



# Implementation of Electronic Customer Relationship Management on the Instagram Platform: Case Study on MSMEs Perfume Products

Frido Sarita Simatupang<sup>1\*</sup>, Agus Rahayu<sup>2</sup>, Heny Hendrayati<sup>3</sup>

<sup>1,2,3</sup>*Faculty of Economic and Business Education, Universitas Pendidikan Indonesia, Bandung, Indonesia*

*\*Corresponding author email: fridosimatupang@gmail.com*

---

## Abstract

Micro, Small and Medium Enterprise High Romantic Mens (HRM) Perfume was founded in 2019. This Micro, Small and Medium Enterprise operates in the fashion sector which operates in the online marketing sector in terms of marketing and the Micro, Small and Medium Enterprise has 30 reseller members. This research aims to determine the application of Electronic Customer Relationship Management (E-CRM) on the Instagram platform and determine the efforts made to improve good service, quality products and fast delivery in Micro, Small and Medium Enterprises using descriptive research methods. The research results show that the implementation of electronic customers relationship management on the Instagram platform is good and the service to consumers is quite good, a good image on Instagram still needs to be improved again by carrying out paid promotions and endorsements. The parties need to be aware of this condition. Micro, Small and Medium Enterprises to increase transaction potential so that the goals of Micro, Small and Medium Enterprises will be achieved.

*Keywords:* Electronic customer relationship management, instagram.

---

## 1. Introduction

The very rapid development of technology in the current era of globalization has provided many benefits in progress in various social aspects. The development of Digital Marketing since 1990 into the 2020 era has changed many business strategies, in fact quite a few business people and companies are using Digital Marketing to market their goods or services and can have a positive impact on progress in various aspects of life. Digital developments since 1990 entering the 2010 era have changed many business strategies, business actors and companies are using them to market products digitally (Busca and Bertrandias 2020).

Urgent needs and the increasingly valuable value of time can make people work extra fast with the maximum possible results, with the existence of social media as a tool for processing data into information, it has become a necessity in the world of information technology. In the world of information technology, it is not only used as a tool to process data into information but its application is increasingly widespread, for example as information communication, education and so on, with rapid developments in the field of social media it can increase effectiveness and efficiency in every job. The internet with the various applications it provides is one of the communication media.

Digital marketing is a form of business or activity carried out by marketers, both companies and individuals, in order to market a product or brand, be it goods or service products, through the use of digital information technology, such as using electronic media, or using digital media. internet-based (Septiano, 2017). Then digital marketing can also be called online marketing or product marketing through a website developed for buying and selling activities. The term Digital Marketing has grown in popularity over time, especially in Indonesia (Sathya, 2017). In another explanation, digital marketing is the activity of introducing a product and also looking for new consumers and customers using various internet information technology platforms, such as through e-commerce, social media, and so on, (Purwana and Aditya, 2017). Digital based on electronic media can use advertisements on television or radio, while those based on internet media such as marketing via social media or e-commerce.

The development of information technology and digital marketing will change the marketing of goods from conventional marketing to using digital marketing. There are indicators that are currently used, including the increasing costs allocated by companies to market products with digital advertising, the increasing number of smartphone owners who support many activities carried out by the community, increasing access to communication infrastructure via cable networks and wireless in order to realize high quality data and internet access, and also the

increasing speed of accessing the internet via mobile phones which is driven by the development of the 4G era and will enter the 5G era. Digital marketing is also a general term for marketing products or product marketing services using website or application technology, especially those using the internet. Many business people and companies use digital marketing to market their products and services. Digital Marketing advertising and promotions are very easy to run and have a high level of efficiency, because digital platforms have more and more users in their daily activities, people are increasingly switching to making purchases online rather than going to physical stores.

MSME players utilize Digital Marketing by making information explanations about the goods or services they will offer or buy and sell on social media, websites, e-commerce, by creating attractive advertisements with good and clear words to create an impulse. buying or sudden purchases from internet users who saw it accidentally. Efforts to build relationships with customers can be done in various ways, including providing optimal service, knowing information about customer desires, and the ability to communicate well with customers. Efforts to establish good customer relationships require good management or what is usually called Customer Relationship Management. As time goes by, Customer Relationship Management is also experiencing development. This development was followed by the development of information technology that occurs in today's society. Customer Relationship Management, which initially managed customer relationships by meeting face to face, can now be done via electronic media or is called Electronic Customer Relationship Management (E-CRM).

