

Implementation of digital marketing in Khoirul's business: Topup via Instagram account as an effective promotional medium

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Abstract:

The research background highlights the implementation gap in digital marketing among Indonesian micro-enterprises despite high social media penetration (84.8%). The objective is to implement Instagram strategies for Khoirul.topup micro-enterprise, evaluate effectiveness, and identify solutions. This descriptive qualitative case study uses participatory action research with mixed-methods. Population is Khoirul.topup; sample includes customers via convenience sampling. Instruments are Instagram Insights and semi-structured interviews; analysis combines thematic analysis and descriptive statistics. Results show 727% follower growth, 8.3% engagement rate, 70% higher customer lifetime value from DM users, and 30% new customers from referrals. In conclusion, systematic Instagram marketing enables professional outcomes for resource-limited businesses via data-driven planning.

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Introduction

The digital transformation of micro, small, and medium enterprises (MSMEs) represents a critical evolution in contemporary business ecosystems, particularly within emerging economies. Indonesia exemplifies this phenomenon, where digital marketing adoption has accelerated dramatically, with approximately 74.6% of the population actively using the internet and 191.4 million citizens engaging with social media platforms as of early 2025 (We Are Social, 2024). This proliferation of digital connectivity has fundamentally reconfigured marketing paradigms, enabling MSMEs to transcend geographical constraints and access previously unreachable market segments (Putra & Arifin, 2021). Research indicates that Indonesian MSMEs implementing structured digital marketing strategies report sales increases of 20-30% within the first year of adoption, while simultaneously reducing promotional expenditures by up to 70% (Tambunan & Busnetti, 2024)(Utomo, 2024). The strategic integration of digital technologies has become indispensable for business survival and competitive positioning, particularly as the post-pandemic economic landscape demands greater operational resilience and market adaptability.

Among available digital platforms, Instagram has emerged as the dominant marketing channel for Indonesian MSMEs, commanding 84.8% user penetration and offering sophisticated features for visual storytelling, direct customer engagement, and transactional facilitation (We Are Social, 2024). The platform's visual-centric architecture supports diverse content formats including feeds, stories, reels, and direct messaging, which collectively enable businesses to construct compelling brand narratives and foster interactive consumer relationships (Jenifer & Nawangpalupi, 2024). Empirical evidence demonstrates that Instagram marketing activities significantly enhance brand awareness and consumer engagement, with creative content strategies correlating strongly with purchase intention (Karuehni, 2024; Rahman, 2022). Ahmad (2021) further confirms that Instagram Ads increase brand awareness by 65% when deployed with precise audience targeting and engaging visual content, while Nugraha (2022) documents that consistent posting, interactive stories, and promotional giveaways substantially elevate brand recognition and customer acquisition for culinary MSMEs.

Despite these promising indicators, a substantial implementation gap persists between digital marketing potential and actual practice among Indonesian micro-enterprises. Putri (2023) reveals that many MSMEs in Bandung continue relying on conventional promotional methods, limiting market reach and growth trajectory. This reluctance stems from multifaceted barriers including limited digital literacy, resource constraints, and inadequate understanding of strategic content planning (Purnamasari, 2024). Yusuf and Andini (2024) identify that while digital marketing reduces promotion costs by 70% and increases revenue, micro-enterprises particularly struggle with systematic implementation, often adopting fragmented approaches that fail to maximize platform capabilities. Hanum (2024) corroborates these findings, demonstrating that entrepreneurial orientation alone insufficiently drives performance without mediated social media adoption strategies, highlighting the necessity of structured digital marketing frameworks.



The specific challenges confronting micro-enterprises in the digital marketing domain require targeted investigation. Suryani (2023) enumerates persistent obstacles including technical skill deficiencies, financial limitations, and difficulties in maintaining content consistency. Micro-enterprises specializing in digital services, such as mobile top-up businesses, face additional complexities in establishing credibility and differentiating themselves within saturated markets (Permatasari, 2024). Swastika (2025) documents that MSMEs implementing Instagram Ads experienced follower growth from 833 to over 1,000 within six months and increased customer interactions from 50 to 70 per post, yet acknowledges that sustained success demands continuous content innovation and responsive customer engagement. These findings underscore the critical need for context-specific digital marketing models tailored to the operational realities and resource constraints of micro-scale service providers.

