

ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi permasalahan pengelolaan Instagram, merancang optimalisasi akun, serta mengetahui hasil implementasi optimalisasi Instagram dalam mendukung peningkatan penjualan pada Lumpia Semarang 4857 Palembang. Latar belakang penelitian didasarkan pada kondisi akun Instagram yang telah digunakan sebagai media promosi, tetapi pengelolaannya belum optimal. Hal tersebut terlihat dari tampilan *feed* yang belum konsisten, kualitas visual konten yang belum seragam, serta informasi produk dan harga yang belum disajikan secara jelas. Metode yang digunakan adalah *Research and Development (R&D)* dengan model *Product/Service Design and Development* yang diadaptasi dari Ulrich dan Eppinger. Tahapannya meliputi analisis kebutuhan, spesifikasi, generasi konsep, seleksi konsep, pengujian konsep, perancangan detail, implementasi, dan evaluasi. Data dikumpulkan melalui observasi, wawancara, dan dokumentasi dengan melibatkan lima informan yang terdiri atas pemilik usaha, dua calon pembeli potensial, dan dua pelanggan loyal. Hasil optimalisasi berupa perbaikan profil, penataan identitas visual, pembuatan konten *feed*, *carousel*, *Reels*, dan *Stories*, penyusunan *caption* dan *hashtag*, serta pengelompokan informasi melalui *Highlight*. Berdasarkan evaluasi informan, dilakukan revisi berupa pembuatan konten *FAQ*, konten lokasi, dan penambahan *Highlight FAQ*, Lokasi, dan Proses. Hasil penelitian menunjukkan bahwa optimalisasi Instagram mampu memperbaiki kualitas akun, meningkatkan jangkauan dan interaksi pengguna, memudahkan komunikasi serta pemesanan, dan mendukung peningkatan penjualan pada Lumpia Semarang 4857 Palembang.

Kata kunci: *Instagram, Media Sosial, Optimalisasi, Penjualan, UMKM.*

ABSTRACT

This study aimed to identify problems in Instagram management, design account optimization, and determine the results of implementing Instagram optimization in supporting increased sales at Lumpia Semarang 4857 Palembang. The study was conducted based on the condition of the Instagram account, which had been used as a promotional medium but had not been managed optimally. This was indicated by an inconsistent feed appearance, uneven visual content quality, and unclear presentation of product and price information. The method used was Research and Development (R&D) with the Product/Service Design and Development model adapted from Ulrich and Eppinger. The stages included needs analysis, specification, concept generation, concept selection, concept testing, detailed design, implementation, and evaluation. Data were collected through observation, interviews, and documentation involving five informants consisting of the business owner, two potential customers, and two loyal customers. The optimization results included profile improvement, visual identity arrangement, the creation of feed, carousel, Reels, and Stories content, the preparation of captions and hashtags, and the organization of information through Highlights. Based on the informants' evaluation, revisions were made by creating FAQ content, location content, and adding FAQ, Location, and Process Highlights. The results showed that Instagram optimization was able to improve account quality, increase audience reach and user interaction, facilitate communication and ordering, and support increased sales at Lumpia Semarang 4857 Palembang.

Keywords: *Instagram, Social Media, Optimization, Sales, MSMEs.*