Global internet penetration has increased the popularity of E-CRM as a communication tool and customer relationship platform. A strategy to reach the right customers with the right services at the right time through the right means is the only way to beat competitors and survive (Abu-Shanab and Anagreh, 2015). Currently, the consumer market is dominated by middle class urban millennials who tend to be technologically educated and demand effective and efficient digital services (Nugoroho et al., 2017). Therefore, with E-CRM, all companies can easily manage consumers and retain consumers so they can continue to increase sales turnover within a company. One of the MSME companies that has implemented E-CRM in its digital marketing is MSME Perfume High Romantic Mens (HRM), founded in 2019 and founded by Septian Herdiansyah as the founder and owner of the business, with initial capital issued around IDR 10,000,000.

Initially in 2019 this MSME company only sold its perfume to the local community and to closest friends, through various processes and business journeys MSME High Romantic Men's Perfume (HRM) began to move forward by studying marketing strategies to cover a wider market, after studying from various online classes and through the YouTube media platform, finally the High Romantic Mens Perfume (HRM) MSMEs began to find a media platform that was very suitable for marketing products more widely, namely through the Instagram social media platform. Social Media Instagram is one of the superior applications or features on smartphones that makes it easy for users to share photos. The social system on Instagram is to become a follower of another user's account, or have Instagram followers. In this way, communication between fellow Instagram users can be established by giving likes and also commenting on photos that have been uploaded by other users. This way of marketing and selling via an Instagram account is a creative and efficient marketing strategy to increase sales labels and marketing popularity in society. With the increasing development of online shopping in Indonesia, online shopping consumers here come from various groups, from adults to teenagers, who are now using online shopping as an alternative shopping to meet their needs.

The High Romantic Mens (HRM) Perfume MSME Company will always provide good service to consumers by sending goods according to orders, fast delivery, and providing consultation services to provide a good image and increase consumer confidence in MSMEs, so that consumers feel satisfied will recommend it to their closest relatives indirectly. MSME Perfume High Romantic Mens (HRM) has an Instagram social media account with 10.3 thousand followers obtained from buying followers and from paid promotion. The MSME Perfume High Romantic Mens (HRM) perfume Instagram account has a reach of 312,410 Instagram users who visit the store because the MSME High Romantic Mens Perfume (HRM) carries out marketing using advertising and promoting this product on Instagram, so that through this reach the opportunities are illustrated. Very broad for MSMEs on Instagram. Furthermore, sales of this perfume are carried out on the Instagram platform because seeing the potential and wide market, the High Romantic Mens (HRM) Perfume MSME sells online, mainly on Instagram. Below we will present the sales turnover for High Romantic Mens Perfume (HRM) Bandung 2020-2022 MSMEs in Table 1.

**Table 1:** Revenue from MSME Sales of High Romantic Men's Perfume in 2020-2022.

No	Year	Sales Targets	Sales Realization	Total Perfume Sales (50 Ml)	Net income
1	2020	IDR. 500,000,000,-	IDR. 560,000,000,-	8,000	IDR. 264,000,000,-
2	2021	IDR. 700,000,000,-	IDR. 665,000,000,-	9,500	IDR. 285,000,000,-
3	2022	IDR. 800,000,000,-	IDR. 770,000,000,-	11,000	IDR. 330,000,000,-

Source: Sumedang Regency High Romantic Mens (HRM) Perfume MSMEs Sales Records

Every year, MSME sells High Romantic Men's Perfume experienced an increase, in 2021 there was an increase with a percentage of 18.75% and in 2022 there was an increase in terms of turnover but a decrease in terms of percentage to 15.79% there was an increase in terms of turnover even in perfume sales per piece and in terms of net income there was an increase every year at the High Romantic Mens (HRM) Perfume MSME. Apart from that, the

sales results continue to increase and develop every year and are almost in line with the target that the High Romantic Mens Perfume MSME wants to achieve. Shopping is no longer just an act of fulfilling needs, but a marker of existence, or a symbol of existence.

