

Marketing Communication Strategy for the Digital Instagram Account of the Sumatera Baru Jewelry Store in Increasing Customer Trust in the Digital Age

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ABSTRACT

The development of digitalization is changing consumption patterns and consumer behavior, as well as highlighting the inequality of MSMEs' adaptation to digital technology in Indonesia. In the context of the jewelry industry, which has high value and requires strong trust, Toko Mas Sumatera Baru is undergoing digital transformation through Instagram to build customer trust. This study aims to analyze the digital marketing communication strategy of Toko Mas Sumatera Baru in increasing customer trust. The method used was qualitative descriptive, with data collection through observation of the store's Instagram activities and semi-structured interviews with store owners, cross-generational customers, and digital marketing practitioners. Data analysis was based on the AISAS model and the 7P marketing mix. The results of the study show that Instagram is used primarily as a digital catalog and an educational medium that strengthens the store's transparency and credibility. Collaboration with state-owned enterprises engaged in mortgage-based financing and microfinance services enhances transaction integrity and security, while educational content and customer testimonials help build benevolence-based trust. However, inconsistent upload frequency and limited digital interaction remain challenges. In conclusion, the combination of offline reputation and digital visual evidence through a systematic communication strategy on Instagram plays an important role in building customer trust. The research recommends improving content consistency, optimizing digital features, enhancing HR training, and applying data-driven digital marketing strategies to increase customer trust and store competitiveness in the digital age.

KEYWORDS

Customer Trust, Digital marketing, Instagram communication strategy



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INTRODUCTION

The phenomenon of developing digitalization in this era has brought major changes in various aspects of life, ranging from the economic sector to consumer behavior. The development of information technology has accelerated significantly in recent years (Afrilia, 2018). The Covid-19 pandemic became one of the main factors in accelerating this transformation (Grinin et al., 2022). According to Kotler et al. (2021) in *Marketing 5.0*, the pandemic has fundamentally changed consumer decision-making patterns from traditional to digital approaches.

However, not all Micro, Small, and Medium Business (MSME) actors are able to adapt quickly to this digital transformation. Indonesia still faces significant technological inequality in the MSME sector (Kurniawan, 2025). According to data from the Ministry of Cooperatives and SMEs (Pudjianto et al., 2025), of the 65.4 million MSMEs in Indonesia, approximately 70.2% still experience difficulties in switching to digital transactions. This figure illustrates the substantial digital gap that must be addressed. Furthermore, Kominfo (2024) reported that only 18% of MSMEs possess basic skills in using digital platforms. Although recent data shows that 25.5 million MSMEs have undergone digital transformation, the remaining majority still face

significant obstacles in technology adoption, particularly in terms of digital literacy and infrastructure access.

The Indonesian Digital Society Index (IMDI) results Pudjianto et al. (2025) reveal that the majority of Indonesians are more likely to be content consumers than digital content producers, with 89.3% of respondents having never created content in the last three months. This passive digital behavior pattern reflects limited understanding and capability in utilizing technology for productive purposes (Yu et al., 2017). Pudjianto et al. (2025) emphasized that small business actors have not been fully able to leverage technology as an effective means of business promotion and development. This condition demonstrates the urgent need to increase digital literacy comprehensively so that MSMEs can compete effectively and innovate sustainably in the era of digital transformation (Bahtiar et al., 2025).

In the business context, having the ability to adapt to digitalization is a critical requirement to maintain business sustainability in an increasingly competitive market. The Product Life Cycle (PLC) concept proposed by Audretsch (2021) illustrates that products or brands unable to adapt to changing times are at risk of entering the decline phase more rapidly. This theoretical framework emphasizes the importance of continuous innovation and adaptation. Pramesthi (2025) reinforced this argument by emphasizing that digital communication and marketing strategies are essential requirements, ensuring that MSMEs do not fall behind and enter the decline phase due to their failure to adapt to digital transformation. Without proper digital adaptation, traditional businesses face the threat of becoming obsolete in the modern marketplace.

