


## INSTAGRAM DIGITAL MARKETING STRATEGY FOR @BRIYANI MANDHI NUSANTARA PRODUCTS FOR INCREASING SALES

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Article Info	ABSTRACT
<p><b>Article history:</b> Received Feb 11, 2024 Revised Feb 20, 2024 Accepted Mar 22, 2024</p> <p><b>Keywords:</b> <i>Digital Marketing Strategy, @Briyani Mandhi Nusantara, AIDA</i></p>	<p><b>General Background:</b> In the contemporary digital landscape, effective marketing strategies are crucial for business growth and product recognition. <b>Specific Background:</b> This research focuses on the digital marketing strategy employed by Briyani Mandhi Nusantara through Instagram, a platform that has become vital for engaging consumers in the food industry. <b>Knowledge Gap:</b> Despite the increasing significance of social media marketing, there is limited empirical evidence on how specific strategies on Instagram can directly influence sales in local food businesses. <b>Aims:</b> The primary aim of this study is to evaluate the effectiveness of Briyani Mandhi Nusantara's Instagram marketing strategy in enhancing sales and brand visibility. <b>Results:</b> Utilizing qualitative methods—including interviews, observations, and documentation—this research reveals that Briyani Mandhi Nusantara effectively leverages various Instagram features, such as feed posts, Stories, Reels, and targeted hashtags. The application of the AIDA theory (Attention, Interest, Desire, Action) was instrumental in capturing consumer engagement and driving sales. <b>Novelty:</b> This study contributes to the existing literature by demonstrating a practical application of digital marketing theories in a local food context, offering insights into the nuances of Instagram as a marketing tool. <b>Implications:</b> The findings underscore the importance of tailored digital marketing strategies for local businesses and suggest that similar enterprises can enhance their visibility and sales by adopting structured approaches to social media marketing. This research not only fills a gap in the literature but also provides actionable insights for practitioners in the field.</p> <p>This is an open-access article under the CC-BY 4.0 license.</p> 

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## INTRODUCTION

As time progresses, many culinary businesses are rapidly growing and spreading across all segments of society. The rapid growth of the culinary trade using social media to make their restaurant businesses more well-known to the public and to help introduce their products to a wider audience. This is where marketing communication through the digital era is conducted. A combination of descriptions between marketing communication or digital marketing, which refers to a tool and process through which sellers inform and promote what is sold online or through social media. The growth of the digitalization business is characterized by smoothness and agility. Digital marketing that has already benefited all business actors, both SMEs and industries. The advantage in this digital era is that products are delivered to consumers more quickly and it doesn't take much time to carry out promotions. With that matter, it will create an easy-going entrepreneur who can compete with other entrepreneurs. Marketing is a social process that resides within individuals and teams to acquire needs and desires [1]. So, digital marketing creates the infrastructure used by businesses to influence, send data, and attract buyers directly or indirectly about the products or brands offered. Additionally, marketing communication is needed to maximize buyers' understanding of the product and increase product sales to sell maximally in the increasingly tight market competition. In this context, marketing is a science aimed at influencing others to be willing to purchase the products or services offered by the seller [2]. The existence of sales can create all processes of goods and services exchange between sellers and buyers. The development of the current era has prompted business actors to innovate by selling through the internet, specifically using social media as a place to offer products to others via Instagram. The use of Instagram as a marketing platform offers various conveniences for business actors to reach customers widely. With more than one billion active users each month, Instagram has become one of the main choices for promoting products. For business operators, this is a very significant opportunity by using Instagram as a marketing communication tool. The use of social media can facilitate users in exchanging information, because Instagram can be accessed anytime and anywhere and can be operated not only from a computer but also from a smartphone. This makes Instagram the right choice for various types of businesses, including in the culinary field. Briyani\_mandhi\_nusantara is a culinary business with Middle Eastern characteristics founded by Annisa Rachmadita, a student of the Culinary Arts program at Universitas Negeri Surabaya (UNESA) on October 25, 2018, located at Jln. Bratang Gede VI F no. 6a, Wonkromo District, Surabaya, Indonesia. The inception of Nasi Briyani Mandhi Nusantara began with the idea of selling during the final semester of the owner, Annisa Rachmadita, and her college friends to create a new business in the culinary field, namely Nasi Briyani Mandhi Nusantara, and market it online through Instagram. Additionally, the owner and her friends are culinary arts students at Universitas Negeri Surabaya. In terms of presentation, biryani rice is usually served on a large plate surrounded by various side dishes, such as vegetable dishes, pickles, and salads, which further enrich the culinary

