

ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah penggunaan Instagram berpengaruh terhadap penjualan UMKM Risoles The Fluffy, mengukur seberapa besar pengaruhnya menggunakan *framework Marketing Funnel*, serta merancang strategi pemasaran yang tepat berdasarkan hasil analisis. Penelitian menggunakan analisis konversi, data diperoleh dari fitur Instagram insights akun Risoles The Fluffy dan catatan penjualan harian pemilik usaha selama periode 11 Mei hingga 9 Juni 2026. Aktivitas Instagram diukur melalui empat tahap *Marketing Funnel* yaitu *Awareness*, *Interest*, *Consideration*, dan *Purchase*. Hasil analisis menunjukkan tingkat konversi *Awareness* ke *Interest* sebesar 2,27% dari 1.853 tayangan menjadi 42 interaksi, dan konversi *Interest* ke *Consideration* sebesar 30,95% dari 42 interaksi menjadi 13 pengikut baru. Pada tahap *Purchase*, tercatat 106 transaksi via Direct Message yang menghasilkan omzet sebesar Rp 6.360.000, atau berkontribusi 38,76% dari total omzet Rp 16.408.000. Angka tersebut melampaui estimasi awal pemilik usaha sebesar 30%, membuktikan bahwa Instagram berpengaruh signifikan terhadap penjualan. Berdasarkan hasil analisis, strategi pemasaran dirumuskan menggunakan *framework* TOFU-MOFU-BOFU sebagai rekomendasi optimasi promosi digital bagi UMKM Risoles The Fluffy. Penelitian ini diharapkan dapat menjadi acuan bagi pelaku UMKM dalam memanfaatkan Instagram secara efektif untuk meningkatkan penjualan.

Kata kunci: Instagram, *Marketing Funnel*, UMKM, konversi, penjualan.

ABSTRACT

This study aims to determine whether Instagram usage has an influence on sales at Risoles The Fluffy, to measure the extent of that influence using the Marketing Funnel framework, and to design an appropriate marketing strategy based on the analysis results. This study employs a descriptive quantitative approach with a conversion analysis method. Data were obtained from the Instagram Insights feature of the Risoles The Fluffy business account and the owner's daily sales records during the period of May 11 to June 9, 2026. Instagram activity was measured across four Marketing Funnel stages: Awareness, Interest, Consideration, and Purchase. The results show a conversion rate of 2.27% from Awareness to Interest (1,853 impressions to 42 interactions), and 30.95% from Interest to Consideration (42 interactions to 13 new followers). At the Purchase stage, 106 transactions via Direct Message generated revenue of Rp 6,360,000, contributing 38.76% of total revenue of Rp 16,408,000. This figure exceeds the owner's initial estimate of 30%, proving that Instagram has a significant influence on sales. Based on these findings, a marketing strategy was formulated using the TOFU-MOFU-BOFU framework as a digital promotion optimization recommendation for Risoles The Fluffy. This study is expected to serve as a reference for MSME owners in effectively leveraging Instagram to increase sales.

Keywords: Instagram, Marketing Funnel, MSME, conversion, sales.