In the midst of these limitations, social media platforms such as Instagram and TikTok are rapidly developing into the main platforms used by the Indonesian people, both for entertainment purposes and to meet daily needs (Nabila & Dari, 2025). These platforms have transformed from mere social networking sites into comprehensive digital ecosystems for commerce and communication. Unfortunately, there are not many MSME actors, including those in the jewelry sector, who are able to take advantage of this opportunity optimally. In the evolution of marketing concepts from the *Marketing 1.0* era to *Marketing 5.0*, many MSMEs in Indonesia are still in the *Marketing 4.0* stage, which represents the transition from traditional to digital strategies (Kotler et al., 2024). The existence of the 4.0 era presents new forms of technology-based promotion Firdaus et al., (2022), creating both opportunities and challenges for traditional businesses.

Changes in consumer behavior constitute an important highlight in understanding market dynamics (Rusdian et al., 2024). People's consumption patterns are changing drastically, opening up new opportunities for both established and new businesses by utilizing social media platforms (Saroyo, 2023). Easy access to information and flexibility in online shopping have generated major changes in consumer behavior, resulting in traditional markets that were once the center of economic activities and social interactions experiencing significant decreases in sales (Bachtiar & Sari, 2025). This shift represents a fundamental transformation in how commerce is conducted in contemporary society.

The jewelry industry sector has high urgency to be studied because it is an industry with substantial economic value and plays a strategic role in the national economy. Based on data from the Ministry of Industry (2024), this sector is included in the top 10 non-oil and gas industries contributing to national foreign exchange, with export value reaching USD 5.5

billion in 2024. Beyond its economic contribution, this sector oversees large-scale labor absorption, with thousands of local artisans depending on traditional gold shops for their livelihoods. The jewelry industry represents not only a commercial sector but also a cultural heritage and craft tradition that must be preserved. In addition to being a cultural symbol, gold jewelry is viewed as a form of investment that demands a high level of trust between sellers and buyers. The nature of gold as both a commodity and an asset makes trust a fundamental requirement in transactions. Therefore, digital transformation in this sector is critically important to ensure business continuity and maintain customer trust in an increasingly competitive era.

Toko Mas Sumatra Baru represents an example of a traditional jewelry MSME that has begun to carry out digital transformation. Located at Grand ITC Permata Hijau, Jakarta, this store has been actively using Instagram since 2023 to promote products and engage with customers. According to preliminary observations, the store has approximately 1,200 followers on Instagram and posts an average of 15–20 times per month. However, the engagement rate remains relatively low at around 2–3%, indicating limited audience interaction. The content is still predominantly limited to product catalogs and simple promotions and has not yet successfully built comprehensive customer trust in the digital sphere. Based on Instagram insights data collected during preliminary observations, the store's content reaches an average of 500–800 accounts per post, but conversion to meaningful engagement remains minimal. According to Hutajulu (2024), building customer trust on social media is an essential element in creating customer loyalty. The challenges faced by *Toko Mas Sumatra Baru* include limited human resources with digital marketing skills, insufficient content design capabilities, and generational distance between business actors and digital audiences. These multifaceted challenges require systematic solutions to improve the store's digital marketing effectiveness.

Several previous studies have explored marketing strategies in the jewelry sector, though with varying focuses and limitations. First, Stefanus (2022) analyzed sharia marketing strategies in gold stores using the traditional 4P marketing mix approach (Product, Price, Place, Promotion). Their study provided insights into conventional marketing approaches but did not address the digital transformation context or customer trust building through social media platforms. Second, Lestari & Fajarini (2024) examined the implementation of the marketing mix in increasing customer numbers at a gold store, focusing primarily on offline strategies and traditional customer acquisition methods. However, their research did not explore in depth how digital communication strategies can systematically build and maintain customer trust in online platforms.