experience. A serving of biryani rice can tantalize the taste buds of food lovers, with the striking yellow color from the turmeric used as one of the main spices, and the captivating aroma of spices. Considering the increasing popularity of biryani, many restaurants and eateries now make it a flagship dish, reaching customers from various backgrounds. With its appealing presentation and authentic flavor, biryani continues to be a star in the culinary world, offering timeless deliciousness. Biryani Mandhi Nusantara offers various food packages ranging from personal packages, tray packages, aqiqah packages, and hamper packages. Not only that, the price of biryani rice is quite expensive, ranging from Rp 50,000 to Rp 100,000. To establish her culinary business, the owner Annisa Rachmadita used an initial capital of 5 million. Over the course of 6 years, her monthly revenue from sales has now reached 15 million. The choice of the business name "Nusantara" was also based on the owner's desire for her products to be liked by the Indonesian community, especially by utilizing the increasingly developing digital platforms.

One of the digital platforms used is social media. Social media is one of the internet networks that allows people to interact online with other internet users, as well as share with other users such as sending messages, images, videos, and other things [3]. The use of social media has evolved into one of the most influential communication tools in the modern world. With the ability to reach a global audience, this platform provides opportunities for individuals and organizations to engage in constructive dialogue, promote products, and build brands. Through various features such as content sharing, comments, and direct messages, social media creates a dynamic interaction space. In addition, social media also serves as a quick and efficient source of information. Many people rely on this platform to get the latest news, follow trends, and engage in social issues. From large companies to startups, digital marketing strategies often include social media as a key component to enhance visibility and interaction with consumers. The data and analytics generated from interactions on social media allow companies to understand customer behavior, preferences, and trends. This information can be used to develop more effective strategies and enhance user experience.

The Instagram social media platform is an application for sharing photos or videos that allows for engaging usage. Some features and running existing digital filters, then giving it to his account by adding a caption [4]. The use of Instagram usually involves taking and sharing video reels uploads through their own accounts and various social networking services. Instagram can be used as a promotional medium and other internet-based media. One of them is Instagram, which is used by the public as a medium that can be utilized to enter the business world. Not only that, businesspeople also utilize the Instagram platform to create a marketing infrastructure for conducting online business, as it can create a wide market and opportunities through digital marketing using the Instagram application platform. This platform allows business actors to reach consumers directly through engaging visual content. With features like Instagram Stories, IGTV, and Reels, businesses can showcase their products and services in a more interactive and

engaging way. The use of relevant hashtags also helps increase visibility, allowing the product to be discovered by a wider audience. Engagement with users is also an important part of the marketing strategy on Instagram. Responding to comments and direct messages, as well as holding Q&A sessions or giveaways, can increase consumer loyalty and trust. Good interactions create a stronger community and increase customer engagement, which ultimately contributes to business growth. Thus, utilizing Instagram as a digital marketing platform not only provides benefits in terms of reach but also solidifies positive relationships between businesses and consumers. As a result, many businesses have successfully increased sales and strengthened their brands through a strategic presence on this platform.

Instagram has several features, each with its own functions that differ from other platforms, namely feed, Instagram story, reels, and bio.

#### 1. Feed

The feed is the main part of a user's profile, where users can share photos and videos that will remain visible on their profile. Content uploaded to the feed is usually permanent, allowing users to curate the aesthetics of their profile through a consistent grid layout. This allows users to express their identity visually.

#### 2. Instagram Story

Instagram Story is a feature that allows users to share temporary content that will disappear within 24 hours. This feature provides users with the opportunity to share daily moments without altering the permanent appearance of their feed. With various stickers, filters, and effects, stories become an engaging tool for interacting with the audience.

