


Increasing Sales Volume using Social Media Facebook and WhatsApp Features (Case Study on Clothes and Women's Accessories)

Fia Birtha Al Sabet¹, Ita Yunita²

^{1,2}Syaikhona Kholil Sidogiri Islamic College of Economics and Business, Indonesia

ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received Jun 25, 2025 Revised Jul 11, 2025 Accepted Jul 21, 2025</p> <p>Keywords:</p> <p>Sales Volume Social Media Facebook and WhatsApp</p>	<p>Social media is actually a medium for socialization and interaction, and attracts other people to see and visit links containing information about products, and can also be used as the easiest and cheapest marketing media. Entrepreneurs from large companies use social media with the aim of finding new markets and maintaining relationships with existing consumers. One of them is done by online shops on Facebook and WhatsApp which are engaged in online business. The target marketing of online shops on Facebook and WhatsApp is young people to adults. Problems that often occur in buying and selling activities on online shops on Facebook and WhatsApp, one of which is that several online shop users on Facebook and WhatsApp who act as sellers, sell goods that do not match the images that have been listed. So what happens is a decrease in consumer trust in online shops on Facebook and WhatsApp, consumers tend to be more careful in shopping, which has an impact on decreasing sales volume in buying and selling on Facebook and WhatsApp. Based on these things, it is necessary to conduct research on increasing sales volume through social media Facebook and WhatsApp. The method used is a qualitative method. Based on the results of the research conducted, it can be concluded that the use of social media Facebook and WhatsApp can increase sales volume and sales activities become more effective in increasing product promotion at a low cost. In addition, with social media Facebook and WhatsApp, the market reach is also wider and easier to access from anywhere and by anyone. However, there are obstacles or barriers that arise due to internet network problems, differences in photo or video results from the devices used, and the potential for fraud from sellers and buyers.</p> <p><i>This is an open access article under the CC BY-NC license.</i></p> 

Corresponding Author:

Fia Birtha Al Sabet,
Department of Sharia Economics
Syaikhona Kholil Sidogiri Islamic College of Economics and Business,
Sidogiri – Rembang Street KM 01, Kraton District, Pasuruan Regency, East Java Province
Email: fiabirtha@gmail.com

1. INTRODUCTION

The level of technological advancement in the current era of globalization has provided convenience for social media users in various fields. Not only using it as a means of communication and exchanging information, but now users can use it in the field of commerce or buying and selling. In everyday life, humans will never be separated from buying and selling. With the help of technology, ease of transaction can be realized. Currently, with its progress, social media has become a

necessity that always makes our affairs easier. Social media is truly a medium for socialization and interaction, and attracts other people to see and visit links that contain information about products, and can also be used as the easiest and cheapest marketing media. This is what finally attracts business people to also be used as an interactive marketing tool, service, building communication with customers and potential customers, and used as a tool to sell and buy products online.

Promotions carried out by companies have also shifted, where many companies have shifted from promotions through print and electronic media to promotions through the internet, one of which is social media. Social media such as Facebook, Twitter, and YouTube are now used as promotional media because social media has become a platform that consumers often use when spending their time online. So, social media is the right place to promote products to consumers.

Online buying and selling through social media such as Instagram, whats App, facebook, twitter, and others, has even mushroomed in Indonesia, and is already very well known by the public. Online buying and selling has penetrated the souls of people who have known electronic media. This business has spread all over the world, especially in Indonesia in particular. The development of Online Shop or online stores through the internet media has mushroomed in Indonesia, even very well known by the general public. The many conveniences in shopping and the various types of products and services offered, make Indonesian people make Online Shop as one of the new "shopping places" besides shopping centers.

This makes many online shop sellers compete to offer their products in various ways to attract consumers to shop, they take advantage of the situation where online shopping is currently in great demand by the Indonesian people. Based on data obtained from the Ministry of Communication and Informatics, it was revealed that in 2018, internet usage in Indonesia reached 63 million people. Of that number, 95 percent use the internet to access social networks. Director of Services at the Directorate General of Public Information and Communication (IKP), Selamatta Sembiring said that the most accessed social networking sites are Facebook and Twitter. Indonesia is ranked fourth as the largest Facebook user after the USA, Brazil, and India (Kominfo, 2021).