Third, Mukhlisoh (2022) investigated how storytelling techniques can strengthen consumer trust in the traditional herbal medicine product context. While their findings on narrative-driven marketing proved valuable, the research context was limited to a specific product category with different consumer behavior patterns compared to high-value jewelry purchases. The generalizability of their findings to luxury goods requiring substantial financial commitment remains questionable. Fourth, Kusuma (2018) explored Instagram utilization as digital marketing communication media, providing foundational understanding of social media platform mechanics. However, their study focused on the food industry (Dino Donuts) and did not specifically address trust-building mechanisms essential for high-involvement purchases such as jewelry. None of these studies comprehensively examined the intersection of digital

marketing communication strategies, social media platform optimization, and customer trust formation specifically in the jewelry MSME sector.

Therefore, this research aims to fill this significant gap in the literature by positioning customer trust as the primary focus in digital communication strategies within the jewelry MSME context. The specific objectives of this study are threefold: (1) to analyze the digital marketing communication strategy implemented by *Toko Mas Sumatra Baru* through Instagram in building customer trust; (2) to evaluate the effectiveness of the AISAS model and 7P marketing mix in the context of jewelry MSME digital transformation; and (3) to formulate strategic recommendations for improving digital marketing communication practices among jewelry MSMEs. The benefits of this research include theoretical contributions to the study of digital marketing communication in traditional industries undergoing digital transformation, as well as practical implications for jewelry MSMEs in building brand awareness and customer trust in the digitalization era. Furthermore, this study provides insights for policymakers in designing targeted support programs for MSME digital transformation, particularly in high-value product sectors requiring substantial trust mechanisms.

METHOD

This study used a descriptive qualitative approach to gain an in-depth understanding of the marketing communication strategies implemented by *Toko Mas Sumatra Baru* in increasing customer trust through social media, especially Instagram. This approach allowed the researchers to capture the meaning, perception, and experience of consumers and business actors directly.

The research focused on the digital marketing communication strategy carried out by *Toko Mas Sumatra Baru* through the Instagram account @tokomas.sumaterabaru to assess the extent to which social media was used to increase customer trust. The analysis was based on two main theoretical frameworks: the AISAS (Attention–Interest–Search–Action–Share) Model introduced by Dentsu Inc. to interpret digital consumer behavior, and the Marketing Mix 7P (Product, Price, Place, Promotion, People, Process, Physical Evidence) developed by Booms and Bitner to assess communication strategies related to product, promotion, service, and customer experience.

Data were collected through direct observation and semi-structured interviews. Observations took place over four months, examining Instagram account activity, including content types, visual style, posting frequency, audience interaction, and use of features such as stories, reels, and highlights. Interviews were conducted with purposively selected informants, including business actors, cross-generational consumers (adults, young workers, and Gen Z), and a digital marketing consultant. These interviews explored participants' perceptions of the content, interests, and the effectiveness of digital communication in fostering trust.

Primary data consisted of observations and interview results, while secondary data came from literature, scientific journals, articles, and official reports related to digital marketing communication, brand awareness, customer trust, the AISAS model, and the 7P marketing mix.

Data analysis followed Miles and Huberman's model, involving three stages: data preparation, data presentation, and drawing conclusions. Field data were selected, organized into a descriptive narrative, and analyzed to identify patterns, meanings, and relationships. The

analysis results were verified through triangulation of sources and methods to ensure data validity.

This research was conducted over four months, from July to October 2025, including observation, interviews, data analysis, and report preparation. This approach aimed to provide a comprehensive overview of how digital marketing communication strategies through Instagram can increase customer trust in traditional jewelry MSMEs in the digital era.

RESULT AND DISCUSSION

Overview of Communication Strategy on Instagram @tokomas.sumaterabaru

Toko Mas Sumatra Baru has been actively using Instagram social media since the end of 2023 as part of the digitization process. This account functions as a digital storefront to display products while building closeness with customers and potential customers through content and introducing a gold installment program that connects to one of the store's services. During the period from July to October 2025, the researcher observed the activity of the Instagram account @tokomas.sumaterabaru with a focus on the type of content, communication style, frequency of uploads and customer interaction. The results of the observations are summarized in the following table:

Table 1. Instagram Overview @tokomas.sumaterabaru

Aspects observed	Observational Findings	Information
Content Type	Promotional content only twice (during Eid & New Year). Educational content is present regularly every month in the form of a carousel. Testimony Customers Featured Through <i>Story Highlights</i> .	Education and testimonials are the main content in building trust.
Upload Form	Using a combination of <i>reels</i> , product catalog photos, educational carousels, and gold installment promo stories. Two <i>The last reels</i> experienced a significant increase in followers	<i>Reels</i> with a light and emotional language style attract the most attention Audience.
Upload Frequency	July: 2 uploads (1 catalog, 1 catalog, 1 education); August: 6 Uploads (3 reels, 2 catalogs, 1 education); September: 4 Uploads (3 reels, 1 catalogue); October: 7 uploads (5 reels, 1 catalog, 1 education).	<i>The highest activity occurred in October, mainly through reels.</i>
Language Style	The language used tends to be warm and everyday, for example: "Lucky mothers who saved gold	<i>This style of communication feels close to housewives and Gen Z audiences, thus increasing emotional</i>

	from the past" and "Dear precious metals, I paid off from the price of 8 million. 17 million."	<i>engagement.</i>
Admin Interactions and Responses	Admins are quite active in answering direct messages (DMs), but still rarely respond to comments Public.	<i>Two-way communication efforts have been seen, but not consistent.</i>
Engagement (likes&komentar)	The number of likes and comments increased on the last three reels; More educational and emotional content Preferred.	<i>Positive trends are starting to be seen as language style and content relevance improve.</i>
Story & Highlight	Featuring customer testimonials, daily gold prices, and information Installment.	<i>This feature helps to strengthen social proof and improve flavor Trust new customers.</i>

From the results of the observation above, it can be seen that Toko Mas Sumatra Baru's communication strategy is still organic and gradual, but has shown a positive direction in building customer trust. The main focus of the store is seen on the presentation of educational content and customer testimonials, which indirectly strengthens the credibility of the business on social media.

The content that caught the researcher's attention consisted of two reels that used a light and emotional language style, this can also be a winning content on Instagram because it is more relatable to the daily experiences of customers and potential customers. Sentences such as, "lucky for you who saved gold from the past" and "Dear precious metals, I have paid off" are examples of simple communication but have high appeal. This is also in line with the findings of Kotler et al., (2024) in marketing 4.0 that emotional closeness is a form (emotional appeal) that relies on the feelings and sympathy of the audience so that it is able to create a connection between the brand and the audience.

However, there are still a number of challenges that need to be considered. The frequency of uploads is inconsistent, and admin interaction in the comment column is still limited. While educational content and testimonials have helped foster trust, reach to new audiences is still limited. With this, Toko Mas Sumatra Baru's communication strategy has built a foundation of trust for old customers, but has not fully mobilized the trust of potential new customers in the digital realm.

Analysis of Digital Communication Strategy Based on AISAS Model

Based on the results of interviews with four cross-generational speakers, I J and H M as longtime customers, F I as active consumers on social media, and R F M representing Gen z. This is a consumer journey as well as how consumers know and trust Toko Mas Sumatra Baru which is analyzed through the AISAS (Attention, Interest, Search, Action, and Share) model. Each stage shows a variety of different perceptions, but they are interconnected to form a natural pattern of communication between the store and its customers on Instagram.

Attention often comes from two different directions. For long-time customers such as I J and I M, social closeness is the main factor that builds trust in this store from the beginning. I J said "I knew this store since the beginning in 2005, well, this is it, I M is one of my friends who I invited to come here, now I am a loyal customer". Recommendations from close friends become a powerful form of word of mouth and foster trust even before the store is actively using social media. Meanwhile, for the younger generation. R F M mentioned "I often see the instagram, I think the visual design conveyed is quite important because Instagram is also a visual medium, so more must be shown". For R F M, aesthetic and professional aspects have become a symbol of the store's credibility on social media.

Furthermore, the search stage or search for information becomes a bridge between interest and purchase decisions. Both old customers show different patterns in this stage. I J usually finds out first through the catalog on Instagram, "Usually I look first in the Instagram catalog, then chat to Whatsapp asking for size or stock," while H M prefers the conventional way, "Directly come to the store, because there are more choices too". This pattern shows that even though social media is the initial source of information, the final decision is still strengthened by direct interaction and service.

