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Optimization Strategy for the Use of Social Media to Increase Brand Awareness in MSMEs Mang Boed Screen Printing Karawang

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Abstract

Objective: This study aims to analyze the optimization of the use of social media in increasing brand awareness in Mang Boed Screen Printing MSMEs in Karawang. Results: Results This study shows that Instagram and Facebook play an effective role as digital marketing media. Visual content in the form of products and production processes captures the attention of the audience and makes it easier to recognize the brand, while two-way interaction through comments and direct messages strengthens the relationship with customers. Conclusion: Social media optimization through authentic visual content and responsive communication can gradually increase the brand awareness of MSMEs, even though they are still faced with limited resources and consistency in content management. Contribution: This research provides practical and academic contributions as a reference in the development of social media-based MSME digital marketing strategies.

Keywords: social media, brand awareness, MSMEs, digital marketing

INTRODUCTION

In the last ten years, the development of digital technology has completely changed the way business actors carry out marketing communications. Social media, for example, has now become an important strategic medium for MSMEs. Through these

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platforms, micro, small, and medium-sized enterprises can expand the reach of communication, strengthen brand identity, and build two-way interactions with consumers directly (Hasan & Nisa, 2024; Sienatra et al., 2025). Instagram, Facebook, or WhatsApp Business are no longer just places to share information, but have become the main tool to improve *Brand Awareness* and engage consumers (Abidin & Firdaus, 2025).

Keep in mind, MSMEs are the backbone of Indonesia's economy, their contribution to GDP and labor absorption is very large. However, their ability to utilize social media is still diverse. Many business actors have not implemented digital strategies systematically. In fact, empirical research such as from (Rosyidi et al., 2025) It shows that when the use of social media is designed in a structured way starting from the consistency of content, understanding the characteristics of the results can be significant: brand visibility and user engagement increase dramatically.



Figure 1. Gross Domestic Product

In the context of creative MSMEs in Indonesia, one of them is Mang Boed Screen Printing. This printing business is quite active in utilizing social media for digital marketing. From the data seen on its platform, they manage @mangboedscreenprinting Instagram account with around 573 followers and have uploaded more than 900 uploads.

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Figure 2. Copyright © 2019 Mang Boed Screen Printing. All Rights Reserved.



Figure 3. Instagram Engagement

On the other hand, the Facebook page "Mang Boed" is followed by approximately 4.3 thousand people. Meanwhile, his TikTok account, @mangboed, has 756 followers and a number of videos that are able to attract hundreds of interactions.



Figure 4. Facebook Mang Boead Screen Printing

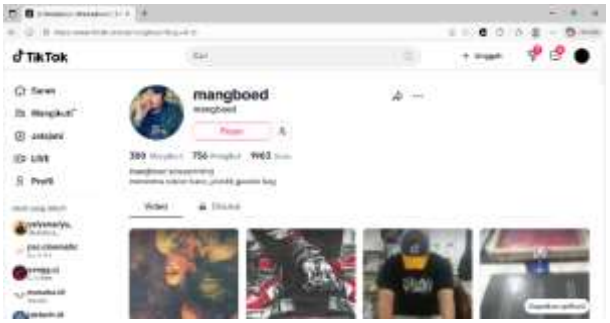


Figure 5. TikTok Mang Boed Screen Printing

This digital activity shows that these MSMEs are already present on several major social media platforms. However, to truly understand how effective their content is in building *Brand Awareness*, of course, an in-depth analysis is needed as also mentioned in some recent studies (Karlina & Panigoro, 2023; Rohalia et al., 2025).

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In its implementation, it is not without obstacles. MSMEs like Mang Boed often face obstacles such as content that is not fully strategically structured, limited digital capabilities, and understanding of consumer characteristics on each platform that need to be improved. This is in line with previous findings, that many MSMEs do not have data-driven content strategies that really focus on strengthening long-term brand identity.