With the large number of social media users, the potential to utilize social networks as a means to improve the standard of living by using online media is open, especially since accessing social media is now relatively easy. One thing that can be done is by conducting online buying and selling activities using social media such as Facebook and WhatsApp. The existing phenomenon opens up opportunities for all business organizations, both small and large, to use digital media in conducting sales activities, promotional media, and community formation.

Entrepreneurs from large companies use this media with the aim of finding new markets and maintaining relationships with existing consumers. One of them is done by online shops on Facebook and WhatsApp which are engaged in online business. The marketing target of online shops on Facebook and WhatsApp is young people to adults. In competing with their competitors, online shops on Facebook and WhatsApp must have different strategies in utilizing Facebook and WhatsApp as a means of online promotion.

Problems that often occur in online shopping activities on Facebook and WhatsApp, one of which is some online shop users on Facebook and WhatsApp who act as sellers, sell goods that do not match the images that have been listed. So what happens is a decrease in consumer trust in online shops on Facebook and WhatsApp, consumers tend to be more careful in shopping, so that it has an impact on decreasing sales volume in buying and selling on Facebook and WhatsApp. Based on these things, it is necessary to conduct research on increasing sales volume through social media Facebook and WhatsApp.

2. RESEARCH METHOD

The research approach carried out by the author is a qualitative approach. Qualitative research is research whose research results are not obtained through statistical procedures or other quantification methods (Anggito & Setiawan, 2018; Rukin, 2019). The data used in this report is primary data and secondary data. Primary data is data in verbal form or words spoken orally or movements and behavior shown by research subjects (informants) regarding the variables studied (Sahir, 2021; Siyoto & Sodik, 2015). Primary data was obtained by interviews. Meanwhile, secondary data was obtained from journals, articles related to the topic of discussion, and research report information sources (Sahir, 2021; Siyoto & Sodik, 2015). The sampling technique used in this

research is nonprobability sampling. Nonprobability sampling is a sampling technique that does not give each element or member of the population the same chance as a sample (Siyoto & Sodik, 2015). Referring to the qualitative data used, the data analysis used is non-statistical analysis. The purpose of data analysis is to draw conclusions. The first step taken is to collect data related to the research object. After the data is collected, the data is then analyzed or processed. To obtain valid data, in this case the researcher will check the sources that have been obtained and triangulate.

3. RESULTS AND DISCUSSIONS

General Description

This research was conducted on 3 (three) online shops with different profiles. The first online shop is Olshop Fitri, owned by Mrs. Ani Fitria, sells various kinds of cosmetics, accessories, clothes, hijabs and watches. The best-selling items with the highest sales volume on Facebook social media are cosmetics such as mascara, eyebrow pencils, and nail polish. The second online shop is Olshop EfhaShop, owned by Mrs. Fitriya, sells various kinds of gamis, hijabs, mukena, and watches. The best-selling items with the highest sales volume on Facebook and WhatsApp social media are gamis and hijabs. Then the third online shop is Mas Ayu Shop, owned by Mrs. Mas Ayu Mulyasari, sells various kinds of cosmetics, various kinds of men's and women's clothing such as jackets, gamis, and t-shirts. The best-selling items with the highest sales volume on Facebook and WhatsApp social media are men's and women's jackets.

One of the largest and most widely used social media in the world is Facebook and WhatsApp. The popularity of social media Facebook and WhatsApp has become an extraordinary attraction for business people and companies to use it to build and grow their business empires. According to Mustofa (2016), the contract in online buying and selling transactions is different from direct contracts. Electronic transactions usually use written contracts. Buying and selling via electronic media is a buying and selling transaction carried out via modern technology whose validity depends on whether or not the pillars or conditions that apply in buying and selling are met. Philip Kotler in Johnson Alvonco (2014: 235), states that, "selling as an activity aimed at finding buyers, influencing, and providing instructions so that buyers can adjust their needs to the products offered and make agreements regarding prices that are beneficial to both parties.

Meanwhile, according to Article 1 paragraph 2 of the ITE Law, electronic transactions, namely: "Electronic Transactions are legal acts carried out using computers, computer networks, and/or other electronic media." Article 3 of the ITE Law also states that "Utilization of Information Technology and Electronic Transactions is carried out based on the principles of legal certainty, benefits, caution, good faith, and freedom to choose technology or neutral technology."