#### 3. Instagram Reels

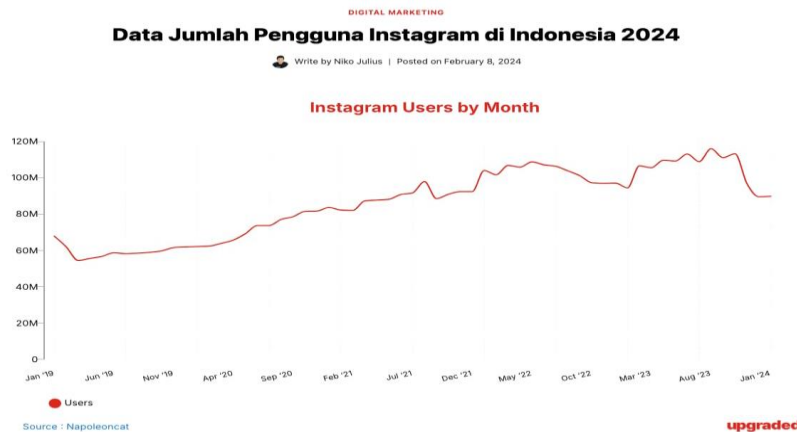
Instagram Reels is a feature introduced to compete with other short video platforms. Reels allows users to record and edit short videos with various music, sounds, and effects. This feature provides creators with the opportunity to showcase their talents and reach a wider audience in an engaging and entertaining way.

#### 4. Bio

The bio is an important part of the profile, where users can provide brief information about themselves or their brand. With a limited number of characters, the bio should be written concisely and informatively. Users can include links, emojis, and relevant keywords to attract the attention of people visiting their profile.

It is important for business owners to utilize existing features, such as Instagram Stories, IGTV, and Reels, to attract the audience's attention. Engaging visual content can increase interaction and encourage users to get to know the brand and products offered more closely. Using high-quality photos, creative videos, and even live streaming can create a more engaging shopping experience for customers. In addition, business operators are also expected to analyze the trends present on this platform. Using the analytics tools available on Instagram can help understand audience preferences and optimize marketing strategies. By understanding follower behavior, entrepreneurs can

adjust content and offers to be more relevant and appealing. Engagement with customers is also very important. Responding to comments and messages quickly, as well as establishing good communication with customers, will build trust and loyalty. Active interaction through comments and direct messages is also important in building good relationships with consumers. By answering questions and responding to feedback quickly and professionally, sellers create closeness and increase customer loyalty. Measuring marketing performance on Instagram can be done through the analytics tools provided by the application, which offer insights into audience demographics, interactions, and contributions to sales.



**Figure 1.** Number of Instagram users

Based on the image above, it can be concluded that the number of Instagram app users in Indonesia in 2024 has reached 1.63 billion downloads, experiencing an increase of 12.2%. Compared to the previous year, in 2023, Indonesia had 106 million Instagram app downloads. This makes Indonesia rank 4th in the world for Instagram app downloads, and the number of Instagram app users continues to increase to this day. The phenomenon of using the Instagram platform among online entrepreneurs is increasing, where they are competing to market their products. Many online shops take advantage of Instagram by creating video content to promote and provide information about their products. Instagram marketing has emerged as an important strategy in the world of digital advertising, where brands leverage the reach and credibility of popular figures to connect with their target audience. This Instagram account, which has many followers, creates engaging content that is liked by its audience, effectively blurring the line between genuine recommendations and advertisements.

This approach offers several benefits. First, it allows brands to reach an existing audience that is often more receptive to opinions compared to traditional advertising. Consumers often view this support as something relevant and trustworthy, which can lead to higher conversion rates. In addition, video content tends to attract more engagement than status posts, because such content captures attention and facilitates storytelling, making the product more appealing. In addition, the interactive nature of platforms like

Instagram further enhances this marketing strategy. Users can engage directly with Instagram through comments and direct messages, creating a sense of community and fostering brand loyalty. The use of features like Instagram Stories and Reels also allows for real-time product demonstrations, which can effectively showcase the product's benefits and encourage quick purchasing decisions. To maximize the marketing potential of a business, careful selection of products whose values align with their brand image and truly resonate with their target audience is essential. Collaborating with micro-Instagram influencers can be very beneficial, as these individuals often have more engaged and specific followers, resulting in authentic and meaningful relationships with consumers that can ultimately support the overall marketing strategy [5].