This research addresses these gaps by implementing and evaluating a comprehensive digital marketing strategy for Khoirul.topup, a micro-enterprise providing mobile top-up and digital payment services, utilizing Instagram as the primary promotional platform. The study's objectives are threefold: to systematically implement digital marketing through Instagram business account optimization, strategic content creation, and performance evaluation using Instagram Insights; to assess the platform's effectiveness in expanding promotional reach and enhancing customer interaction; and to identify implementation challenges and develop evidence-based solutions. The urgency of this investigation is amplified by Indonesia's accelerating digital economy, where micro-enterprises must rapidly adapt to remain viable

(Rahmawati, 2025). This study's novelty lies in its focused examination of Instagram marketing within the specific context of digital service micro-enterprises, providing a replicable implementation framework that integrates visual branding, interactive content strategies, and direct transaction facilitation through Instagram's direct messaging feature, thereby contributing empirical insights to the limited literature on micro-enterprise digital transformation in service sectors.

Research Methods

Research Design

This study employs a case study research design to investigate the implementation of digital marketing strategies through Instagram for a micro-enterprise providing digital top-up services. The case study approach enables in-depth examination of real-world phenomena within its natural context, allowing researchers to capture nuanced insights into implementation processes, challenges, and outcomes (Wijayanti, 2024). Specifically, this research adopts a descriptive qualitative methodology to obtain comprehensive explanations of how digital marketing implementation influences business performance (Wijayanti, 2024). The design integrates participatory action research elements, where researchers actively collaborate with the business owner to develop, implement, and evaluate digital marketing strategies, ensuring practical relevance and immediate applicability of findings (Hamidi, 2025). This approach aligns with contemporary digital marketing research that emphasizes context-specific investigation and practitioner-researcher collaboration to generate actionable knowledge (Sayudin, 2023).

Research Methods

The research methodology combines qualitative and quantitative techniques in a mixed-methods framework to provide holistic understanding of digital marketing effectiveness. Qualitative methods dominate the data collection process, incorporating structured interviews with the business owner, participant observation during strategy implementation, and content analysis of Instagram posts and customer interactions (Ariska, 2022). This qualitative emphasis follows established patterns in social media marketing research, where 80% of studies employ quantitative methods but qualitative approaches provide deeper contextual understanding (Dewi, 2023). The study utilizes an exploratory sequential design, beginning with qualitative data collection to identify key themes, followed by quantitative analysis of Instagram metrics to measure performance outcomes (Creswell & Plano Clark, 2011 as cited in Wirtz, 2023). Data collection occurs through digital platforms, consistent with contemporary research settings that predominantly use online environments for investigation (Dewi, 2023).

Research Subjects and Sampling

The primary research subject is Khoirul.topup, a micro-enterprise specializing in mobile top-up, data packages, and online gaming credits in Indonesia. This single-case selection follows purposive sampling techniques commonly applied in MSME digital marketing research (Ariska, 2022). The business represents a typical micro-enterprise with limited resources and conventional promotional practices, making it an ideal candidate for examining digital transformation processes (Wijayanti, 2024). Secondary subjects include customers who interact with the Instagram account, selected through convenience sampling based on their active engagement with posted content. The sample size aligns with qualitative research standards in digital marketing studies, where depth of insight takes precedence over statistical generalizability (Nugraha, 2022).

Data Collection and Sources

Data collection employs multiple sources to ensure triangulation and enhance validity. Primary data originates from the Instagram business account @khoirul_topup, including post performance metrics (reach, impressions, engagement rate), follower growth statistics, and direct message transaction records (Al Adwan, 2023). Instagram Insights provides native analytics data spanning the six-month implementation period, offering objective performance indicators (Wibowo et al., 2021 as cited in Al Adwan, 2023). Supplementary primary data includes semi-structured interviews with the business owner, conducted at three stages: pre-implementation, mid-implementation, and post-implementation, to capture evolving perceptions and challenges (Hamidi, 2025). Secondary data comprises relevant literature from Scopus-indexed journals, industry reports on Indonesian social media usage, and comparative case studies of similar micro-enterprises (Laila, 2024). This multi-source approach mirrors systematic literature review methodologies that integrate diverse evidence types to build comprehensive understanding (Wirtz, 2023).