Facebook and WhatsApp social media are used as effective marketing communication strategies because they are very easy to access and can cover all user groups. How to market products to Facebook and WhatsApp media is very easy. Simply enter the Facebook trading group, then post and include a cellphone number to make it easier for customers to communicate further and provide information including prices, and can provide opportunities for customers to join the WhatsApp group of online sellers. According to Suryadi (2016), WhatsApp Broadcast and group chat, t to send messaes to many users. Group chat to send messages to members of the same community. Save Bandwdth, because it is integrated with the system, there is no need to log in and load contacts, so that data transactions are more efficient. The application can be turned off and more efficient. The application can be turned off and only active if there is an incoming message so that it can save battery. Of course, these features make it easier for sellers to market their products. This is in accordance with the results of the interview with Mas Ayu Mulyasari who said that: "Posting the products we sell using interesting words and including a cellphone number so that it can make it easier for customers to communicate further". The same thing was also conveyed by Fitriyah who said that: "Posting items in several Facebook groups and WhatsApp groups by including complete specifications related to the items being sold".

Meanwhile, Anis Fitriah also said that: "Enter the Facebook group then post the goods with information including the price, condition and completeness of the goods being sold". In order for the posts to be easily seen by Facebook users and WhatsApp group members, the informant posted very often, especially on Facebook groups so that their posts would not be drowned out by other sellers' posts. This is in accordance with the results of the interview with Mas Ayu Mulyasari who said

that: "Very often, if we have posted then our posts are drowned out by other sellers' posts, then we post again". The same thing was also conveyed by Fitriyah who said that: "Very often because through posts on Facebook and WhatsApp groups we can attract customers. In addition, we also have to always be online on Facebook to do live broadcasts so that customers are more interested in our products". Meanwhile, Anis Fitriah also said that: "Very often, because the more often we post our products, the more people will see and be interested".

The presence of Facebook and WhatsApp media is indeed very helpful in terms of marketing products, especially with the presence of Facebook groups and WhatsApp groups that make it very easy for sellers and buyers to communicate. Not only accepting orders within the city of Pasuruan, but also accepting orders outside the city of Pasuruan is due to the community's ability to access social media such as Facebook. This is in accordance with the results of the interview with Mas Ayu Mulyasari who said that: "we accept, because with the community's ability to access social media such as Facebook, we can accept orders from outside the city". Meanwhile, Anis Fitriah also said that: "Yes, of course we accept, as long as you really want to buy, of course we accept".

Online sellers continue to market their products on Facebook and WhatsApp groups so that their business can continue to grow. One way is to sell and accept orders not only in the city of Pasuruan but also accept orders outside the city of Pasuruan. From the informant's explanation regarding the application of the Facebook and WhatsApp social networking methods, it can be concluded that it is necessary to post products on Facebook and WhatsApp groups regularly or live broadcasts as one way to attract customers. Then the informant also explained that in selling products, online sellers also serve purchases in and outside the city with a guarantee that can make customers feel safe and comfortable.

Discussions

The Role of Social Media Features Facebook and WhatsApp in Increasing Sales Volume

The increase in sales volume of online business media on Facebook and WhatsApp is due to its wide reach and is trending among the wider community because of its convenience and various payment methods that can be used in making online buying and selling transactions. By using social media, marketed products are easier to get customers, especially by using social media Facebook and WhatsApp, which have the most users in the world. With many Facebook and WhatsApp users in Indonesia, research informants take advantage of selling their products not only at counters, but also by utilizing social media such as Facebook and WhatsApp. In the research that has been conducted, informants said that by using social media, product sales increased more than just selling at home. This proves that marketing products through online media Facebook and WhatsApp is more profitable than just selling at home.

This is in accordance with the results of an interview with Mas Ayu Mulyasari who said that: "Yes, it has clearly increased, because the positive impact of the use of social media by the community has greatly helped us in marketing and providing information about the goods we sell to buyers". The same thing was also conveyed by Fitriyah who said that: "Yes, it has increased because the majority of people use Facebook and WhatsApp to communicate, so we have many opportunities to increase sales".