With this approach, marketing communication is a marketing activity that utilizes communication techniques aimed at disseminating information to people with the hope that the company's goal of increasing revenue is achieved. Context: [6] Text to translate: [6] The use of social media has the power where content can also be generated by users, not just by the mass media industry. Social media starts with 3 things: Sharing, Collaborating, and Connecting. Through a comprehensive approach, an effective digital strategy will leverage various existing communication channels, such as social media, digital advertising, and live event campaigns, to reach a wider audience. The application of engaging content marketing techniques can help build brand awareness and increase consumer engagement. Relevant and informative content, such as cooking recipes, stories about the use of quality ingredients, or cooking tutorial videos, can create an emotional connection with consumers. In addition, in-depth market analysis will be important to understand consumer preferences and desires. With the identification of the most potential market segments, Briyani Mandhi Nusantara can develop offerings that align with the needs and desires of customers. Every promotional strategy needs to be based on accurate data to assess its effectiveness and evaluate the results. Sales strategy can be defined as a company's program in determining sales targets and meeting the needs of buyers, by combining several marketing strategies such as determining products, prices, and distribution [7]. An effective marketing strategy not only relies on the combination of these elements but also on a deep understanding of consumer behavior. By understanding market preferences and needs, companies can be more targeted in creating relevant and appealing products. In addition, pricing must be strategic, taking into account competitive factors, perceived value by customers, and the impact on profitability. Distribution becomes an important aspect that ensures products are available at the right place and time, to facilitate consumer access. In its implementation, marketing strategies must be dynamic, allowing companies to adapt to changing market trends and customer needs. Digital marketing has transformed the way companies interact with their customers, providing opportunities for better personalization and engagement [8]. The integration of all these elements creates a synergy that is expected to enhance customer satisfaction and loyalty, which in turn supports the growth and sustainability of the company. Therefore, monitoring and



evaluating the implemented strategies are crucial steps to assess their effectiveness and adjust the necessary measures to remain relevant and competitive in the market. This research uses the AIDA model theory (Attention, Interest, Desire, Action) which will explain the changes in attitudes and behaviors related to an action. Therefore, businesses can try various actions consisting of four types, namely actions related to product, price, location, and promotion [9]. This plan includes gaining attention for the product (Attention), attracting interest in the product (Interest), developing a desire to own the product (Desire), and encouraging customers to take action in using the product. (Action). Based on the background of the digital marketing research, Briyani Mandhi Nusantara aims to increase sales using the existing Instagram media. This research is conducted to examine the role of Instagram social media in promoting Briyani Mandhi Nusantara products, and it is expected to provide benefits in enriching knowledge and simultaneously practicing the application of digital marketing through the use of Instagram social media.

#### 1. Attention (Perhatian)

The first stage, Attention (Perhatian), is a crucial initial step for a marketing campaign. Here, efforts are made to attract the audience's attention through various relevant communication channels. In the context of this research, the use of social media, print advertisements, and others will be analyzed to determine their effectiveness in conveying messages to consumers.

#### 2. Interest

After capturing consumer attention, the next step is to create interest in the product. At this stage, marketing strategies must be able to provide relevant information and educate consumers about the features, benefits, and value offered by the product. Through engaging content and effective communication, it is hoped that consumers will feel connected and interested in exploring more about the product.

#### 3. Desire

At the Desire stage, the focus is on building consumer desire to own the product. This can be achieved by demonstrating how the product can meet the needs or solve the problems faced by consumers. Testimonials, positive reviews, and other social proof can be used to strengthen consumer desire, convincing them that choosing that product is the right choice.

#### 4. Action

The Action stage aims to encourage consumers to take real actions, such as making a purchase or signing up for a service. At this stage, it is important to simplify the purchasing process and provide incentives, such as discounts or special offers, so that consumers feel motivated to act immediately. The use of a clear call to action also plays an important role here.

By effectively applying the AIDA model, companies can not only increase sales but also build long-term relationships with customers. Understanding each of these stages allows the company to design more targeted and responsive marketing strategies to

consumer needs. Through a systematic and customer-oriented approach, it is expected that the company can achieve optimal results in their various marketing efforts. This section explains previous research that has become the theme of this study, which has been chosen according to the research topic, hoping that readers understand it as an explanation and reference. From the research [10] titled "Implementation of Digital Marketing Strategies Through Instagram Social Media in Increasing Sales at Arunazma." The method used is qualitative descriptive by conducting interviews with informants. Research shows that digital marketing strategies through the Instagram social media platform can significantly increase the sales of products in the Arunazma online shop. Additionally, the research results also indicate an increase in customer interaction through features available on Instagram, such as comments, direct messages, and stories. This allows sellers to better understand customer needs and provide faster responses. Thus, the use of social media not only serves as a marketing platform but also as a tool to build stronger relationships between sellers and consumers.