A symbol of existence that accelerates extinction, because the goods purchased are not like thinking activities, which will continue to live and make the name of the owner bigger because the existence in question does not always refer to the reality of the consumer's life, but rather the desired life, besides that it is more than just a lifestyle, where some people place shopping as a way of life, they shop not to get property that supports their role in society, but to symbolize their living soul. Based on this explanation, the problem in this research concerns the application of Electronic Customer Relationship Management (E-CRM) on the Instagram Platform in increasing sales to High Romantic Men's Perfume MSMEs using descriptive research methods. It is hoped that this research can contribute to academic studies of marketing strategy communication, especially regarding increasing sales of High Romantic Men's Perfume MSMEs. This research will offer new riches in marketing communications research considering the lack of research related to Electronic Customer Relationship Management (E-CRM).

## **2. Literature Review**

### **2.1. Business management**

Management is a unique process consisting of planning, implementation and control actions, each of which uses both knowledge and expertise and which are followed sequentially in order to achieve predetermined targets (Terry and Rue 2014). Every organization always needs management because without effective management no business will be successful for long. The achievement of organizational goals, whether economic, social or political, largely depends on the ability of managers in the organization concerned. Business is a process that involves directing a group of people towards organizational goals to produce and sell goods/services in order to make a profit to meet society's needs (Terry and Rue 2014).

Management will provide effectiveness in human efforts. Business is an effort to increase organizational competition by implementing innovative digital technology in all divisions of the organization, through relationships with customers and partners, as well as promotions through digital media (Bala and Verma, 2018). According to Agunawan et al. (2021) Business is a commercial activity that uses information technology in its application, both when making products and marketing activities. Management itself is always related to efforts to achieve certain goals by using the resources available in the organization in the best possible way. In the definition of "organization" there is always an element of a group (more than 2 people) of people, so management is usually used in the business relationships of a group of people, although management can also be applied to individual businesses.

### **2.2. Electronic Customer Relationship Management(E-CRM)**

E-CRM began to appear in the mid-1990s when customers started using web browsers, the internet and other electronic transactions such as e-mail. Electronic Customer Relationship Management (E-CRM) is an internet-based technology application such as websites, email, messaging applications, and other media with the aim of developing business relationships with customers, retaining customers and increasing sales. Basically, E-CRM is adopted from the ease of internet access such as laptops or computers and other mobile devices. E-CRM provides the capability to capture, integrate and distribute data obtained from the site throughout the institution. In addition, E-CRM improves data integration from e-commerce to support services in marketing and sales through customized websites. ECRM is the use of digital communication technology to maximize customer sales and encourage the use of online services (Chaffey, 2011).

According to Turban (2004) E-CRM is Customer Relationship Management which is implemented electronically using a web browser, internet, and other electronic media such as e-mail, call centers, and personalization. E-CRM is also called E-Service. E-CRM covers a variety of elements, including customer data collection and analysis, customer database management, email-based marketing, customer interaction via social media, and online customer support. The goal is to increase customer satisfaction, strengthen customer loyalty, increase customer retention, and improve the company's operational efficiency. Through E-CRM, companies can better understand customer preferences and needs, and provide more personalized and relevant services. Companies can also improve communication with customers, provide faster and more responsive customer service, and strengthen customer interactions through various electronic channels such as e-mail, text messages, websites and social media. There are several E-CRM factors that influence customer satisfaction which will ultimately affect customer loyalty. And some of these factors then become dimensions which are divided into several parts.

According to Chu Liu et al. (2012) explains that Electronic Customer Relationship Management can be measured in 4 dimensions, such as technology integration, which is a foundation as well as an extension of the latest marketing strategies that can support communication or distribution channels, both traditional and modern. E-CRM is a development of CRM applications with the use of the internet as an indicator. E-CRM expands its advantages by integrating technologies such as website, wireless, and voice technologies, then combining them with e-business applications into the company's overall CRM strategy. Furthermore, organizational support is a company contribution

that provides positive rewards for every employee who has good performance. This policy is dynamic with the main aim of making employees do better things and produce more positive performance for the company in order to get rewards for their services. which has been done. Environmental ratio is a dimension that originates from the environment around the company, both internal and external, which are the company's stakeholders, factors that exert influence and pressure on company stakeholders, especially internal stakeholders such as employees. Next, customer knowledge is the customer's ability to recognize and understand the profile, advantages, uniqueness and features of the related product compared to other similar products. Customers can find out about this by providing adequate information through media such as advertising, promotional programs, and so on.

