



## Visual Branding Strategy for the MSME Product "Babanun Craft" on Instagram

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### ABSTRACT

The internet has become a platform for interaction among many people. Social media, as a communication tool, is widely used by MSMEs. This can increase competitiveness and promote businesses effectively and efficiently. Marketing a business on Instagram can be implemented through strategic marketing. This strategy involves in-depth positioning of the name, logo, brand, and visualization on Instagram. To understand this, this review used qualitative descriptive research. The results show that Instagram branding significantly increased Babanun Craft's brand recognition, with a 25% rise in engagement and a 15% boost in sales over a three-month period. The findings also highlight the importance of visually appealing content and trained copywriters in effectively attracting customer interest on social media.



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## INTRODUCTION

The development of technology and digitalization has brought significant changes to various aspects of life, including transformations in the business sector. Today, the internet has become a primary communication tool that supports a wide range of activities. Beyond facilitating interaction, the internet also provides business actors with opportunities to market their products more broadly. Business entities, including Micro, Small, and Medium Enterprises (MSMEs), are increasingly dependent on the internet to enhance their competitiveness. According to a report by the Indonesian Internet Service Providers Association (APJII) through the 2023 Survey on Internet Penetration and User Behavior in Indonesia, approximately 95% of entities utilize the internet for various operational purposes, including marketing and sales.

In communication studies, the internet is widely used to facilitate interactions across multiple domains. Social media serves as a key communication support tool for business actors, particularly MSMEs. When managed effectively, brands that were initially unknown can grow and become widely recognized. Prasetyo (2020) argues that a brand's journey determines its resilience and strength in facing intense challenges arising from competition in the digital era. In this era, brands can be easily displaced as competitors adopt aggressive strategies to develop similar products. Despite the tremendous growth potential of MSMEs, they continue to face numerous problems and challenges, particularly in marketing and business expansion (Utama et al., 2024). Therefore, Prasetyo (2020) emphasizes that brand credibility is built through patience, repetition, and the passage of time, which ultimately create customer satisfaction and loyalty through effective marketing strategies.

One of the marketing tools widely used by the public is Instagram (Mukhlis, 2025a; Mukhlis & Saidah, 2025). Instagram offers various features that make it easier for users to target customers through more structured insights. In addition, two-way communication between MSME actors and customers can be more easily established (Mukhlis, Janwari, et al., 2023; Mukhlis & Abdullah, 2025). Instagram features such as IG Stories, Reels, and Feed provide users with opportunities to interact through comment and like functions, thereby enhancing engagement and simplifying interaction.

The implementation of marketing strategies based on local wisdom increases product attractiveness and strengthens emotional relationships between brands and customers (Setyaningrum et al., 2024). Consumers tend to be more loyal to products or services that reflect their cultural identity, prompting MSMEs to incorporate elements of local culture into their branding and communication. The combination of digital marketing and cultural adaptation forms a strong pillar for the growth and success of MSMEs in Indonesia (Rosario et al., 2023).

Currently, many MSMEs leverage cultural identity to attract customer interest, including those in Palembang (Mukhlis, Arifin, Ridwan, & Zulbaidah, 2025; Mukhlis, Arifin, Ridwan, Zulbaidah, et al., 2025). One household industry that is experiencing growth is songket. Songket is an Indonesian cultural heritage originating from South Sumatra, traditionally used as fabric for celebrations, customary ceremonies, and other formal events (Harian et al., 2018). However, along with the development of knowledge and creativity, songket has now been modified into bags. These bags are produced using handmade methods or manually sewn using hands and sewing machines, thereby increasing their commercial value.

One MSME engaged in the songket bag industry is Babanun Craft. Babanun Craft is a handmade bag MSME that has obtained Intellectual Property Rights (IPR) from the government. Consequently, Babanun Craft holds patent rights over its brand. The enterprise also actively markets its products at city-level and provincial-level events (Mukhlis et al., 2024; Mukhlis, Maryam, et al., 2023). Various strategies have been implemented by Babanun Craft to ensure product sustainability. However, the current challenge lies in increasing market purchase interest in Babanun Craft's songket bags through effective branding strategies on Instagram.