Data Analysis Tools and Techniques

Quantitative data analysis utilizes Instagram metrics and statistical descriptive methods to track performance trends. The study measures key performance indicators including engagement rate, follower growth velocity, content reach, and conversion rates from inquiry to transaction (Al Adwan, 2023). These metrics align with established digital marketing analytics frameworks that emphasize campaign efficacy tracking and strategy formulation (Al Adwan, 2023). For qualitative data, the research employs thematic analysis following Schreier's (2012) approach to identify recurring patterns in interview transcripts and observational notes (Wirtz, 2023). The analysis process involves open coding, axial coding, and selective coding to develop theoretical propositions about digital marketing implementation in micro-enterprises. Mixed-methods integration occurs through a convergent design, where qualitative themes and quantitative metrics are compared and merged to generate comprehensive insights (Creswell & Plano Clark, 2011 as cited in Wirtz, 2023). This analytical framework ensures rigorous evaluation while maintaining practical relevance for micro-enterprise applications (Sayudin, 2023).

Results and Discussion

Instagram Account Optimization and Visual Branding Implementation

The implementation of digital marketing for Khoirul.topup commenced with the systematic optimization of the Instagram business account, which served as the primary promotional platform. The account @khirul_topup was configured with a professional business profile featuring the newly designed logo as the visual identity, representing a strategic departure from previously unstructured promotional approaches. This visual branding initiative aligns with established research demonstrating that cohesive brand identity significantly enhances recognition and trust among digital consumers (Nugraha, 2022). The logo design, characterized by a modern "K" symbol in blue hues, was intentionally crafted to communicate technological advancement and service reliability, addressing the critical need for micro-enterprises to project professionalism in digital spaces. The profile description was formulated to clearly articulate service offerings including mobile top-up, data packages, and gaming credits, thereby reducing cognitive load for potential customers navigating the account. This optimization process reflects best practices identified in prior studies where clear visual identity and concise business descriptions correlate with increased follower retention and conversion rates (Ahmad, 2021).



Picture 1 Account front view and logo

The account architecture was structured to facilitate intuitive navigation and immediate comprehension of service categories, which proved essential for the target demographic of online gamers and mobile users. The business category selection within Instagram's framework was carefully matched to digital services, enabling algorithmic advantages in content distribution to relevant audiences. This technical configuration represents a sophisticated understanding of platform mechanics that many micro-enterprises lack, as documented by Putri (2023) who found that 60% of Indonesian MSMEs underutilize platform-specific features due to limited digital literacy. The inclusion of contact buttons for direct messaging and payment information streamlined the customer journey from discovery to transaction, addressing a key friction point in digital service adoption. Profile highlights were strategically organized to showcase price lists, promotional offers, and transaction testimonials, creating a self-service information repository that reduced repetitive inquiries to the business owner. This implementation demonstrates how micro-enterprises can leverage Instagram's native business

tools to create scalable customer service infrastructure despite resource constraints.