### **2.3. Components of Electronic Customer Relationship Management (E-CRM)**

In general, the E-CRM process consists of four main components, namely engage, purchase, fulfill, and support (Jutla et al., 2001). Like the first, engage is a network that enables the process of involving the right customers to buy products or services, namely when customers start looking for product or service information online, consumers search more deeply regarding content, search, configure, interact, so E-CRM must supports these activities and identifies needs and solves customer problems. Furthermore, ordering is a process where customers choose and make a commitment to buy a product. And in it there are various selections, payment mechanisms, and order management mechanisms. These payment tools include credit cards, electronic funds transfers and other types of non-cash payments. Then fulfillment is a management of information about the movement of products or services, namely about back-end process integration, delivery capabilities and global sales governance, and finally, support is a personalization and trust application that includes the system's ability to accommodate customer needs, such as order tracking.

### **2.4. Application of Instagram Social Media as Electronic Customer Relationship Management**

Online shopping is currently being enjoyed by the majority of people, because with this new method people no longer need to find it difficult to get the items they want. Choose whatever item you want, just select the image available on the Instagram online shop account then order it directly, pay by direct transfer, this is very easy to do. This is the attraction of Instagram apart from sharing photos. Instagram is one of several social media platforms that currently has many fans and followers compared to other social media platforms, especially for the millennial generation and young people as a means for them to interact via digital media today. However, along with the rapid development of the flow of interaction through digital media coupled with interesting features to support social media users, including those provided by Instagram to its users, gradually business people are starting to enter this platform to expand the reach of their business.

According to Hu et al. (2017) Instagram is a relatively new form of communication where users can easily share their updates by taking photos and customizing them using filters. Instagram is a form of social media that shares photos over the internet through an application that allows users to change their images by applying filters and sharing their photos on various other social media platforms (Hoffman, 2012). Instagram provides a platform for content to be published on its platform with several features which can be photos, videos, text in the form of captions, and so on, where the content itself is an important part of a promotional aspect, without planning and conceptualizing promotional content, it could the objectives of the promotion were not achieved.

Electronic Customer Relationship Management (E-CRM) is a method for managing relationships between companies and customers in order to increase loyalty in consuming products or services offered by companies by utilizing electronic media. With E-CRM, companies can integrate and automate customer service processes in the areas of sales, marketing and product or service related to the company. This way of marketing and selling via an Instagram account is a creative and efficient marketing strategy to increase sales labels and marketing popularity in society. With the increasing development of online shopping in Indonesia, online shopping consumers here come from various groups, from adults to teenagers, who are now using online shopping as an alternative shopping to meet their needs. Then the framework for thinking in this research will be presented in Figure 1.

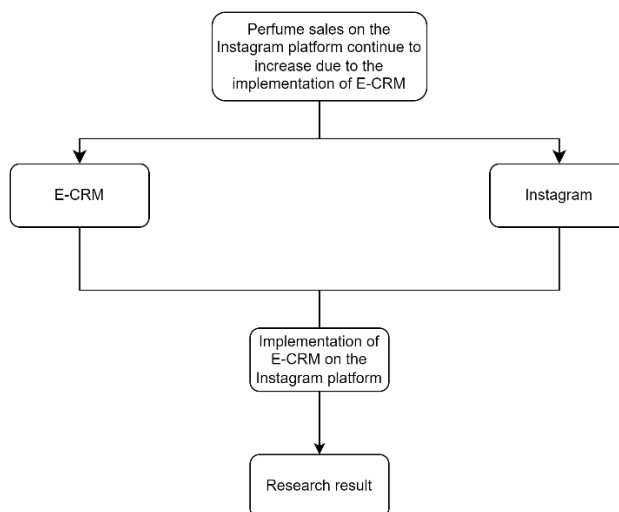


Figure 2: Model Framework

### 3. Methodology

#### 3.1. Samples and Procedures

This research was designed as qualitative research using descriptive methods, with the aim of this research, a survey was carried out to find out how to solve actual problems by searching and collecting data, then compiling it systematically and then analyzing it. Using this method, the research will carry out a qualitative descriptive method using observation techniques on the objects under study, and by conducting interviews, so that the data needed to support research needs can be obtained. The required data source sampling technique, which is selected with certain considerations and objectives, then The researcher will choose the data source until the information required for the research is deemed sufficient, namely 3 people, namely the business owner, administrative staff and one of the resellers from the High Romantic Men's Perfume (HRM) MSME.