This is what attracts researchers to research further, most of the existing literature is still quantitative. So it has not revealed much about the internal processes of business actors in designing, running, and evaluating their digital strategies. Qualitative research can actually provide deeper insights, for example, how MSMEs adapt content to the characteristics of the platform, how consumers respond, and what local factors affect their digital communication. Therefore, the researcher has a qualitative approach to delve deeper into the practice of social media strategies in MSMEs Mang Boed Screen Printing and its implications for improvement *Brand Awareness* sustainable (Creswell & Poth, C. N., 2018; Yin, 2018).

Objectives

This study aims to analyze the optimization of social media utilization in increasing brand awareness at Mang Boed Screen Printing MSMEs in Karawang.

LITERATURE REVIEW

Marketing Management

Marketing management is the process of designing, communicating, and delivering value to consumers through a series of integrated activities. As explained (Kotler & Keller, 2020), the scope includes market segmentation, targeting, positioning, and communication management. All of them aim to build long-term relationships and stand out from the competition. In the current era, this perspective is increasingly relevant with the presence of digital media. Research by (Dwivedi et al., 2021) emphasized that social media, especially for MSMEs, has become an important component as it facilitates two-way interactions, expands brand visibility, and creates a consistent digital experience. If we conclude these two views, today's marketing management not only focuses on value creation and planned communication, but also demands the ability to adapt to technological developments and changes in digital consumer behavior. That way, the strategy implemented can be more effective and contextual.

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Social Media Marketing Theory (SMMT)

Social Media Marketing (SMMT) theory sees social media as a two-way communication space that allows direct interaction between business actors and consumers. This means that this platform is not only a channel for disseminating information, but also a means to build *Commitment* through content that is relevant, consistent, and in accordance with consumer needs. According to (Appel et al., 2020), the effectiveness of digital marketing is greatly influenced by the quality of content and the intensity of interaction between the two things that shape the perception and value of the brand in the eyes of consumers. For MSMEs, this kind of digital interaction opens up opportunities to understand customer preferences directly, strengthen trust, and ultimately increase buying interest through more personalized communication.

Previous research has shown that the success of social media often depends on building digital engagement through creative visuals, *Storytelling* interesting, and *Response* that are interactive. As emphasized in the study (Santos et al., 2022), content that is informative while touching on the emotional side can increase closeness to the brand. This is especially important for MSMEs that rely on community proximity and digital experiences to expand market reach. So, overall, SMMT provides a useful theoretical framework for understanding the dynamics of digital marketing. In it, the quality of the content, the authenticity of the communication, and the suitability with the characteristics of the platform are the main determining factors for how effective the marketing strategy is on social media.

Brand Awareness

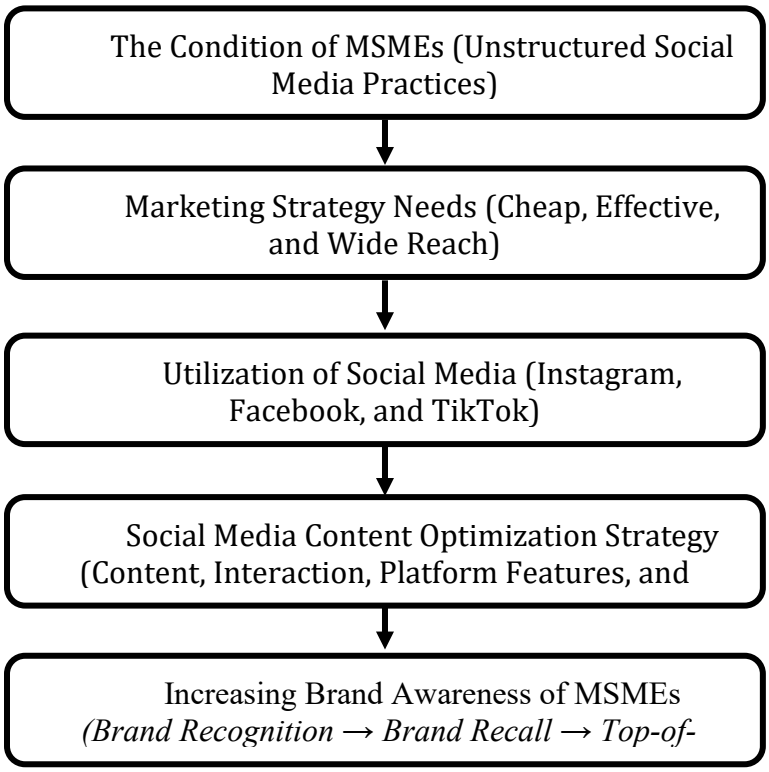
In simple terms, *Brand Awareness* is the extent to which consumers can recognize and remember a brand. The levels vary, ranging from just recognizing, being able to remember for yourself, being the first to think, to dominating the mind. The higher it is, the stronger the brand is embedded in the consumer's mind (Kotler & Keller, 2020). This is why measuring brand awareness is a key benchmark for digital promotion strategies, when brands are familiar with the opportunity to be considered by consumers.