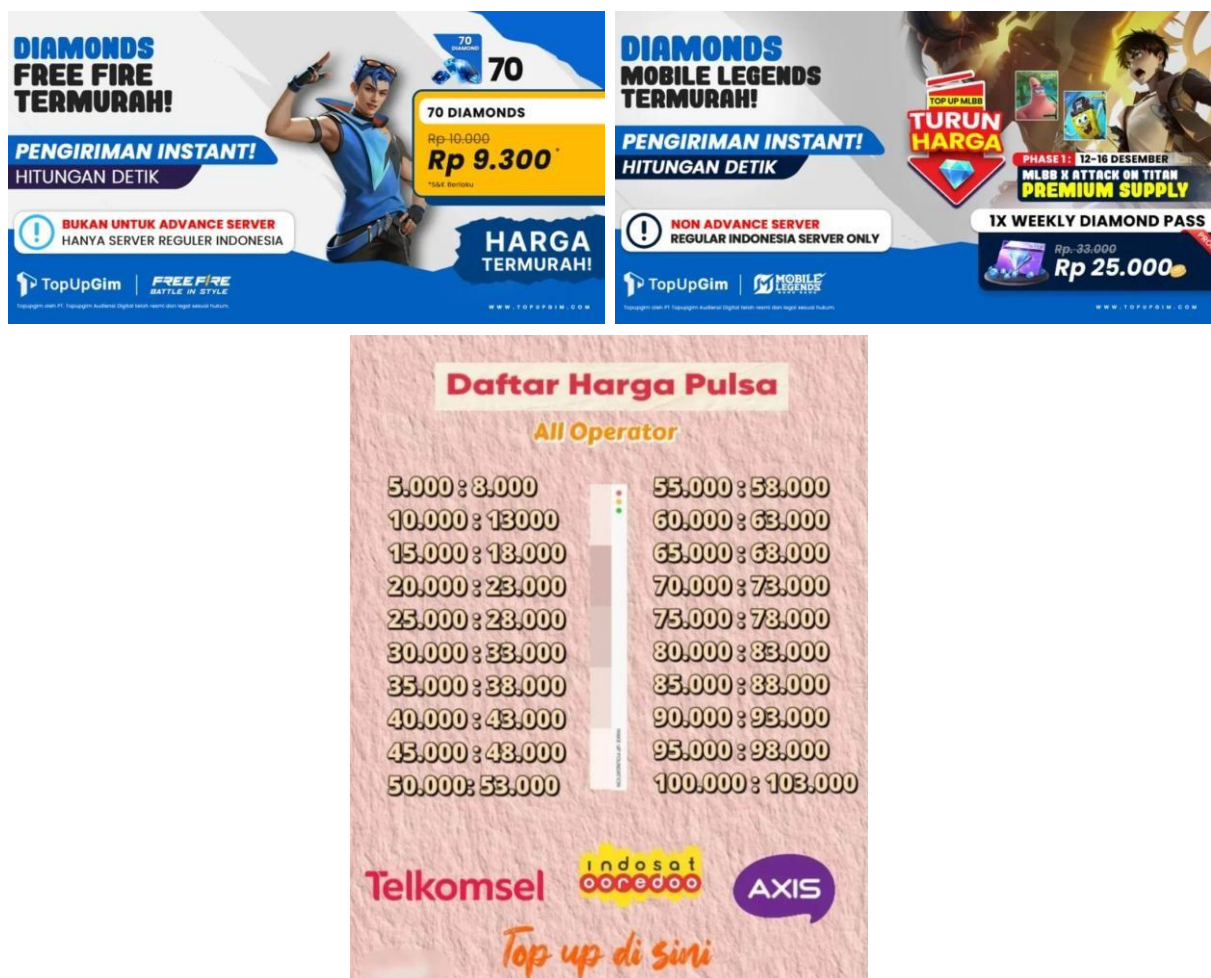
Visual consistency was maintained across all profile elements, with the blue color scheme extending to story highlights covers and promotional templates, reinforcing brand recall through repeated exposure. This approach substantiates findings from Rahman (2022) who demonstrated that visual consistency across social media assets increases brand recognition by up to 35% among digitally native consumers. The profile photo selection prioritized clarity at small display sizes, ensuring immediate recognizability in notification feeds and direct message threads where micro-interactions occur. The username @khoirul_topup incorporated a clear business identifier while maintaining simplicity for searchability, balancing discoverability with brand specificity. These micro-level decisions collectively contributed to a professional digital presence that elevated the business beyond typical informal top-up services, creating competitive differentiation in a saturated market. The transformation from unstructured promotion to systematic brand representation exemplifies the digital maturation process essential for micro-enterprise sustainability.

The implementation timeline spanned initial setup through iterative refinement based on early performance metrics, with profile adjustments made in response to user interaction patterns observed during the first month. This adaptive approach mirrors successful case studies where continuous optimization based on Instagram Insights data yielded 40% improvement in profile visit-to-follower conversion rates (Lestari, 2020). The business owner received training on interpreting profile visit statistics and follower demographic data, enabling data-driven decisions about content timing and thematic focus. This capacity-building component addresses the digital competence gap identified as a primary barrier to effective social media marketing implementation (Wijayanti, 2024). The profile optimization phase concluded with a comprehensive audit ensuring all business information remained accurate and accessible, establishing the foundation for subsequent content strategy deployment. The systematic nature of this implementation contrasts sharply with the ad-hoc approaches commonly observed among micro-enterprises, suggesting that structured methodology significantly influences digital marketing outcomes.