The location of this research is located at Perum Asabri Sindang Taman, Jatimulya Village, Jatimulya District, Sumedang Regency, West Java. In this research, to get the right information, informants must be selected carefully, because this research examines appropriate marketing using company social media and the steps that must be taken to make High Romantic Men's Perfume (HRM) MSMEs into companies that can develop. both from marketing and sales strategies. To represent this research, the criteria are based on employees from the High Romantic Men's (HRM) Perfume MSMEs by conducting observations, focus group discussions, and in-depth interviews. Data processing is carried out based on each data obtained from the field being recorded, reduced, described, analyzed, then interpreted. Data analysis procedures for problems are more focused on efforts to explore the facts as they are through in-depth analysis techniques.

### 4. Findings and Discussion

#### 4.1. General Conditions in High Romantic Mens (HRM) Perfume MSMEs

MSME Perfume High Romantic Mens (HRM) was founded in 2019, MSME Perfume High Romantic Mens (HRM) was founded by Septian Herdiansyah as the owner. The philosophy of why the name HRM was originally fragrant was because all perfumes are generally fragrant which makes HRM not an abbreviation for fragrant but rather High Romantic Mens which makes this perfume characteristic for men who have a romantic level towards women. MSME High Romantic Mens Perfume (HRM) built this business with its own capital from the results of work to raise money for capital. In managing the progress of the High Romantic Men's Perfume (HRM) MSME, the MSME owner provides direction and the resellers must all have one vision to have the same goal, so that it is easy to manage the resellers according to the desired targets and the owner will provide direction so that the resellers' targets are achieved. The business owner is Septian Herdiansyah, who has collaborated with 30 resellers. Then the business owner has the responsibility to make decisions, but all resellers have the right to speak for mutual progress and deliberate on a strategy that is a common goal, all input from the resellers will be collected and then the final decision is in the hands of the owner. Then for business capital from High Romantic Mens Perfume (HRM) MSME, every year the capital owned by the company increases with initial capital of IDR 10,000,000 until in 2020 it becomes IDR. 440,000,000, this shows that the company's sales and profitability always increase every year.

Initially this perfume was only sold around the house and to closest friends, then for marketing via online using the Instagram platform by means of paid promotion with advertising costs of around Rp. The market is still very wet and

there is a large area for marketing on Instagram, so MSME High Romantic Mens Perfume. (HRM) started branding the name of its perfume on Instagram and slowly started to have a name on Instagram. The High Romantic Mens (HRM) Perfume MSMEs then looked for resellers to increase their turnover and increase the number of people selling online on Instagram, then these resellers also felt profitable because they got enough results to increase their income. The activity carried out by the MSME High Romantic Mens Perfume (HRM) is the first to carry out paid promotion, which is one way to advertise and promote this perfume product on Instagram, by determining an Instagram account that is paid to post about this perfume, then serving consumers who send a message on Instagram then redirect it to WhatsApp to be used as a consumer database and save each other's contacts. This method is done after carrying out paid promotion which has been carried out by the company. Next, serve consumers on WhatsApp business using the e-CRM tools found in WhatsApp features. Next input the consumer's address to immediately make delivery according to the address given, then finally send the goods order from the consumer to the expedition company that has collaborated.

#### **4.2. Implementation of E-CRM in High Romantic Men's (HRM) Perfume MSMEs**

Through interviews with the first respondent who is the owner of the company, he explained that the role of Electronic Customer Relationship Management (e-CRM) in MSMEs is a strategy to build consumers who are loyal to MSMEs by implementing good service and quality products, so that consumers will become MSME database every month so you can follow up to make perfume purchases. When there is a consumer who is satisfied with good service, quality products, and fast delivery, this will make consumers able to recommend this perfume to their friends, which will result in a relationship within the relationship to get a free increase in turnover without having to advertise or promote the product.

Then the observations and interviews continued with the company's administrative staff, explaining that the role of Electronic Customer Relationship Management (e-CRM) in MSMEs has been implemented quite well, because managing consumers and building relationships with consumers makes consumers loyal to MSMEs. This is so that every month resellers can make a profit without having to spend on advertising and promotions because by having a consumer database every month it will automatically generate income. The role of Electronic Customer Relationship Management is very influential on MSMEs because by utilizing consumers they can produce new consumers who can become permanent customers by providing quality products, good service and fast delivery of goods according to the specified time.

