



## **OPPORTUNITIES FOR MICRO, SMALL AND MEDIUM ENTERPRISES IN INCREASING SALES USING INFORMATION AND SOCIAL MEDIA IN THE NAGAN RAYA DISTRICT AREA**

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### **Abstract**

This research aims to analyze the use of information and social media in improving micro, small and medium enterprises (UMKM) in Nagan Raya Regency. The research results show that although the Nagan Raya Regency government has developed an information system such as the sidumnara website to centrally integrate MSME data, the use of websites as a means of marketing MSME products is still not effective. This is caused by the public's low interest in accessing government websites which is influenced by factors such as content classification, navigation and readability that are less than optimal. On the other hand, social media such as Instagram, TikTok and Facebook are more popular with the public because of their more attractive appearance and ability to reach a wider audience. Apart from that, the demographic bonus with the high percentage of the population of productive age in Nagan Raya Regency opens up great opportunities for the use of social media in product marketing. Therefore, although websites can help in the administration and management of MSME data, social media is a more effective platform for marketing products and increasing interaction with consumers. This research concludes that creative use of social media can encourage UMKM to optimize their sales, exceeding the achievements obtained through traditional marketing methods.

**Keywords:** *Micro, Small and Medium Enterprises, Social Media, Digital Marketing, Sidumnara Information Systems*

### **A. Introduction**

The Nagan Raya Regency Government held an activity to support micro, small, and medium enterprises (UMKM) in increasing marketing through the Appropriate Technology Exhibition or better known as TTG. UMKM play a strategic role in Indonesia's economy, including in Nagan Raya Regency, serving not only as the backbone of the local



economy but also as significant providers of employment opportunities (Tambunan, 2009). However, despite their potential, many UMKM in Nagan Raya have yet to maximize effective marketing strategies, especially in leveraging information media and social media, which limits their market reach and consequently decreases sales volume (Maghfirah & Jalil, 2023).

The government's initiative to hold the Aceh Appropriate Technology Exhibition (TTG) is an important step to create opportunities for UMKM to introduce their products more broadly. Nevertheless, many UMKM still face challenges in utilizing technology and social media for marketing and sales (Cut Meriska Harnita, 2024). This highlights a gap between policy support and on-the-ground implementation. The government must not only provide platforms but also foster an ecosystem that supports UMKM growth through policies facilitating access to capital, training, and market access (Gustika et al., 2021). Direct assistance like subsidies, low-interest loans, and tax incentives can reduce financial burdens, while regulatory flexibility can improve operational efficiency.

Moreover, the rapid digital transformation era presents additional challenges. UMKM face barriers such as limited access to digital platforms and low digital literacy, hindering adoption of e-commerce, online marketing, and digital payment systems (Bahtiar et al., 2025). A shortage of IT-skilled human resources further exacerbates these issues. Competition in the digital space requires UMKM to enhance their capabilities (Firdausiyah et al., 2024). Therefore, improving digital literacy, providing technical training, and strengthening public-private partnerships are crucial to ensure UMKM survival and growth (Bahtiar et al., 2025).

Information media and social media marketing remain underutilized opportunities for UMKM. Social media platforms have great potential to expand market reach and foster direct consumer interaction (Sulasih et al., 2024). However, successful use demands relevant knowledge and skills. This study aims to analyze obstacles and opportunities faced by UMKM in increasing sales through information media and social media, thereby contributing to local economic development in Nagan Raya Regency.

## **B. Method**

This study employs a literature review approach to examine and analyze previous research related to opportunities for UMKM in enhancing sales through information and social media. The literature review method is an initial and appropriate step to gather analytical materials relevant to UMKM product sales development by leveraging digital marketing tools, especially within social contexts (Andriani, 2022).

The review process involved searching academic databases and credible sources such as scientific journals, books, and research reports focusing on UMKM, digital marketing, and social media use in Indonesia. Keywords used include "UMKM," "sales through social media," "digital marketing of UMKM," and "use of social media in

Indonesia." Selected literature was chosen based on relevance, source credibility, and methodological rigor.

Each article was critically analyzed in terms of context, approach, and conclusions. Thematic analysis identified patterns such as success factors in social media marketing, UMKM challenges, and characteristics of social media platforms most effective for UMKM strategies. Comparisons with the local context of Nagan Raya provided insights relevant to the region's specific conditions.

Although the literature review provides a comprehensive overview, this method depends on the availability and quality of existing studies and lacks direct primary data from Nagan Raya. Hence, contextualization of global and national findings to local conditions is crucial for meaningful conclusions.

Below are common types of literature reviews relevant to this study:

- **Narrative Review:** Descriptive overview to understand broad issues and research trends.
- **Systematic Review:** Structured and transparent methodology assessing literature quality.
- **Meta-Analysis:** Statistical analysis combining quantitative research findings.
- **Scoping Review:** Mapping existing literature and identifying research gaps.
- **Integrative Review:** Combining qualitative and quantitative studies for holistic insight.
- **Critical Review:** Evaluating quality and contribution of existing research, highlighting research directions.