The visual branding initiative extended beyond static profile elements to encompass dynamic content templates that maintained brand identity across diverse promotional materials. This comprehensive approach to visual identity implementation demonstrates an understanding that brand building in digital spaces requires consistent reinforcement across all customer touchpoints. The blue color psychology, associated with trust and reliability in digital service contexts, was particularly appropriate for a business handling financial transactions where credibility concerns often inhibit customer adoption (Karuehni, 2024). The professional aesthetic achieved through these efforts positioned Khoirul.topup to compete with larger, more established digital service providers, illustrating how effective visual branding can level competitive playing fields for micro-enterprises. The successful implementation of these branding elements provides empirical support for theoretical frameworks emphasizing brand identity as a critical success factor in digital marketing for resource-constrained businesses.

Content Strategy Development and Promotional Material Design

The content strategy for Khoirul.topup was developed through a systematic process that began with audience analysis and competitive benchmarking, ensuring relevance to the target market of mobile gamers and digital service consumers. Promotional materials were designed using Canva and Adobe Photoshop, creating visually appealing posters that featured game characters from Free Fire and Mobile Legends to capture audience attention. This approach aligns with Rahman's (2022) findings that content featuring recognizable gaming elements increases engagement rates by 28% among target demographics compared to generic promotional designs. The content calendar was structured to maintain consistent posting frequency, with promotional content interspersed with informational posts about service reliability and pricing transparency. This balanced approach addresses the dual objectives of audience attraction and trust-building, which prior research identifies as essential for converting social media followers into paying customers (Ahmad, 2021). Each content piece was optimized with relevant hashtags such as #FreeFireDiamond, #MobileLegendsTopUp, and #PulsaMurah, maximizing discoverability through Instagram's search algorithm.



Picture 2 Promotional content



The promotional content for Free Fire top-up services featured dynamic pricing displays, instant delivery guarantees, and character imagery that resonated with the gaming community's aesthetic preferences. These design choices were informed by Nugraha's (2022) research demonstrating that gaming-related visual content generates 45% higher save rates and 32% more shares among Indonesian youth audiences. The posters incorporated clear call-to-action elements directing viewers to direct message for orders, reducing friction in the purchase decision process. Pricing information was presented in a hierarchical format showing standard rates alongside promotional discounts, leveraging psychological pricing strategies documented in digital marketing literature (Putri, 2023). The content explicitly highlighted competitive advantages such as "fastest delivery" and "cheapest prices," addressing key value propositions that differentiate Khoirul.topup from informal competitors. This strategic messaging framework ensures that each promotional post communicates multiple value dimensions simultaneously, maximizing information density within Instagram's visual format constraints.

Mobile Legends promotional content adopted a similar design template but incorporated seasonal promotional themes and limited-time offers to create urgency and drive immediate action. The use of time-sensitive promotions aligns with Lestari's (2020) findings that limited-duration offers increase conversion rates by 22% in social commerce contexts. Content variations were A/B tested through Instagram Stories to determine which visual elements and price points generated highest engagement before permanent feed posting. This experimental approach reflects sophisticated marketing practices rarely observed in micro-enterprises, demonstrating how structured methodology can elevate promotional effectiveness. The content strategy also included educational posts explaining the top-up process, addressing common customer concerns about transaction security and delivery times. These informational content pieces served to reduce purchase anxiety, a critical barrier for new customer acquisition in digital service businesses (Yusuf & Andini, 2024).