Furthermore, there was an answer from one of the resellers from the High Romantic Mens Perfume MSME, who was of the opinion that with the role of Electronic Customer Relationship Management (e-CRM) in this MSME, it was running in accordance with the SOP and implementing the SOP that had been set for this MSME because it managed consumers and building good relationships, will make consumers believe in good service and quality products, from these two things it will create a database of consumers who will definitely buy every month and generate profits without having to increase advertising and promotion costs by following up with consumers every month.

From several opinions from the respondents, it can be concluded that the role of Electronic Customer Relationship Management (e-CRM) in High Romantic Men's Perfume MSMEs is firstly the importance of a consumer database, because by adding loyal consumers a consumer database will be formed. This consumer database is formed because a belief of consumers who are satisfied in terms of good service, quality products and fast delivery of goods, then apply the electronic customer relationship management (e-CRM) strategy, because by implementing this strategy it will produce new customers who order without having to spend advertising and promotion costs, then follow up consumers, every month consumers who have ordered are followed up again so that consumers who have believed in this product can repeat orders, then maintain good service, because with good service they provide product consultations to consumers and make them satisfied with the questions answered and provide satisfaction with the product, then consumers will not hesitate to order, then provide quality products, by providing photos that match the goods sent and the perfume aroma that consumers like will create trust. consumers towards the product, and finally, deliver the ordered goods quickly because by sending the goods according to the specified time, it will make consumers believe in ordering and provide satisfaction because the goods ordered arrive quickly.

Electronic Customer Relationship Management covers a variety of elements, including customer data collection and analysis, customer database management, email-based marketing, customer interaction via social media, and online customer support. The goal is to increase customer satisfaction, strengthen customer loyalty, increase customer retention, and improve the company's operational efficiency. Through Electronic Customer Relationship Management, companies can better understand customer preferences and needs, and provide more personalized and relevant services. Companies can also improve communication with customers, provide faster and more responsive customer service, and strengthen customer interactions through various electronic channels such as e-mail, text messages, websites and social media.

#### **4.3. Efforts to maintain the Brand Image of High Romantic Mens (HRM) Perfume on Instagram Social Media**

Through interviews with the first respondent who is the owner of High Romantic Mens Perfume MSME, he explained that to maintain a good image on the Instagram platform, business owners always emphasize resellers to

serve in accordance with SOPs and owners always pay attention to the quality of the products produced so that consumer satisfaction is guaranteed and consumers always buy. This HRM perfume product can increase perfume sales every year. Every day you have to advertise and promote this perfume so that traffic continues to increase so that you can maintain the stability of a good image on Instagram, therefore there will continue to be an increase in potential consumers who will order.

Then the observations and interviews continued with the administrative staff from High Romantic Mens Perfume MSME, explaining that to maintain a good image on the Instagram platform we must provide services according to SOPs to consumers so that consumers are satisfied and provide quality products so that consumers are satisfied so that traffic continues to increase and there are many candidates. Consumers are interested and finally buy this HRM perfume product.

Next is the answer from one of the resellers from High Romantic Mens Perfume MSMEs, who believes that to increase traffic on the Instagram platform we have to build from the start by increasing promotions so that traffic continues to increase and is more trusted by consumers so that many people buy this HRM product, in addition to increasing Service traffic and quality products also have a big influence on sales, so this MSME has created service SOPs for resellers and always pays attention to product quality so that consumers are always satisfied when buying HRM products. From several opinions from the respondents, it can be concluded that maintaining a good brand image of High Romantic Mens Perfume can be done first, namely increasing shop traffic on Instagram accounts by promoting products and advertising this perfume product which can increase the number of Instagram users and visits. store an Instagram account, then apply the SOP that has been set, because by implementing the SOP that has been determined by MSMEs, we will have a target every day that must be met and tidied up every day, so by implementing the SOP that has been set there will be a target for the resellers.

#### **4.4. Efforts to expand wider marketing of the High Romantic Mens (HRM) Perfume brand on Instagram Social Media**

Efforts must be made by High Romantic Mens Perfume (HRM) MSMEs to cover a wider market on the Instagram platform, such as increasing the number of resellers so that marketing coverage is wider and sales volume increases, then maintaining product quality so that consumers are loyal to Perfume MSMEs High Romantic Mens (HRM), then seeks to advertise on social media Instagram to increase market size and increase sales volume, and finally maintain service quality so that consumers feel satisfied with the services provided. According to Schiffman and Kanuk, (2013) explain that social networks are virtual and digital communication, where people can share information about themselves with other people, the information shared is usually about the same interests and with whom. only those who have a relationship. Social networks are not only virtual communications, but have also entered the marketing realm as a medium for marketing a product that is quite effective and efficient, because it offers ease and speed in obtaining information. Social media with many users include Facebook, YouTube, Twitter, Instagram, Tiktok.