The level of action is also reflected in the F I page who is interested in participating in the golden installment program after seeing the Instagram story upload and then deciding to join. In his interview, he said, "I know from Instagram that I just went to the store, the price is also flat, and that's why not, because this is also a gold store from my mother's time." This shows that trust is formed by a combination of family experience, price consistency, and a maintained store image. Instagram acts as a reinforcer of belief that this store is indeed trusted, opening just a promotional place, Experience F I also illustrates how digital communication can be a link between old beliefs inherited and new beliefs built through social media.

The last stage, sharing or sharing experiences is the most tangible form of trust that has been formed. I J even mentions himself as an "ambassador" for this store. "I am like the ambassador of New Sumatra, my friends. I brought you here." These naturally intertwined recommendations are proof that satisfied customers will voluntarily become an extension and help expand reach and trust.

From this entire journey, the digital communication process of Toko Mas Sumatra Baru has not only succeeded in attracting the attention of the audience but also strengthening the existing emotional relationships. Trust grows through the combination of the old image that has been in loyal customers and the presence of social media is a complement and space for transparency, closeness, and more reach.

The AISAS model illustrates that this store's communication strategy works naturally, starting with attention, developing into interest, encouraging the search for information to produce real actions to recommendations. Instagram is not only a place for promotion, but a bridge of a new communication space that is more relevant to the times.

Evaluate the Effectiveness of the 7P Marketing Mix in Increasing Trust

An interview was conducted with Mr. D S, the owner of Toko Mas Sumatra Baru, who explained that digitalization has brought a big change to consumer behavior in the jewelry sector. Since its establishment in 2005, the store has experienced a significant shift in purchasing patterns. If previously jewelry was bought more for style and storage needs, now people are increasingly aware of the value of gold as a safe heaven or protective asset,

especially in the form of precious metals. This shift is not a completely new change but the result of increasing public education and understanding of the function of gold investment in the midst of economic instability.

In the context of the 7P marketing mix, the product and price aspects are the main challenges. The purchasing power of the public has decreased due to the price of gold has doubled since 2020, while income is relatively stagnant. This condition encourages stores to adjust the variety and size of products to remain affordable, as well as maintain quality and quality as a factor of customer trust. In terms of promotion, Toko Mas Sumatra Baru has begun to adapt to social media, especially Instagram, as a digital catalog that makes it easier for customers to see products and communicate directly through Instagram and WhatsApp. However, the effectiveness of this digital promotion has not been maximized because content uploads have not been done consistently and are still limited to product catalogs. Lack of variety of content such as storytelling.

In terms of promotion, Toko Mas Sumatra Baru has begun to adapt to social media, especially Instagram, as a digital catalog that makes it easier for customers to see products and communicate through WhatsApp. However, the effectiveness of this digital promotion has not been maximized because content uploads have not been done consistently and are still limited to product catalogs. The lack of variety of content such as storytelling or golden education also makes digital interaction not yet form emotional closeness with consumers. Nevertheless, the store still maintains the promotional momentum on big days such as Eid al-Fitrand Christmas with a 15–20% discount, which helps increase customer trust and loyalty.

In terms of place and process, the store still maintains direct interaction with customers because jewelry is considered to require a personal touch in the selection of models and sizes. Even so, digital transactions have been implemented for precious metal products, where payments can be made via transfer and goods are sent directly to customers. This step is a form of integration between traditional and digital systems to adapt to modern market behavior that prioritizes convenience and practicality.

In addition, Toko Mas Sumatra Baru also establishes a strategic collaboration with state-owned enterprises engaged in pawn-based financing and microfinance services. This collaboration is carried out to answer the challenges of digitalization while synergizing in presenting safer and more reliable financial products for consumers. The collaboration is a Unique Selling Proposition (USP) that distinguishes stores from competitors, because it provides a guarantee of transaction security, ease of financing, and strengthens the credibility of the store in the eyes of the public.