Another study by [11] "Promotion Strategy Through the Utilization of Instagram Social Media in Increasing Sales at the Home Industry Baso Aci Mahira Lamongan." The method used in this study is qualitative descriptive by conducting informant interviews. The research findings indicate that the social media platform Instagram is used for planning, marketing communication tools, and promotional media. The role of Instagram in marketing strategies reveals several layers of effectiveness for small industries. This platform not only serves as a visual showcase for products but also facilitates direct interaction with potential customers. By using engaging content such as stories, reels, and posts, businesses can create a dynamic online presence that captures the attention of their target audience.

Another study by [12] "Strategies for Utilizing Instagram as a Digital Marketing Communication Medium at Terasore Coffee Shop Medan." The method used is a qualitative descriptive research type by conducting informant interviews. The results obtained from the research show that the strategy of utilizing Instagram social media through photo and video posts uploaded by the Terasore coffee shop has successfully increased the number of visitors, which continues to grow every day. From the research results, it is evident that the use of Instagram as a digital marketing communication tool has a positive impact in attracting new visitors. Engaging and high-quality visual content, such as aesthetic photos of products, the ambiance of the coffee shop, and short videos about the coffee-making process, successfully creates appeal for the audience. Additionally, interaction with followers through comment features and direct messages also plays an important role in building community and customer loyalty. Another study by [13] "Marketing Communication Strategy of Angkringan Khulo Through Instagram Social Media." The method used is a qualitative descriptive research type by conducting interviews with informants. The results obtained from the research indicate that promoting on Instagram social media can significantly increase the purchasing interest in the promoted products. The research findings show that the use of



attractive visual content, such as food photos and videos, can significantly capture the attention of potential consumers. In addition, interactions conducted through the comments section and direct messages (DM) also play an important role in building a closer relationship between the angkringan owner and customers. By paying attention to posting times and consistency, Angkringan Khulo can maximize its audience reach.

## **METHODS**

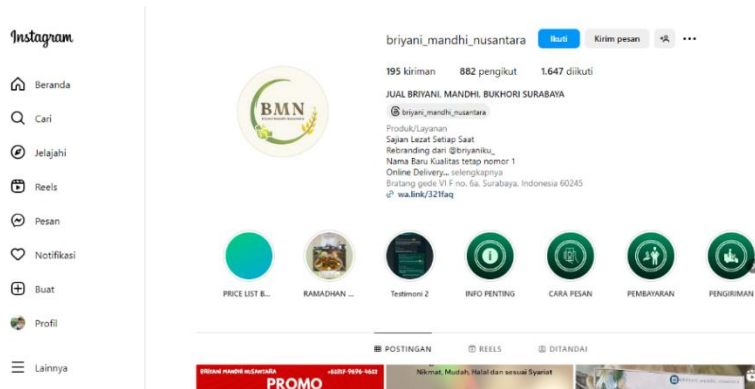
This research uses a qualitative approach to analyze the digital marketing strategies implemented by Briyani Mandhi Nusantara in Surabaya. The research focuses on the subject of digital marketing strategies and the object of increasing sales, with the research location at JL. Bratang Gede, VI F No, 6-A, Ngagelrejo, Kec. Wonokromo, Surabaya. The data used consists of primary data, obtained through direct interviews with business owners and customers, as well as secondary data collected from related documents and digital records. Data collection methods include in-depth interviews, direct observations at business locations, and documentation of sales reports and social media activities. Data analysis techniques involve data reduction to filter relevant information, presentation of data in narrative or tabular form, and drawing conclusions about the effectiveness of the marketing strategies implemented and their impact on sales increase and brand awareness.

## **RESULTS AND DISCUSSION**

To ensure the success of the company's marketing activities, it is important for the company to establish a clear marketing strategy. This is an essential element in the combination of marketing strategies. Marketing planning is the activity of organizing a plan that will be implemented to achieve the established objectives. To minimize the risk of shortfalls in achieving business goals, the first step taken is to conduct marketing planning, one of which includes setting promotions in marketing activities. Briyani Mandhi Nusantara is planning digital marketing by determining the content to be uploaded on Instagram Feeds. Additionally, Briyani Mandhi Nusantara is also planning promotions through discounts.