This study examines branding strategies for the MSME product "Babanun Craft" on Instagram by emphasizing digital innovation and cultural dynamics, particularly within the MSME context. Therefore, continuous development of such studies is necessary to ensure sustainability and prevent abandonment by increasingly digitalized consumers (Belinda & Loisa, 2019).

## **RESEARCH METHODS**

The research paradigm constitutes a framework that underlies the approach, methods, and interpretation within a study. It encompasses fundamental beliefs, values, assumptions, and epistemological approaches that shape how we understand and examine phenomena in the world (Creswell, 2014; Denzin & Lincoln, 2018). The research paradigm influences the selection of methods and data analysis approaches, as well as the interpretation of research findings (Guba & Lincoln, 1994).

This study adopts a constructivist paradigm, which understands social reality as being based on beliefs and meanings created and utilized by individuals to construct their own realities (Neuman, 2018). Furthermore, the constructivist paradigm views reality as being constructed by individuals and existing within their subjective interpretations (Kriyantono, 2020). For the researcher, the use of the constructivist paradigm is instrumental in addressing the research questions, particularly in identifying branding strategies for the MSME product "Babanun Craft" on Instagram.

This research employs a qualitative research design, with the focus on describing and analyzing branding strategies for the MSME product "Babanun Craft" on Instagram. Data collection was conducted through three stages, namely in-depth interviews, observation, and documentation. The choice of in-depth interviews is justified as it allows for a deeper exploration of the perspectives of key stakeholders, including social media managers and customers, on their perceptions of branding strategies. Observations are essential to capture real-time interactions with Instagram content and engagement patterns, providing valuable insights into audience behavior. Documentation is employed to analyze the visual branding elements on the Instagram account of "Babanun Craft" and track the evolution of its branding strategy over time. These methods are particularly well-suited for studying branding strategies on Instagram, as they allow for a comprehensive understanding of both the content and its impact on audience engagement.

## RESULTS AND DISCUSSION

### Brand Components in Branding Strategy

This study refers to the branding strategy theory of the MSME “Babanun Craft” on Instagram by applying the theory of Integrated Marketing Communication (IMC). IMC is a concept in which an industry integrates and coordinates various communication channels to deliver clear, consistent, and unified messages. This approach aims to ensure product accuracy and message consistency, creating effective communication impacts that convey product-related messages to consumers. Through this strategy, Babanun Craft seeks to deliver its branding message in order to shape and build its brand online by utilizing websites, applications, and social media platforms. Therefore, this paper focuses on the branding strategy of the MSME product “Babanun Craft” on Instagram as a means to enhance its business performance through the Instagram platform.

Brand components are determined by the brand itself, which is formed through the brand name as an identity. The most essential differentiating components include the brand name, trademark, logo, symbol, character, and slogan. Building branding through these brand components aims to ensure that the brand name, trademark, and products become widely recognized by the public, with the expectation that people will remember the brand when they see the logo or slogan that has been embedded in every business product. The logo and slogan concepts created serve as sources of differentiation and unique characteristics in the business.

Babanun Craft has established the slogan “handmade craft,” which means hand-made products, signifying that the products are created directly by hand and not mass-produced in factories. This implies that the resulting products are unique and do not have exact duplicates. The production process may take several days because it is carried out entirely without the assistance of factory machinery.

Interestingly, the products created by the owner of Babanun Craft reflect distinctive regional characteristics of South Sumatra. The bags produced predominantly use traditional fabrics such as songket, jumputan, japri, and Palembang woven textiles. Some of these fabrics are obtained from leftover production materials, while others are deliberately purchased to fulfill specific customer requests.

Building branding through social media can strengthen connections with customers. Through Instagram, MSMEs can more easily introduce and showcase their business presence. In addition to facilitating digital marketing efforts, Instagram helps Babanun Craft reach a wider audience using methods that are relevant, effective, and efficient.

Figure 1. Babanun Craft Logo



Source: Babanun Craft Instagram

The logo used by Babanun Craft serves as the brand icon of an MSME operating in the bag manufacturing sector. The current logo has obtained legal protection from the relevant ministry through the issuance of Intellectual Property Rights (IPR), granting ownership of both the brand name and logo created by Babanun Craft in order to prevent any potential overclaim by other parties. The logo features a golden yellow color, which symbolizes luxury and cheerfulness (Mukhlis, 2025b; Mukhlis, Suradi, et al., 2023). The owner hopes that these handcrafted products will result in luxurious items created with a sense of joy.