Brand awareness is not only built from mere visual exposure. According to some recent findings, this process is actually more effective through continuous digital communication that is relevant to today's consumer habits (Azizan et al., 2023; Tran et al., 2023). In other words, for MSMEs engaged in social media, building *Brand Awareness* It is not just a choice, but a very important strategic element.

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FRAMERWORD OF THOUGHT



Research Propositions

P1. MSME marketing management planning forms a strategy for managing content and digital communication on social media.

P2. The quality of content and two-way interactions on social media shape consumers' perceptions, emotional closeness, and digital experiences.

P3. The selection and utilization of social media platform features (Instagram, Facebook, and TikTok) influences the way consumers recognize and remember brands.

P4. The practice of storytelling, the use of testimonials, and the responsiveness of communication encourage the improvement of brand recal and the strengthening of the top-off-mind.

P5. The integration between marketing management, social media marketing strategy, and audience experience results in sustainable brand awareness in the context of creative MSMEs.

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METHODOLOGY

This study uses a qualitative approach with a case study method. This selection was carried out because the purpose of the research was to understand in depth the social media management strategies implemented by Mang Boed Screen Printing MSMEs in an effort to improve *Brand Awareness*. The qualitative approach is considered suitable because it is able to explore digital marketing experiences and practices in a more natural and contextual way. In other words, it wants to understand this phenomenon directly from the perspective of the business actor in natural regulations (Fadli, 2021). Meanwhile, the case study method is considered relevant to examine complex and specific phenomena like this, especially considering that digital marketing practices at the MSME level are greatly influenced by social factors and local conditions (Humayra et al., 2025). The research location took place in Karyasari Village, Rengasdengklok District, Karawang Regency, from September to December 2025.

Selection of informants, using techniques *Purposice sampling* and *Snowball Sampling*. The goal is to get informants who are really directly involved and have a deep understanding of the MSME social media activities (Lenaini et al., 2021). The informants consist of one key informant, three main informants, and several other supporting informants. The data collection technique was carried out in three ways: semi-structured interviews, observation of social media activities, and study of digital documentation such as upload archives and engagement statistics *Audiences* (Habsy & Nursalim, 2025). The combination of these techniques aims to strengthen data triangulation, which is ultimately expected to increase the credibility of the research findings (Habsy & Nursalim, 2025).

The data analysis process is carried out qualitatively through the stages of data reduction, data presentation, and conclusion drawn. This process takes place in a repetitive and interactive manner, as is common in qualitative research (Haki et al., 2024). To maintain the validity of the data, the researcher applied triangulation of sources and techniques, as well as reviewed the interpretation of informant answers. This is all in accordance with the principle of maintaining data quality in qualitative research (Haki et al., 2024). The focus of the analysis is on identifying social media strategy patterns, assessing the quality of content, looking at interactions *Audiences*, as well as how all of that relates to the improvement *Brand Awareness*. The entire research process is certainly carried out by complying with research ethics, including obtaining consent, maintaining confidentiality, and anonymity of informants, and ensuring that data is only processed for academic purposes responsibly (Ratti et al., 2024).

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RESULTS AND DISCUSSION

Research Results

MSME Marketing Management Planning in the Utilization of Social Media (P1)

Based on research, marketing management planning turns out to be the main foundation for Mang Boed Screen Printing MSMEs in utilizing social media. The use of digital platforms itself is actually triggered by changes in consumer behavior, who are now more often looking for information and services online. As expressed by the business owner: "I started using social media because I saw that many people are now looking for screen printing services through Instagram and Facebook. In addition to being cheaper, social media can also reach many people without having to place large ads."