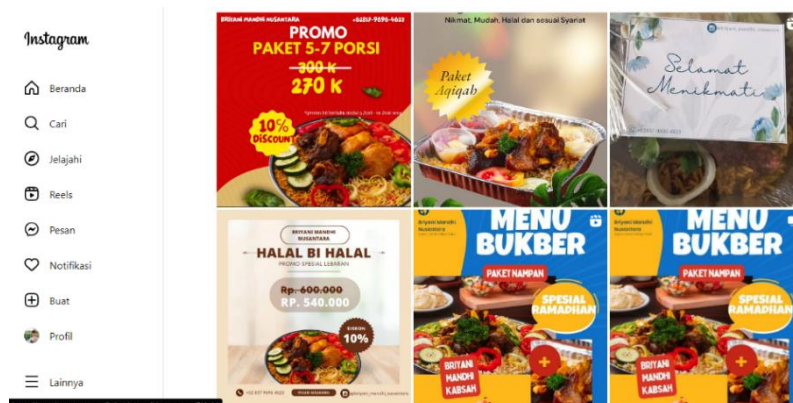
### **Implementation of Digital Marketing Through Instagram to Increase Sales of Briyani Mandhi Nusantara Products**

The results of direct interviews conducted by the researcher state that the digital marketing strategy implemented by Briyani Mandhi Nusantara is to replace consumer interest through Instagram media. Instagram offers various features that can help support marketing activities. These features include posts in feeds, Instagram stories, and video reels. Briyani Mandhi Nusantara regularly posts products and shares content in feeds and stories through the Instagram account @briyani\_mandhi\_nusantara.



**Image 2.** Instagram Profile Of Briyani Mandhi Nusantara.

After implementing the marketing plan, the next step is to execute or implement that plan. Execution is an activity aimed at directing the chosen plan and evaluating the outcomes of the plan that has been previously executed. This process is characterized by a deep and direct engagement with the various results obtained from the execution. In this case, the promotion carried out by Briyani Mandhi Nusantara uses one of the social media platforms, namely Instagram. According to the owner of Briyani Mandhi Nusantara, the use of marketing strategies that introduce products through print media such as newspapers and tabloids is considered less efficient because it requires very high costs. Currently, customers prefer to scroll through digital displays on their devices. Customers will not feel bored when choosing the products they want by displaying an attractive feed. Moreover, Briyani Mandhi Nusantara strives to make their Instagram feed as professional and attractive as possible.



**Image 3.** Instagram Post Of Briyani Mandhi Nusantara

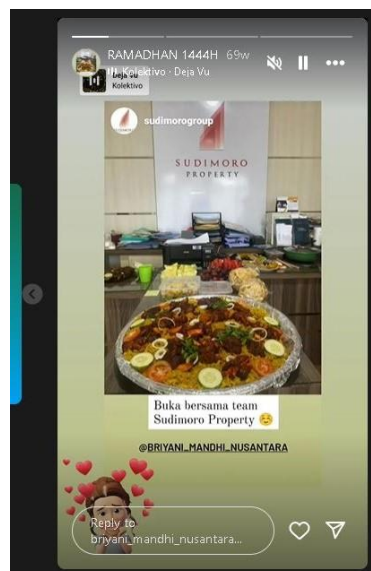
Not only uploading products on Instagram feeds and Instagram stories, Briyani\_mandhi\_nusantara also adds product promotions for certain package purchases. Promotion is one of the digital marketing activities carried out by a brand by offering discounts to buyers who have met the requirements. Indirectly, this content marketing

gives brands or businesses time to interact with consumers. The advantage of holding a promotion is to maximize the menu, increase customer interest, and gain more followers.



**Figure 4.** Promotion in the Form of Discounts for Certain Rice Packages

There are observational strategies in management that must be implemented by a business owner. Briyani Mandhi Nusantara is under supervision taken over by a private owner. Every piece of content posted on Instagram needs to be monitored for progress to assess the responses and reception from followers and residents. The response can be measured through the number of likes and comments on the Briyani Mandhi Nusantara Instagram account. The owner of Briyani Mandhi Nusantara actively supervises and responds to all activities on Instagram, including addressing issues that arise in the comments section, even through direct message. Activities on Instagram can also be monitored through the insights analysis feature.