### **C. Finding and Discussion**

The use of websites as an information medium to support the development of Micro, Small, and Medium Enterprises (UMKM) in Nagan Raya Regency has not yet reached its full potential. Despite various government efforts to develop platforms such as the Sidumnara website, public interest in accessing these government-managed websites remains relatively low. This lack of engagement is influenced by several factors including content classification, organization and readability, navigation and link functionality, user interface design, and image effectiveness (Hijrah, 2023). These usability challenges reduce the attractiveness and accessibility of the website as a marketing tool for UMKM.

From the analysis, the Sidumnara platform primarily serves administrative functions, such as integrating UMKM data and managing the transition from physical to digital archives (TM, 2023). However, it has not been effectively leveraged to increase product marketing or consumer engagement. This gap

highlights a missed opportunity to transform the website into a dynamic marketing channel that not only provides information but also stimulates consumer interest and sales growth.



Figure 1. Screenshot of the Sidum Nara website accessed on the page <https://sidumnara.naganrayakab.go.id/>

In contrast, social media platforms have gained significant traction as more effective channels for UMKM marketing. Platforms like Instagram, TikTok, Facebook, and YouTube offer interactive and visually appealing content formats that better capture the attention of potential consumers. The higher frequency of user engagement on social media compared to traditional website browsing underscores the need for UMKM to adapt their marketing strategies to these digital spaces. Community service initiatives led by universities in the Southwest region further support this transition by enhancing the digital marketing skills of UMKM actors (Rizki Agam Syahputra, 2023).

Another important factor supporting digital marketing adoption is the demographic advantage in Nagan Raya Regency, where approximately 64.47% of the population is of productive age (Agus Dwi Darmawan, 2025). This demographic bonus creates a favorable environment for social media marketing, as younger, more digitally literate consumers are more likely to engage with online content and make purchases through these platforms.

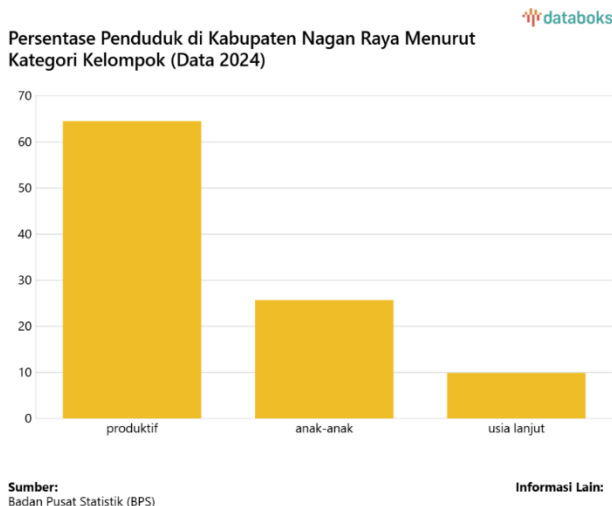


Figure 2. Screenshot of Population Percentage in Nagan Raya Regency

Government initiatives, such as the UMKM Rameune Nagan Raya Expo supported by Diskominfotik, have also played a critical role in promoting digital marketing. The collaboration with popular Instagram and TikTok accounts, along with local media websites, helps disseminate information and increase the visibility of UMKM products (Fazal & Fadhlain, 2024). These efforts demonstrate the importance of multi-channel communication strategies to reach wider audiences effectively.

The rapid digital transformation presents both opportunities and challenges for UMKM. While social media and digital platforms offer broad market access and creative marketing possibilities, many UMKM face obstacles including limited digital literacy and insufficient human resources with IT expertise (Bahtiar et al., 2025). Overcoming these barriers requires ongoing support through training, public-private partnerships, and infrastructure development.

In summary, while the current government websites provide essential administrative functions, social media platforms clearly hold greater potential as marketing tools for UMKM in Nagan Raya Regency. By leveraging creative content and engaging formats aligned with current digital trends, UMKM can expand their reach, foster stronger consumer interactions, and ultimately increase sales. Continued efforts to enhance digital skills and infrastructure, coupled with supportive government policies, are crucial for enabling UMKM to fully benefit from the digital marketing revolution.

#### D. Conclusion

Based on this study, the utilization of information systems and social media to support UMKM development in Nagan Raya Regency has not reached its full potential. Innovations such as the Sidumnara platform facilitate data management but fall short in

optimizing product marketing due to factors like low public website engagement and usability issues. In contrast, social media platforms offer more effective channels for marketing given their interactive nature and popularity, especially among the region's productive-age population. Support from universities and government programs like the 2023 UMKM Expo has contributed positively by enhancing digital skills among UMKM actors. To unlock the full potential of digital marketing for UMKM, continuous digital literacy training, stronger multi-sector collaboration, and creative, locally relevant content strategies are essential. These efforts will help UMKM expand their market reach, improve sales, and contribute significantly to the local economy in Nagan Raya.

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