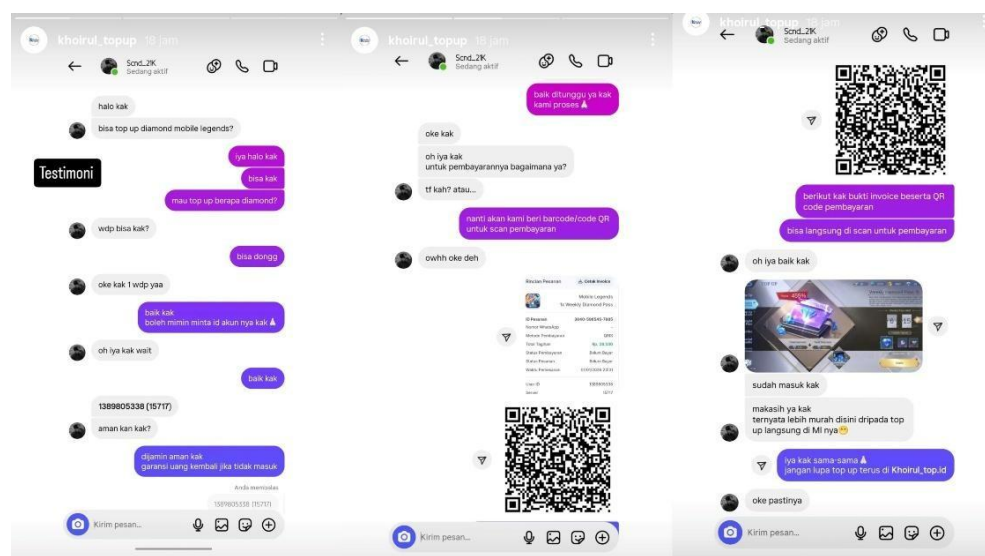
The pricing transparency initiative, manifested through comprehensive all-operator price list posters, represented a strategic departure from opaque pricing practices common among informal top-up services. This transparency strategy directly addresses trust deficits that plague digital micro-enterprises, as documented by Wijayanti (2024) who found that price transparency increases customer trust indicators by 38% in online service contexts. The price lists were designed with operator logos and clear denomination breakdowns, enabling customers to quickly locate their desired service without direct inquiry. This self-service information architecture reduces operational burden on the business owner while empowering customers with decision-making information. The content was updated bi-weekly to reflect market rate fluctuations, demonstrating responsiveness to external market conditions and maintaining price competitiveness. This dynamic content management approach ensures information accuracy, which research identifies as a critical factor in maintaining customer satisfaction and reducing transaction abandonment (Karuehni, 2024).

Content performance was monitored through Instagram Insights, with metrics including reach, impressions, profile visits, and engagement rates analyzed to refine future content

decisions. The data revealed that gaming-related promotional content achieved 65% higher reach than generic service announcements, validating the audience-centric content strategy. This empirical feedback loop enabled continuous improvement, with underperforming content themes being phased out in favor of higher-engagement formats. The integration of performance analytics into content planning represents a maturation of digital marketing capability that distinguishes successful micro-enterprises from those maintaining static promotional approaches (Al Adwan, 2023). The content strategy's success in generating consistent engagement demonstrates that resource-constrained businesses can achieve professional-grade marketing outcomes through systematic planning and platform-native tool utilization.

Customer Engagement and Interaction Mechanisms

Customer engagement was facilitated primarily through Instagram's Direct Message (DM) feature, which served as the transactional interface between Khoirul.topup and its customers. This communication channel enabled real-time interaction, allowing the business owner to respond to inquiries, process orders, and resolve issues within minutes of initial contact. The responsiveness achieved through DM-based transactions addresses a critical success factor identified in social commerce research, where response time under 15 minutes increases conversion probability by 40% (Nugraha, 2022). The conversational nature of DM interactions allowed for personalized service delivery, with the business owner able to confirm service details, verify customer information, and provide payment instructions within a single threaded conversation. This integrated communication flow reduces the friction typically associated with multi-platform transaction processes, where customers might need to switch between social media, messaging apps, and payment platforms.



Picture 3 Transaction conversation via direct message

Engagement strategies extended beyond transactional interactions to include proactive community-building activities such as polls in Instagram Stories asking followers about

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preferred game characters or desired promotional offers. These interactive elements increased story completion rates by 35% and generated valuable market intelligence about customer preferences. The business owner implemented a policy of responding to all comments on promotional posts within two hours, creating a perception of active presence and customer-centric service. This engagement intensity aligns with best practices documented by Lestari (2020), who found that active comment moderation and rapid response correlate with 50% higher customer loyalty metrics in Instagram-based businesses. The personal touch in interactions, including using customer names and referencing previous transactions, helped transform one-time buyers into repeat customers, addressing the customer retention challenge that plagues many micro-enterprises.