In their digital marketing planning, these MSME owners tend to take a simple and realistic approach, adjusting the strategy to their business capabilities. Usually, the process starts with determining the target market first, then choosing the right social media platform, and finally deciding what kind of content they will upload. As expressed by the business owner: "Digital marketing planning is done simply, adjusting to the capabilities of the business. We determine the target market, choose the platform that is used the most, and then regularly upload screen printing content and production activities."

These findings reveal an interesting thing, although the planning is not yet formal, marketing management remains the foundation that directs MSME digital communication activities.

a. Content Quality and Two-Way Interaction as a Consumer Digital Experience (P2)

The results show that the quality of content and two-way interaction on social media play a role in shaping consumers' digital experiences. The type of content uploaded is chosen based on the needs and interests of consumers. MSME owners state that: "The type of content is chosen based on what consumers want to see, such as screen printing, the processing process, and customer testimonials."

The social media admin explained that content management is carried out directly from daily production activities, from visual capture to interaction with consumers: "Social media management is carried out starting from taking photos or videos, editing them simply, and then uploading. In addition, I also reply to messages and comments from potential customers."

The most common two-way interaction is replying to messages and comments: "The most frequent interaction is replying to chats and comments."

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From the consumer side, the interaction is considered to provide a positive experience: "The interaction with the social media accounts is quite good and the response is fast."

b. Selection and Utilization of Social Media Platforms (P3)

Mang Boed Screen Printing utilizes Instagram and Facebook as the main platforms in digital marketing. The selection of such platforms is based on the level of effectiveness and consumer habits. The social media admin said that: "Instagram and Facebook are most effective because many customers are active there." The content uploaded is tailored to the characteristics of each platform: "Content is tailored to the platform, Instagram focuses more on visuals, while Facebook is more on explanations." From the consumer side, social media is the initial source of brand recognition: "First time knowing from Instagram"

c. Storytelling, Testimonials, and Responsiveness in Strengthening Brand Memory (P4)

Storytelling and testimonials are used as part of Mang Boed Screen Printing's digital communication strategy. The social media admin said that: "Storytelling and testimonials are often used to show customer satisfaction." The content is considered interesting by consumers: "The most interesting are the photos of screen printing results and customer testimonials." In addition, responsiveness in digital communication also strengthens consumer confidence: "Testimonials and product photos make me more trustworthy."

d. Integration of Social Media Strategy and Increasing Brand Awareness of MSMEs (P5)

The results of the study show that the integration between marketing planning, content quality, two-way interaction, and the use of social media platforms contributes to increasing Mang Boed Screen Printing's brand awareness. MSME owners stated that: "Social media is quite influential in introducing brands because many new customers know about this business from Instagram or Facebook." The success of social media strategies is also seen from indicators that are directly felt by business actors: "The success of social media strategies is seen from the increase in the number of followers, interactions, and orders that come in from social media."

However, there are obstacles in managing social media, as conveyed by social media owners and admins:

"The main challenge is the time constraints to manage content consistently."

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"The obstacle is to maintain the consistency of posts and look for new content ideas."

DISCUSSION

1. Marketing Management Planning and Social Media Utilization (P1)

   The results of the study show that the use of Instagram and Facebook in Mang Boed Screen Printing MSMEs is based on marketing management planning that is simple and adaptive. Social media was chosen as the primary channel of marketing communication because it is considered to be able to reach consumers widely at a relatively low cost.

   This planning is reflected in determining the target market, selecting the platform that consumers use the most, and determining the type of content that is relevant to the character of the business. These findings show that although it is not yet formal, marketing management is the foundation that directs the digital communication strategy of MSMEs. This condition is in line with the view of social media marketing theory which places social media as an interactive communication space between brands and consumers (Appel et al., 2020).