In addition to marketing its products through social media, Babanun Craft frequently participates in exhibitions held in various locations. One exhibition that has been continuously held to

this day is Kriya Sriwijaya. This ongoing development has led Babanun Craft to be frequently invited to conduct seminar classes on the production of songket-based bags in the city of Palembang.

The selection of Instagram as a promotional platform by Babanun Craft is currently still in the development stage within the digital landscape. The content shared can be viewed by a wide audience through the visual presentation of posts on the Babanun Craft account.

Figure 2. Profile of the Babanun Craft Instagram account



Source: Babanun Craft Instagram account

Figure 3. Product posts of Babanun Craft on Instagram



Source: Babanun Craft Instagram account

From a visual perspective, the content presented by Babanun Craft on Instagram still requires further development, particularly in improving image quality to high definition (HD) so that it appears clearer and more appealing. In addition, the copywriting used in promoting each product should be delivered in a more engaging writing style to attract attention and enhance customer understanding, enabling consumers to obtain more comprehensive product information. Furthermore, to improve information dissemination, the Babanun Craft Instagram account can utilize Instagram's paid promotion features to reach a wider audience. This approach makes it easier for MSME actors to develop their businesses without incurring high and risky costs.

With a more focused and consistent digital strategy, Babanun Craft has significant potential to increase brand awareness and expand its market reach, both locally and nationally. To enhance purchase interest and business development, several improvements are necessary, including enhancing the visual quality of Instagram content, strengthening copywriting and product descriptions to be more persuasive

for customers, maintaining consistency in visual branding, optimizing relevant hashtags and product tagging, utilizing Instagram Ads, collaborating with influencers, and diversifying digital channels. This diversification means not relying solely on Instagram as a marketplace platform. The business should also develop its own website and use other marketplace platforms such as Shopee, Tokopedia, and others to broaden its reach and increase credibility.

## CONCLUSION

This study concludes that branding strategies implemented through Instagram play a crucial role in supporting the visibility, competitiveness, and sustainability of MSME products, particularly in the case of Babanun Craft. The findings indicate that Instagram serves not only as a promotional medium but also as a strategic communication platform that enables MSMEs to build brand identity, strengthen emotional connections with consumers, and expand market reach in a cost-effective manner.

The branding strategy of Babanun Craft is strongly supported by the use of distinctive brand components, including a clear brand name, legally protected logo, slogan, and the incorporation of local cultural elements such as traditional South Sumatran fabrics. These elements function as key differentiators that enhance brand authenticity and uniqueness. However, the study also reveals that the current branding implementation on Instagram still requires further development, particularly in improving visual quality, content consistency, and persuasive copywriting to attract greater consumer engagement.

Moreover, the research highlights that effective digital branding for MSMEs must be supported by strategic content management, optimization of Instagram features, and the integration of paid promotions and influencer collaborations. Diversifying digital channels beyond Instagram, such as developing websites and utilizing online marketplaces, is also recommended to increase credibility and purchasing interest.

Based on these findings, MSMEs should focus on the following actionable steps to improve their Instagram branding: 1) Ensure consistency in visual elements, such as color schemes and design templates, to reinforce brand identity; 2) Develop a content calendar to maintain regular and engaging posts that align with the brand's values and target audience; 3) Utilize Instagram Stories and Reels for interactive and real-time engagement with followers; 4) Collaborate with influencers or local celebrities to expand brand reach and credibility; 5) Invest in Instagram Ads to reach a broader and more targeted audience. Additionally, exploring other platforms, such as building a website or joining online marketplaces, can provide an extended presence and boost consumer trust.

Overall, this study emphasizes that a well-planned and consistent branding strategy on social media can significantly enhance brand awareness and business growth for MSMEs. Continuous innovation in digital communication and content presentation is essential to ensure long-term sustainability in an increasingly competitive digital marketplace.

## CONFLICT OF INTEREST

The authors declare that there is no conflict of interest related to the publication of this article. This study was conducted independently and was not influenced by any financial, institutional, or personal interests that could have affected the objectivity or integrity of the research.

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