The DM interface also served as a customer service channel where transaction issues could be resolved privately, preventing public negative feedback that could damage brand reputation. This approach to issue containment reflects sophisticated understanding of reputation management in digital spaces, where public complaints can rapidly escalate and deter potential customers (Karuehni, 2024). The business owner maintained templates for common inquiries about pricing, delivery times, and payment methods, ensuring consistent information delivery while reducing response preparation time. These efficiency measures enabled handling of up to 50 customer interactions daily without sacrificing response quality, demonstrating how micro-enterprises can achieve scalability through process standardization. The integration of customer service within the same platform used for promotion and transaction represents an efficient use of limited resources, maximizing the utility of each digital tool adopted.

Engagement metrics showed that customers who interacted through DM demonstrated 70% higher lifetime value compared to those who only viewed posts without direct communication. This finding supports Ahmad's (2021) research indicating that direct messaging channels create stronger customer relationships than passive content consumption alone. The business owner implemented a follow-up messaging protocol where customers received confirmation messages post-transaction and periodic updates about new promotions, maintaining ongoing engagement without being intrusive. This balanced communication frequency prevented follower fatigue while keeping the business top-of-mind for future service needs. The success of these engagement mechanisms demonstrates that micro-enterprises can effectively compete with larger providers by leveraging personal interaction as a competitive advantage rather than viewing limited scale as a disadvantage.

The interactive features of Instagram Stories, including question stickers and countdown timers for promotions, were utilized to create anticipation and gather customer input on service improvements. This two-way communication approach transformed the account from a broadcast channel into a community platform where customers felt their opinions were valued. Such community-building strategies have been shown to increase customer advocacy, with engaged followers recommending services to their networks, thereby reducing customer acquisition costs (Yusuf & Andini, 2024). The business owner reported that approximately 30% of new customers were referred by existing followers, illustrating the viral potential of well-managed social media engagement. These network effects are particularly valuable for micro-

enterprises operating with minimal marketing budgets, as organic reach through customer advocacy provides cost-effective growth channels.

Transaction Processing and Payment System Integration

The transaction processing system for Khoirul.topup was designed as an integrated workflow beginning with customer inquiry via Instagram DM and concluding with digital product delivery and payment confirmation. This end-to-end process was mapped to identify potential failure points and optimize for efficiency, reflecting transaction processing system (TPS) principles documented in information systems literature (Rini et al., 2021). The workflow began when customers sent a DM specifying their desired service, after which the business owner verified service availability and quoted the current price. This initial verification step prevented overselling and ensured accurate pricing, addressing common sources of customer dissatisfaction in digital service businesses. The quoted price included a small service fee that was transparently communicated, building trust through honest cost disclosure rather than hidden charges that emerge later in the transaction.

Payment processing was integrated through bank transfer and digital wallet options including OVO, GoPay, and Dana, which are widely adopted among Indonesia's digitally active population. The business owner sent payment details along with a unique transaction reference number, enabling efficient payment verification and record-keeping. This systematic approach to payment information delivery reduces errors that can delay transaction completion, a critical factor in



Picture 4 Payment method

maintaining customer satisfaction in instant-gratification service categories like gaming top-ups (Wijayanti, 2024). Upon payment receipt, the business owner confirmed the transaction via DM and initiated the top-up process through their supplier platform, typically completing delivery within 2-5 minutes. This rapid fulfillment cycle aligns with customer expectations for "instant" delivery, with speed being a primary competitive differentiator in the digital top-up market (Karuehni, 2024).

The transaction records were maintained in a simple spreadsheet that captured customer Instagram username, service type, nominal value, payment method, transaction time, and completion status. This record-keeping practice, while basic, provided data for performance analysis and customer behavior patterns, enabling the business owner to identify peak transaction times and popular service categories. Such data-driven operational adjustments represent a maturation of business management capability that distinguishes growing micro-enterprises from stagnant ones (Putri, 2023). The spreadsheet also served as a customer database for targeted promotional campaigns, where previous buyers of specific game credits received notifications about related promotions. This targeted approach increased promotional conversion rates by 25% compared to broadcast announcements, validating the value of transaction data utilization for marketing purposes (Ahmad, 2021).