**Image 5.** Repost of consumer testimonial Instagram story via social media Instagram @Briyani\_mandi\_nusantara.

Utilizing testimonials from consumers is an important aspect in enhancing brand image and building trust with potential buyers. This testimonial not only serves as social proof but also has a significant impact on someone's purchasing decision. When consumers see positive testimonials, their likelihood of purchasing the product will increase. Testimonials provide an overview of the product's integrity based on the knowledge experienced by buyers when using the product. In addition, with the presence of testimonials, potential buyers often capture photos or videos related to the brand they purchased from Briyani Mandhi Nusantara on social media. By downloading these, buyers can also recognize the social media account of Briyani Mandhi Nusantara by using the tagging feature on Instagram, allowing consumers to directly include the seller's account. This activity is known as User Generated Content (UGC), which is content created by buyers in the form of reviews, feedback, and confirmation of a brand in the form of photos, videos, or text. provided through digital platforms to make a choice to order the product or not. Confirmation or reviews from buyers can be seen through the highlights on the Instagram account of briyani mandhi nusantara.



**Image 6.** Ordering @briyani\_mandhi\_nusantara via WhatsApp Business.

Regarding what Briyani Mandhi Nusantara has done to receive online orders, they use WhatsApp Business. Briyani Mandhi Nusantara uses WhatsApp Business to communicate personally with customers. Through WhatsApp, customers can ask questions and request information about the products they want to order. When the consumer is sure about their order, the admin will send the order instructions along with the link for filling out the order. On that WhatsApp Business, there are various options for Nusantara mandhi briyani products that can be ordered by buyers. The buyer needs to select the entire food menu so that the order can be clearly input into the Briyani Mandhi Nusantara system. Regarding the information that needs to be filled out when placing an order, it includes full name, WhatsApp or phone contact, complete address and date, delivery time, and payment method. The use of WhatsApp Business makes it easier to increase sales for the Nusantara Briyani Mandhi culinary business.

The relationship between consumers and the community in building the business image of @Briyani\_mandhi\_nusantara. In an effort to maintain good relations with consumers, @Briyani\_mandhi\_nusantara always strives to provide the best service. One example is the quick response given to customers who order through WhatsApp, using polite language. In addition, through Instagram, Briyani Mandhi Nusantara is also holding promotions such as a 10% discount and a 5% discount specifically for the month of Ramadan to attract customer interest. Not only establishing relationships online, Briyani Mandhi Nusantara is also committed to nurturing good relationships directly with customers. When the customer picks up the order, the food is already prepared and nicely packaged so they don't have to wait long. If the order is not ready and the customer has to wait, Briyani Mandhi Nusantara provides a waiting area along with free snacks to ensure comfort. In creating a positive brand image, maintaining good relationships is very important. This includes not only the surrounding residents but also customers and employees. In maintaining good relations with the residents of the Briyani Mandhi Nusantara business area, Briyani Mandhi Nusantara actively participates during the holy month of Ramadan. Briyani Mandhi Nusantara is also present and provides free iftar to the residents to support the continuity of Ramadan.

#### Attention (Perhatian)

At this stage, the briyani mandhi nusantara culinary business has successfully kept consumers aware of the existence of briyani mandhi nusantara. Attention is the first step that marketers must take towards the community that is the target consumer. Awareness in this context focuses on the products, services, or ideas being offered. The briyani mandhi Nusantara business successfully attracted customer interest by presenting Instagram feed content related to the offered menu by uploading photos of the briyani mandhi Nusantara products.

#### Interest (Ketertarikan / minat)

The Interest Stage is when consumers begin to show interest in the briyani mandhi nusantara product being offered. At this stage, marketing strategies need to be able to convey relevant information and educate consumers about the features, benefits, and value of the product. Through engaging content and effective communication, it is hoped that consumers will feel connected and encouraged to explore the product further.

#### Desire (Keinginan)

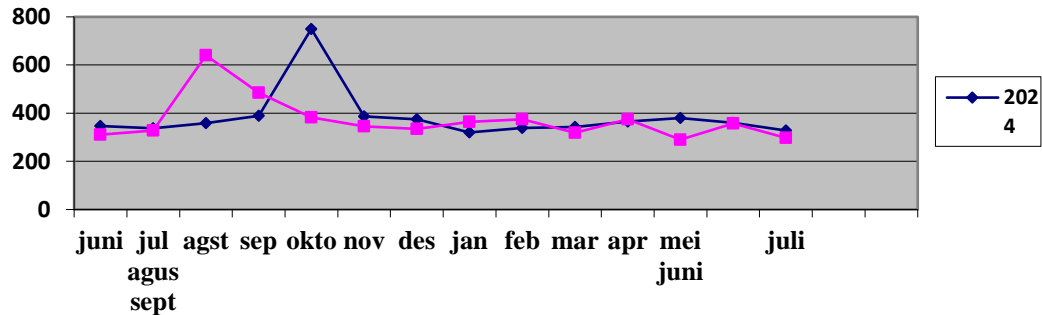
The desire stage is the phase where the buyer has the desire to purchase the products offered by the Briyani Mandhi Nusantara business. This is an action to determine whether to acquire the offered goods or services, after consideration by the stakeholders with the available funds. This action emerged after the increased awareness of the product's benefits.