Meanwhile, Mas Ayu Mulyasari also said that: "Yes, it has increased, because social media such as Facebook and WhatsApp are very helpful in selling our goods". After joining the Facebook group and also creating a group on the WhatsApp account, product sales have increased. The products marketed on Facebook and WhatsApp social media are usually dozens of items, and previously sold erratically, at least 5 items per day. This is in accordance with the results of the interview with Mas Ayu Mulyasari who said that: "Usually around 15 per day, Uncertain, but every day there must be at least 2 items". The same thing was also conveyed by Fitriyah who said that: "Usually around 20 items, Uncertain but every day there must be at least 3 items". Meanwhile, Anis Fitriah also said that: "Uncertain, usually around 80 items per day, Uncertain, what is clear is that every day there must be at least 20 items".

According to Swastha (2005:65) sales volume is net sales from the company's profit report. Net sales are obtained through sales results of all products (product lines) during a certain period of time and sales results achieved from market share which are potential sales that can consist of

groups of buyers during a certain period of time. The indicators of sales volume are a. Achieving sales volume, b. Getting profit, and . Supporting company growth.

Based on the informant's explanation regarding the increase in sales volume of online business media Facebook and WhatsApp, it can be concluded that by using social media Facebook and WhatsApp, sales of goods increased compared to just selling at home. This proves that marketing products through online media Facebook and WhatsApp can get greater profits than just selling at home. After joining a Facebook group and creating a group on a WhatsApp account, product sales increased.

Social media has a very important role in human life. Almost everyone in the world uses social media to find information or share information. Because from year to year the use of social media is increasing, offline and online business people use social media as a medium for buying and selling. Selling through social media itself means a buying and selling technique that utilizes social media as a medium for buying and selling. Here are some roles of social media according to Puntodi (2011: 15) as follows: a. The advantage of building personal branding through social media is that it does not recognize tricks or fake popularity, because the audience will determine. Sharing social media can be a medium for people to communicate, discuss, and even gain popularity on social media., b. Social media provides an opportunity to interact more closely with consumers. Social media offers a more individual form of communication. Through social media, marketers can find out their consumer habits and interact personally and build deeper relationships.

Based on the explanation above, it can be said that social media is a means of conveying information between people or groups. And with the use of social media, it can facilitate the process of conveying the information in a faster and more personal time. After selling their products on Facebook and WhatsApp, product sales have increased. The products marketed on Facebook and WhatsApp are usually goods, and those sold are usually uncertain, at least 2-5 items per day. This is in accordance with the results of an interview with Mas Ayu Mulyasari, who said that: "Usually around 15 items per day, uncertain, but every day there must be at least 2 items".

Facebook and WhatsApp can be utilized optimally by its users in creating business opportunities. In addition, with the increasing number of Facebook and WhatsApp service users from year to year, this social networking site has become an attractive place for people who like to explore business opportunities. The existing phenomenon opens up opportunities for all business organizations, both small and large, to use digital media in conducting sales activities, promotional media, and community formation.

Entrepreneurs from large companies use this media with the aim of finding new markets and maintaining relationships with existing consumers. One of them is done by online shop sellers who are engaged in online business. The target market of online shop sellers is children to adults. In competing with online shop sellers, they must have a different strategy in utilizing Facebook and WhatsApp as a means of online promotion. According to the results of the interview, one of the strategies used is to provide discounts and free shipping. In addition, it is very necessary to prioritize honesty to customers as a form of trust.

Facebook and WhatsApp is the most widely used social media by Indonesian people, so it is not surprising that Facebook and WhatsApp media can be a business opportunity as well as a very potential product marketing tool. Facebook and WhatsApp provide a place to meet and communicate between one member and another. Facebook and WhatsApp online businesses are very easy to access and are able to reach all Facebook and WhatsApp users. This is in accordance with the results of the interview with Anis Fitriah who said that: "Yes, of course it is very helpful, because it is very easy to access and is able to reach all Facebook users".

Supporting Factors and Inhibiting Factors

Online business media Facebook and WhatsApp are very helpful in marketing products because they are very easy to access and can reach all Facebook and WhatsApp users and can help in communicating with buyers. There are so many advantages that can be obtained in selling online on Facebook and WhatsApp besides the large number of Facebook and WhatsApp users and also very easy to access and very helpful for us in communicating with buyers so that it is easy to market products. Online business competition is very high, technological advances make most people market their products via the internet. So it is certain that the competition is very tough. The number

of members in the Facebook group, especially as sellers, certainly increases competitors in marketing goods on Facebook media, so that posts will quickly be below other users' posts and difficult for customers to see.