### **5. Conclusions**

The implementation of Electronic Customer Relationship Management (E-CRM) on the Instagram platform in the High Romantic Men's Perfume (HRM) MSME has been implemented well as proven in terms of perfume sales which continue to increase every year, then the High Romantic Men's Perfume (HRM) MSME has optimized by providing service, product quality so that it can maintain a good image on Instagram, then to market High Romantic Mens (HRM) Perfume more widely by adding sellers (resellers) because it has a big influence on the wider market, by adding resellers too will increase turnover and sales in these MSMEs, then increase promotions by means of paid promotions and endorsements which will attract many potential buyers when implementing these promotions. Then add new flavor variants to the perfume so that consumers don't get bored with the same taste. So many parties will also benefit when they join this High Romantic Mens (HRM) Perfume MSME. Distribution to resellers, then in maintaining the image on Instagram, the owner must give direction to the sales team or resellers to sell products and provide good and quality service in accordance with the soup that has been created and determined so that customers feel satisfied with HRM perfume products so they can have a good image in the eyes of consumers.

### **References**

- Abu-Shanab, E., and Anagreh, L. (2015). Impact of electronic customer relationship management in banking sector. *International Journal of Electronic Customer Relationship Management*, 9, 254–271. <https://doi.org/10.1504/IJECRM.2015.074196>
- Agunawan, A., Kamaludin, L. O. A., and Razak, M. (2021). *Membangun Bisnis Digital Berbasis Komunitas dari Secangkir Kopi (Penerapan Customer Relationship Management)*. Nobel Press.
- Bala, M., and Verma, D. (2018). A Critical Review of Digital Marketing. *International Journal of Management, IT and Engineering*, 8(10), 321–339.

- Busca, L., & Bertrandias, L. (2020). A framework for digital marketing research: investigating the four cultural eras of digital marketing. *Journal of Interactive Marketing*, 49(1), 1-19.
- Chaffey, D. (2011). *E-Business and E-Commerce Management*. Prentice Hall.
- Chu Liu, C., Tseng, H., Chuang, L., and Huang, C. (2012). A Study of the Impact of the e-CRM Perspective on Customer Satisfaction and Customer. *Journal of Economic and Behavioural Studies*, 4(8), 467-476.
- Hu, Y., Manikonda, L., and Kambhampti, S. (2017). A First Analysis of Instagram Photo Content and User Types. *Proceedings of the English AAAI Conference on Weblogs and social media*, 12(1), 595-598.
- Hoffman, N., and Schwartz, R. (2012, May 20). Visualizing Instagram: Tracing cultural visual rhythms. Retrieved March 9, 2015
- Jutla, D., Craig, J., and Bodorik, P. (2001). Enabling and measuring electronic customer relationship management readiness. In System Sciences, 2001. *Proceedings of the 34th Annual Hawaii International Conference on*. <https://doi.org/10.1109/HICSS.2001.927054>
- Nugorocho, H., Ekoputri, A. W., and Halim, T. (2017). *The Urban Middle-Class Millennials Indonesia: Financial and Online Behaviour*. Alvara Research Center.
- Purwana, D., and Aditya, S. (2017). Pemanfaatan Digital Marketing Bagi Usaha Mikro Kecil Menengah (UMKM) di Kelurahan Malaka Sari, Duren Sawit. *Jurnal Pemberdayaan Masyarakat Madani*, 1(1).
- Sathya, P. (2017). A Study on Digital Marketing and its Impact. *International Journal of Science and Research (IJSR)*, 6(2), 866-868.
- Schiffman, L., and Kanuk, L. (2013). *Perilaku Konsumen (A. B. Zatul (ed.))*. PT Indeks.
- Septiano, S. (2017). Apa Itu Digital Marketing? Pengertian dan Konsep Dasarnya. Red Tree. <https://redtreeasia.com/info/apa-itu-digital-marketing-pengertian-dan-konsep-dasarnya/>
- Terry, G. R., and Rue, L. W. (2014). *Dasar-Dasar Manajemen, Penerjemah G.A Ticoalu*. PT Bumi Aksara.
- Turban, E. (2004). *Information technology for management (4th ed.)*. Prentice Hall.