#### Action (tindakan)

The action stage is the final stage where consumers successfully purchase the Briyani Mandhi Nusantara product. This action is a response from the buyer after selecting goods and services in the form of real activities. For example, consuming and



using the product as expected when customers need it. The hope is that the goods and services they use can meet their needs and provide satisfaction.



**Figure 7.** Sales graph of Nusantara Mandhi Biryani for the period June 2023 – July 2024

From the interview with the owner of Briyani Mandhi Nusantara, Annisa Rachmadita, she said, "The sales of Briyani Mandhi Nusantara products have increased after promoting on Instagram; most customers learned about Briyani Mandhi Nusantara products from Instagram rather than from the sales location." And most of the orders here are made through social media, so first they DM us on Instagram, then we direct them through a link that will connect to WhatsApp Business, and then they place the order. The order has just been processed by the admin and cooked by the seller according to the order date. So the effect, according to the owner, is very good if it comes from Instagram.

**Table 1.** Percentage of buyer information data

Source of information	amount	{%}
Instagram	254	76,96
Other	76	23,31
Total	330	100

In Table 1, it can be seen that customers or buyers of @briyani\_mandhi\_nusantara first gained understanding through the Instagram social media platform at 76.96%, much higher compared to information obtained through word of mouth or direct visits to the store, which only accounted for 23.31%. With complete information available on the Instagram account @briyani\_mandhi\_nusantara, customers can easily shop or purchase the desired products without having to visit the store directly. Impact and Obstacles in Digital Marketing Through Instagram to Increase Sales of Briyani Mandhi Nusantara Products

This discussion aims to identify the impacts and obstacles or difficulties experienced by business actors in using digital marketing. Briyani Mandhi Nusantara encountered several challenges when implementing digital marketing. Delayed distribution, abnormal network connections, and internal obstacles arise due to the increased volume of messages as a result of sales on social media. Briyani Mandhi



Nusantara can overcome the issue by speeding up the delivery process through the addition of more staff to make the delivery procedures more efficient. The purpose of this discussion is to examine the impact of digital marketing usage by Briyani Mandhi Nusantara. Digital marketing allows potential buyers or customers to shop anytime and anywhere. In this way, shopping becomes more efficient compared to visiting physical stores, which takes more time. In addition, digital marketing can also expand the market reach of Briyani Mandhi Nusantara. This is in line with the explanation that states, "The application of social media and online shops as sales channels has proven effective in increasing product sales" [14]. Digital marketing strategies can be implemented through posting photos or videos of products on social media platforms such as Instagram" [15].

## CONCLUSION

Based on this research, it can be concluded that the digital marketing strategy through Instagram implemented by Briyani Mandhi Nusantara has successfully increased sales and strengthened brand awareness among consumers. The use of various Instagram features such as feed, Instagram Stories, Reels, and bio allows Briyani Mandhi Nusantara to showcase engaging visual content, interact directly with consumers, and reach a wider audience. This strategy refers to the AIDA model (Attention, Interest, Desire, Action), which has proven effective in attracting consumer attention, generating interest, creating desire, and encouraging purchase action. By leveraging Instagram as a marketing platform, Briyani Mandhi Nusantara has successfully created closer relationships with customers, which not only boosts sales but also builds customer loyalty. Furthermore, the results of this research indicate that a deep understanding of consumer preferences and needs through comprehensive market analysis is key to developing effective marketing strategies. The use of social media, particularly Instagram, provides great opportunities for businesses to optimize their marketing strategies through relevant and engaging content as well as active interaction with consumers. Thus, digital marketing through Instagram is not just a promotional tool, but also an important means of building brand identity, expanding market reach, and creating a better shopping experience for customers. Continuous evaluation and strategy adjustment based on analytics data are important steps to ensure that the implemented marketing strategies remain relevant and effective in facing the ever-changing market dynamics.

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