the social media management project, MSME ADR Kids achieved revenue of Rp423,503 in December, Rp978,006 in January, Rp3,393,013 in February, Rp4,946,978 in March, Rp4,245,016 in April. This shows that digital marketing strategies through social media platforms impact the financial performance of MSME ADR Kids. This proves the effectiveness of the digital marketing strategy in increasing sales of. As stated by Siregar et, al (2023), In Indonesia, micro, small, and medium-sized businesses (MSMEs) are becoming more aware of how social media platforms can support innovation in their operational frameworks.

**c) Online Reputation Management**

The strategy of building online reputation is done by sharing customer testimonials, creating educational content, and actively responding to reviews on platforms such as Instagram, TikTok, and e-commerce. This increases credibility and trust in the ADR Kids brand. The theory of online reputation management, provides a thorough framework for tracking, influencing, and protecting an organization's online image (Ratnayaka, et al, 2024). Thus this online reputation management may improve their online image and successfully affect stakeholder views by carefully creating and distributing content across a range of digital platforms.

**d) Crisis Management**

In the face of customer complaints, quick responses and effective solutions are implemented to maintain consumer satisfaction. Crisis management is done by monitoring negative comments and providing clarifications on social media. Social media has several benefits, particularly in terms of facilitating dynamic two-way communication and making it simpler for users to obtain a variety of information (Hidayati, 2020).

### **Discussion**

Strategic use of social media tools, combined with consistent high-quality content creation and targeted promotional efforts, effectively expanded ADR Kids' market reach and improved sales performance. The integration of Instagram, TikTok, and Facebook, supported by engaging visual and video content, significantly increased customer interaction, brand visibility, and

purchase conversion rates. This is particularly pertinent when taking into account the result that individuals learn to use social media more purposefully, as it implies that the adverts and material must be spot-on in terms of targeting, creativity, and content. (Hammer, 2024)

Moreover, Interaction with partners have also the significant role in this term. This interaction with partners had been done by doing some activities such as making agreement to the MSME and planning the strategies and reports. As stated by Karsim, et al (2023) positive social interactions such as good communication, teamwork, and support from superiors and coworkers were essential for job satisfaction. Therefore, making good interactions play a significant role in the workplace in order to achieve common goals and job satisfaction.

In order to increase the credibility and trust of ADR Kids brand, making an online reputation management is also crucial. An online reputation is an entity's publicly maintained social assessment of itself based on its prior actions, its own posts, and information shared by third parties on the Internet (Sirzad, 2022). Consumers communicate with business leaders and one another about their opinions and complains regarding the goods and services they utilize. On social networks, however, this sharing which takes place between a small number of people offline occurs rapidly between a single individual and thousands or even millions of other users. Furthermore, it is exceedingly difficult, if not impossible, to remove these common experiences, grievances, and remarks from online search engines. Other current or future consumers' decisions may be influenced by these online encounters.

In addition, the role of community engagement proved to be crucial in maintaining customer loyalty and brand reputation. Community engagement ought to shift the balance of power and act as a key for modifications to laws, programs, and procedures. In the fields of public health, healthcare, communication, and international/community development is crucial because it aims to enable communities to accomplish social and behavioral changes that promote better health or development outcomes (Schiavo, 2021). This study has shown that community engagement had been successfully done effectively, especially in discussion and exchanges of the ideas by our team. This study confirms previous research findings that highlight the effectiveness of social media optimization as a key driver of MSME growth in the digital era.

## **CONCLUSION**

1. This research shows that social media optimization, especially through Instagram, TikTok, and Facebook, significantly increases the sales of ADR Kids MSMEs. Marketing strategies through the role of community engagement, structured content planning, and the use of tools such as Canva and Capcut have successfully strengthened brand reputation, increased consumer engagement, and expanded market reach.
2. The findings indicate that social media is not only a communication tool, but also a strategic platform in building customer relationships and accelerating MSME business growth. The implementation of social media-based marketing strategies can be an effective solution for MSMEs to overcome limited resources and improve competitiveness.
3. The main key in overcoming the problem of low sales of ADR Kids MSMEs is to consistently optimize the use of social media through the creation of creative, interesting, and relevant content to the target market. In addition, monitoring social media performance

and adapting strategies based on analytical data are important steps to maintain sustainable growth.

4. Future research is recommended to explore the use of other social media platforms and marketplaces, as well as to further analyze the impact of using tools in optimizing MSME digital marketing strategies they of MSME.

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