The informant said that there are many obstacles in marketing goods to Facebook media, ranging from network problems to posting problems that are easily posted below other users' posts and are difficult for customers to see. Problems that often occur in buying and selling activities on Facebook and WhatsApp media, one of which is that several Facebook and WhatsApp media users who act as buyers, often play around with sellers. One example that often occurs is that customers arbitrarily cancel purchases without clear reasons, even without confirmation of cancellation. The informant said that purchase cancellations very often occur without prior confirmation. With the many problems that often occur in selling on online business media Facebook and WhatsApp, such as unilateral cancellations by buyers which are very detrimental to sellers. In online buying and selling activities on Facebook and WhatsApp, the informant said that running this online business does not hinder daily activities. By running an online business, it does not hinder daily activities at all, because we can post anytime and anywhere.

4. CONCLUSION

From the results of this study, it was found that the use of social media Facebook and WhatsApp can increase sales volume and sales activities become more effective in increasing product promotion at low cost. In addition, with social media Facebook and WhatsApp, the market reach is also wider and easier to access from anywhere and by anyone. However, there are obstacles or barriers that arise due to internet network problems, differences in photo or video results from the devices used, and the potential for fraud from sellers and buyers.

REFERENCES

- Adani, Muhammad Robith. 2021. *The Influence of Social Media and Benefits for Business*. Jakarta: Sekawan Media.
- Anggito, A., & Setiawan, J. (2018). *Qualitative Research Methods*. Sukabumi: CV Jejak.
- Alvonco, Johnson. 2014. *Protical Communication Skill in Business and Organization*. Jakarta: Elex Media Komputindo.
- Andi and Madcom. 2009. *Making Friends Through Facebook*. Yogyakarta: CV. Andi Offset.
- Arikunto, Suharsimi. 2013. *Research Procedures: A Practical Approach*. Jakarta: Rineka Cipta.
- Ministry of Communication and Information. 2021. *Internet Users in Indonesia 63 Million People*, https://kominfo.go.id/content/detail/3415/kominfo-pengguna-internet-di-indonesia-63-jutaorang/0/berita_satker, (accessed on October 14, 2021, at 15.45).
- Moleong. 2007. *Qualitative Research Methods*. Bandung: Rosdakarya Youth.
- Mustofa, Imam. 2016. *Contemporary Fiqh of Transactions*. Jakarta: PT.
- Nasrullah, Rulli. 2015. *Social Media: Perspective of Communication, Culture, and Sociotechnology*. Bandung: Simbiosis Rekatama Media.
- Puntoadi, Danis. 2011. *Creating Sales Via Social Media*. Jakarta: Elex Media.
- 2011. *Creating Sales Via Social Media*. Jakarta: Elex Media.
- Sahir, SH (2021). *Research Methods (1st ed.)*. KBM Indonesia Publisher.
- Sari, Ayu Puspita. 2020. *The Use of Instant Messanging (Whatsapp) as an Online Merchandise Promotion for Resellers*. Thesis. Bone: State Islamic Institute (IAIN) Bone.
- Siyoto, S., & Sodik, A. (2015). *Basic Research Methodology*. Yogyakarta: Literacy Media Publishin.
- Styaningrum, Ari et al. 2015. *Marketing Principles*. Jakarta: Andi Offset.
- Sugiono. 2013. *Educational Research Methods Quantitative, Qualitative, and R&D Approaches*. Bandung: Alfabet.
- Swasta, Basu. 2005. *Modern Marketing Management*. Yogyakarta: Liberty.
- 2008. *Modern Marketing Management*. Yogyakarta: Liberty.
2004. *Fiqh of Muamalah*. Jakarta: Pustaka Setia.
- Teviani, Diandra. 2016. *The Phenomenon of WhatsApp Users Among Students in Bandung City*. Journal. Bandung: Pasunda University Bandung.
- Timothy, James. 2010. *Building an Online Business*. Jakarta: PT Elex Media Kompatindo.
- Toejoeh, Suke et al. 2009. *One Stop For Ai Facebook*. Jakarta: PT. Elex Media Komputindo.
- Yusuf, A Muri. 2014. *Quantitative, Qualitative, and Combined Research Methodology*. Jakarta: Pranadamedia Group.