2. Content Quality and Two-Way Interaction as a Consumer Digital Experience (P2)

   Mang Boed Screen Printing's social media optimization is realized through the production of visual content derived from daily business activities, such as screen printing, production processes, and customer testimonials. The content not only serves as promotional material, but also as a means of building consumer digital experiences through the presentation of authentic and relevant information (Appel et al., 2020)

   Two-way interaction through comments and direct messages strengthens the relationship between MSMEs and consumers, as well as creates an impression of closeness and professionalism. The intensity of these interactions shapes consumer engagement (*Consumer Engagement*) that affect the positive perception of the brand (Santos et al., 2022).

3. Selection and Utilization of Social Media Platforms (P3)

   Instagram and Facebook are used with different functions according to the characteristics of each platform. Instagram is used to build a visual image of the brand through uploading photos and videos, thus helping consumers recognize brand identity and product quality as a form of strengthening brand recognition (Kotler & Keller, 2020).

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Meanwhile, Facebook is used to convey more detailed information related to informative services and communications. This adjustment shows a strategic awareness in utilizing the platform's features and characteristics, as suggested by (Karlina & Panigoro, 2023).

4. Changes in Conditions Before and After Social Media Optimization (P4)

Before the optimization of social media, Mang Boed Screen Printing's marketing activities were still dominated by word-of-mouth promotion and local networks. In this phase, the range of brand recognition is limited and relies heavily on personal relationships and geographical proximity, which reflects the characteristics of MSMEs that have not used social media strategically in building *Brand Awareness* (Rosyidi et al., 2025).

After optimizing the use of Instagram and Facebook, there has been a significant change in marketing communication patterns. Social media allows Mang Boed to reach a wider and more diverse range of consumers. Consumers are just starting to get to know this brand through visual uploads, customer testimonials, and interactions in the comments and direct message columns. This condition shows that social media is the main channel in the process of brand recognition and expanding the visibility of MSMEs, as affirmed by (Dwivedi et al., 2021).

5. The Impact of Social Media Optimization on *MSME Brand Awareness* (P5)

Social media optimization has a real impact on the improvement *Brand Awareness* Mang Boed Screen Printing. This impact can be seen from the increase in the number of followers, the intensity of interactions, and the recognition of consumers that they first knew this business through Instagram or Facebook. This condition shows that the use of social media consistently contributes to the process of forming brand awareness in MSMEs (Savitri & Pramudita Faddila, 2025).

Consistent visual content helps reinforce brand recognition, while responsive interactions through comments and direct messages strengthen consumers' memories of the brand (*Brand recall*). In some cases, Mang Boed began to become the main reference when consumers needed screen printing services, which indicated the strengthening of the brand's position in the minds of consumers. This process is in line with the stages *Brand Awareness* submitted by (Kotler & Keller, 2020), from brand recognition to brand recall.

6. Obstacles in Social Media Management

Even social media optimization has a positive impact on *Brand Awareness*, this study also found the main obstacles in its management, namely time constraints and

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consistency in content creation. Social media activities still depend on daily production activities so they are not fully structured. These findings are in line with research (Hasan & Nisa, 2024) which states that limited resources are a common challenge for MSMEs in managing social media in a sustainable manner.

CONCLUSION

This study concludes that optimizing the use of social media plays a significant role in increasing *Brand Awareness* MSMEs Mang Boed Screen Printing. Although marketing management planning is done in a simple and informal manner, it is effective in directing the selection of platforms, content management, and digital communication patterns that suit consumer characteristics. The use of Instagram and Facebook through authentic visual content, production process presentations, customer testimonials, and responsive two-way interactions has been proven to create a positive digital experience that drives improvement *bran recognition, brand recall,* to the position *top-of-mind* in the minds of consumers.

The theoretical implications of this study strengthen the relevance of marketing management and social media marketing theory in the context of MSMEs with limited resources, that the effectiveness of digital marketing can be achieved through flexible and contextual adaptation of strategies. Practically, these findings affirm the importance of content consistency, authenticity of communication, and responsiveness as the key to strengthening *Brand Awareness* MSMEs. In terms of policy, the results of this research can be a reference in designing companion programs and training for MSME digital marketing that are more applicable. The next research is suggested to expand the object of study on other MSME sectors and use a longitudinal approach to examine the sustainability of social media strategies towards *Brand Awareness*.

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