

ABSTRACT

This study aims to examine how marketing implementation through social media can improve product sales at Adhigana Seaweed Nusantara. In today's digital era, social media has become an effective tool to reach a broad audience and build two-way communication. Using a descriptive qualitative approach, data were collected through in-depth interviews with internal team members and customers. The findings show that marketing strategies applied through platforms such as Instagram and Facebook effectively build closer relationships with customers, enhance interaction, and drive sales growth. Educational content, active engagement, and post-purchase support are key success factors in the company's digital marketing. The study concludes that social media functions not only as a promotional tool but also as a strategic communication channel that strengthens brand positioning and increases product sales.

Keywords: marketing, social media, product sales.