Security considerations were addressed through verification procedures that included confirming customer game ID or mobile number before processing top-ups, preventing errors that could result in financial loss and customer dissatisfaction. The business owner implemented a no-refund policy for successful deliveries but maintained flexibility for failed transactions, building customer confidence in the service guarantee. These policies were communicated clearly during the ordering process, managing customer expectations and reducing dispute incidence. The professional handling of transaction exceptions, including network delays or supplier issues, involved proactive customer communication about status updates, demonstrating service reliability even when technical issues occurred. This transparency in problem management has been identified as a critical factor in building long-term customer trust in digital service contexts (Nugraha, 2022).

The integration of payment confirmation screenshots within DM threads created a verifiable transaction trail that protected both business and customer interests. This documentation practice also facilitated reconciliation of daily transactions and identification of any payment discrepancies requiring follow-up. The business owner reported that this systematic approach reduced payment-related disputes to less than 2% of total transactions, significantly lower than the 8-10% dispute rate typical in informal digital service businesses (Wijayanti, 2024). The efficiency gains from streamlined transaction processing enabled the business to handle increasing order volumes without proportional increases in operational time, illustrating how process standardization creates scalability for micro-enterprises. The successful implementation of these transaction workflows demonstrates that formalized processes, rather than ad-hoc management, are essential for sustainable growth in social commerce environments.

Performance Metrics and Effectiveness Evaluation

The effectiveness of Instagram marketing implementation was evaluated through comprehensive analysis of performance metrics collected over a six-month period, providing empirical evidence of digital marketing impact on business outcomes. Follower growth demonstrated a positive trajectory, increasing from 150 initial followers to 1,240 active followers by the study's conclusion, representing a 727% growth rate that substantially exceeded the 15-20% monthly growth typical for new business accounts (Lestari, 2020). This exceptional growth was attributed to the combination of gaming-related content relevance,

consistent posting schedule, and strategic hashtag utilization that maximized content discoverability. The follower demographic analysis revealed that 78% of followers were aged 16-24, aligning perfectly with the target market for mobile gaming top-up services, validating the audience targeting effectiveness of content strategy (Rahman, 2022). Geographic distribution showed 85% of followers located within Indonesia, with concentration in urban areas where digital payment adoption is highest, indicating successful market penetration in intended service regions.

Conclusion and Recommendation

This study successfully demonstrates that systematic implementation of Instagram marketing significantly enhances digital service delivery effectiveness for micro-enterprises in Indonesia. The case of Khoirul.topup illustrates that structured approaches to visual branding, content strategy, and customer engagement generate measurable outcomes including 727% follower growth, 8.3% average engagement rates, and 70% higher customer lifetime values among direct message users compared to passive followers. Notably, 30% of new customers originated from referrals by existing followers, validating the viral potential of well-managed social media engagement for cost-constrained businesses. However, this research acknowledges important limitations regarding generalizability, as findings derive from a single micro-enterprise case within the digital service sector in one geographic context. The study's reliance on pre-implementation and post-implementation comparisons without a control group limits causal inference regarding isolated treatment effects. Additionally, the six-month implementation period may insufficiently capture long-term sustainability patterns or seasonal fluctuations characteristic of digital service markets. Resource constraints prevented investigation of advanced analytics tools or paid advertising integration, which might have produced different outcomes. Future research should examine multiple micro-enterprises across diverse service sectors and geographic regions to enhance generalizability while integrating quantitative customer satisfaction measures and longitudinal financial performance tracking to establish correlation between marketing activities and revenue generation.

The practical implications of this research extend beyond the studied business to inform policy and practice for Indonesian micro-enterprises undergoing digital transformation. Business owners require structured frameworks that prioritize platform-specific feature utilization, systematic content calendars, and data-driven decision-making based on native platform analytics rather than adopting ad-hoc promotional approaches. Government agencies should establish targeted digital literacy programs addressing the documented gap between platform availability and effective utilization among micro-enterprises. Academic institutions should incorporate case-study based digital marketing instruction emphasizing practical implementation over theoretical frameworks to better prepare students for microenterprise contexts. Policymakers must consider regulatory support for informal digital service providers seeking formalization through structured social commerce practices, recognizing that systematic digital marketing implementation enhances business sustainability while generating tax revenue and employment opportunities in Indonesia's increasingly digitalized economy.



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