The customer response to this collaboration has been overwhelmingly positive. Based on the results of interviews with F I resource people, most customers know about this collaboration through uploads on Instagram and consider it a form of innovation that increases the sense of security in transactions. Most of the long-time customers initially came because of the trust that their parents had built, and collaborations with state-owned enterprises engaged in mortgage-based financing and microfinance services actually strengthened the foundation of that trust. This shows that the promotion of product collaboration through social media is an effective strategy in expanding trust and making it easier for new products to be accepted among customers.

From the people’s aspect, the direct presence of the owner in the service remains the main force that forms trust. Consumers feel more comfortable because they can interact directly, ensure the authenticity of the product, and get a transparent explanation of price and quality. Meanwhile, in physical evidence, stores maintain a neat and professional physical appearance and strengthen their digital presence through visual content on Instagram.

Overall, the effectiveness of the 7P marketing mix at Toko Mas Sumatra Baru lies in its ability to maintain a balance between personal and digital approaches. Adaptation through social media helps expand promotional reach, while collaboration with SOEs strengthens customer trust. Although there are still shortcomings in the consistency of uploads and content variation, the strategy implemented shows progressive steps in building brand awareness and customer trust in the digital era.

The Impact of Digital Strategies on Customer Trust

The digital strategy implemented by Toko Mas Sumatra Baru has a positive impact on the formation of customer trust. The presence of a store on Instagram is a key factor in increasing transparency because customers can see the latest product catalogs, prices, and information directly without having to come to the store. This transparency makes consumers feel more confident in the credibility of the store, especially amid changes in people's behavior that increasingly rely on social media as the main source of information.

Collaboration with SOEs engaged in mortgage-based financing and microfinance services also provides additional strengthening to customer trust. The upload about the collaboration on Instagram gives legitimacy that Toko Mas Sumatra Baru is not only standing traditionally, but also connected to official institutions that have a high reputation in financial services. Based on interviews with F I sources, most customers know that this collaboration is precisely through Instagram, and this is considered proof of the professionalism and security of transactions offered by the store.

F I also explained that although he knew this store because his parents were old customers, his decision to participate in gold savings was greatly influenced by the digital education delivered through Instagram. The explanation of gold as a safe haven or asset to protect wealth makes him more understanding and confident about the benefits of investing in gold, especially in the form of precious metals. Thus, social media acts as an additional layer of trust (digital trust layer) that complements the traditional beliefs that have been inherited by their parents.

To provide a more comprehensive picture of how digital strategies affect the formation of customer trust, the research findings are summarized in the following table based on the dimensions of customer trust (ability, benevolence, integrity) and field evidence obtained.

Table 2. Analysis of Research Findings related to Customer Trust

Field Findings	Impact on Customer Trust	Evidence of Data (Interview/Observation)	Supporting Theories
Instagram improves information transparency (price, catalog, products)	Increase <i>confidence</i> because customers see clear, accurate information, and easily accessible.	Fi: "I saw it first in the Instagram, so more confident because everything is complete information."	Mayer et al. (1995) – <i>Ability</i> : the ability of brands to provide information that is accurate.

Collaboration with SOEs (Pegadaian)	Increase <i>integrity trust</i> due to the legitimacy of the official institution → the transaction considered safe.	Fi: "I know Pegadaian's cooperation from IG, so I trust it even more."	Trust is built on integrity and consistent credibility.
Education about gold as a <i>safe haven</i>	Increasing <i>benevolence trust</i> because stores are perceived to care about customer education, not just sell.	IG educational content → Explain LM & security investments.	<i>Benevolence:</i> customers feel the brand cares & wants to help.

These findings show that digital strategies not only expand the reach of information, but also strengthen customers' emotional and rational connection to brands. Both old and new generation customers can accept this digital innovation well because the content conveyed is relevant, educational, and provides a sense of security in transactions. In other words, customer trust is formed from a blend of long-established offline reputation and new proof through consistent and convincing digital communication.

The Challenges of Digital Transformation and Its Implications

Although Toko Mas Sumatra Baru's digital strategy is starting to show results, the transformation process is still facing a number of obstacles. The use of Instagram is not optimal because the content uploaded is still dominated by catalogs, inconsistent, and lacks variety such as storytelling, golden education, testimonials, and behind-the-scenes processes. This condition is related to the limitation of human resources, where social media management is still carried out simply and has not mastered design, content writing, or algorithms. In addition, the generational gap between digital owners and audiences makes the communication style built not fully in accordance with the preferences of young consumers who need a more creative and interactive visual approach.

Another challenge arises from the absence of a data-driven content strategy. Stores haven't leveraged insights features to read audience behavior, determine the best upload times, or figure out what types of content are most in demand. The lack of visual evidence such as testimonials and process documentation also makes digital consumers not get the proof they need. At the same time, competitors who are more digitally active are tightening the competition, so Toko Mas Sumatra Baru needs to adapt faster so as not to be left behind. The implication is that the opportunity to build trust digitally has not been fully utilized, and relationships with new customers are still more dependent on the offline reputation inherited from previous generations.

Recommended Digital Marketing Communication Strategies

Based on the findings of the research, interviews with several customers and input from digital marketing practitioners, Toko Mas Sumatra Baru's digital strategy needs to be strengthened to be able to answer the needs of modern consumers who increasingly rely on social media as a source of information. Most customers state that they are interested in

informative, visual content and provide certainty regarding the security of transactions. This pattern suggests that potential buyers are no longer just looking at catalogs, but want to get education that can help them feel safe before deciding to buy, especially for high-value products like gold.

The interview with R H W also emphasized the importance of clarifying account positioning and building a relevant content niche. In the context of gold stores, the niche can be in the form of precious metal education, price information, to gold price comparisons. This is in line with the behavior of customers such as R, F, M and I J who claim to be more interested when the upload is explaining, not Product photos only. They are more confident when the store provides additional information such as gold content, different types of jewelry, or weighing processes. In other words, proof of process and light education are very influential elements in building interest and trust. The thing that needs to be strengthened is also the quality and consistency of Instagram content. Uploads should be done regularly at least three to four times a week with a more diverse variety of content, not only based on the price catalog. Toko Mas Sumatra can take advantage of websites such as Meta Business Suite, to manage activities and the consistency of content posts to performance analysis. Content such as store history, customer testimonials to safety SOPs can also help build emotional closeness and increase customer trust.

In addition to Instagram, recommendations from Kristo Muljono, (2025) in the book *Local Boost Booklet* also corroborate these findings. Ryan points out that optimizing Google Maps is also a simple strategy but can have a big impact. There are three simple strategies that can be implemented; 1) Write informative descriptions, 2) Upload quality photos, 3) Collect positive reviews to increase visibility and strengthen potential customers' trust before they come to the store. This approach is very relevant because some customers like H M admit that they usually check reviews first before coming to the offline store to ensure security and service quality.

By integrating content strategies, digital identity, customer interaction, the use of AISAS and 7P, and strengthening human resources, Toko Mas Sumatra Baru has a great opportunity to increase customer trust while expanding market reach in the digital realm. These steps not only answer the challenges of digital transformation, but also support business sustainability amid increasingly fierce competition.

CONCLUSION

This study found that a digital strategy is essential for building customer trust at *Toko Mas Sumatra Baru*, with Instagram serving as a key platform to enhance transparency, educate customers about gold, and boost credibility through official collaborations with state-owned financing enterprises. This digital presence complements traditional trust built on legacy and customer recommendations by combining offline reputation with online visual proof. However, challenges remain, including inconsistent content posting, limited content variety, insufficient social media management skills, and strong competition. The absence of data-driven strategies and underuse of visual testimonials have hindered optimal engagement with new customers. Future research should explore the development and impact of targeted, sustainable digital marketing strategies—such as leveraging Instagram's Meta Business Suite, Google Maps, and enhanced customer interaction—to support MSMEs like *Toko Mas Sumatra*

Baru in expanding their market reach and sustaining trust in the evolving jewelry industry.

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