USING INSTAGRAM AS SOCIAL MEDIA MARKETING FOR CAFE RED COFFEE AND PLANTS

Moch Rizky Adi Nugroho [1), Nur Maghfirah Aesthetika [*2)
[1) Communication Studies Program, Muhammadiyah University of Sidoarjo, Indonesia
[2) Communication Studies Program, Muhammadiyah University of Sidoarjo, Indonesia
E-mail: *fira@umsida.ac.id

Article Info	ABSTRACT
	General Background: In the competitive landscape of the café industry, social media, particularly Instagram, has emerged as a pivotal tool for business development and consumer engagement. **Specific Background:** This study focuses on Red Coffee and Plants, which leverages Instagram to disseminate information and attract consumers, highlighting the platform's effectiveness in marketing strategies. **Knowledge Gap:** Despite the growing recognition of social media marketing, there is a lack of comprehensive analysis regarding the specific dimensions of social media marketing utilized by local cafes on platforms like Instagram. **Aims:** The primary aim of this research is to explore and identify the dimensions of social media marketing present in the Instagram account @redcoffee.id. **Results:** Utilizing qualitative methods, including purposive sampling and observations of the Instagram account, data was analyzed through the techniques outlined by Miles & Huberman—encompassing data reduction, presentation, and conclusion drawing. The findings reveal four key dimensions of social media marketing: interaction, share of content, accessibility, and credibility. **Novelty:** This study contributes to the understanding of how local cafés can effectively use social media marketing dimensions to enhance consumer engagement and brand loyalty. **Implications:** The results underscore the importance of these marketing dimensions for café owners seeking to optimize their Instagram presence, suggesting that a strategic approach to social media can significantly enhance brand visibility and consumer relationships. This research provides valuable insights for practitioners aiming to develop effective social media marketing strategies in the café sector.

Corresponding Author:
Moch Rizky Adi Nugroho [1), Nur Maghfirah Aesthetika [*2)
[1) Communication Studies Program, Muhammadiyah University of Sidoarjo, Indonesia
[2) Communication Studies Program, Muhammadiyah University of Sidoarjo, Indonesia
E-mail: *fira@umsida.ac.id

INTRODUCTION

Communication and information technology is experiencing rapid development in the current era. The community utilizes the sophistication of communication and information technology in various ways according to the needs required. With the spread of the internet in Indonesia, people can access information circulating on the internet, and they can also communicate with others through social media platforms such as Instagram, Facebook, Twitter, Line, and TikTok. The number of internet users in Indonesia from December 2023 to January 2024 reached 221,563,479 people, or 7.95% of the 278,696,200 people living in Indonesia in 2023, as reported by apjii.or.id. Various aspects of life are influenced by the rapid development of information technology today. The internet is no longer something new in daily life; it has become a common thing. With the advent of the internet, the limitations of distance and time in accessing information are almost nonexistent, because information can be easily obtained instantly. One of the effects of technological development in the field of communication and information is the emergence of social media. Social media is a new medium or virtual world where social media users gather to interact with other individuals or social groups, seek entertainment, and send or search for information. Nasrullah in Saputra & Kusumaningrum 2022 argues that social media is an online medium where users interact to introduce themselves, collaborate, share, communicate with the outside world, and enter into virtual relationships [1].

Instagram is the most widely used platform by the Indonesian people. Quoted from dataindonesia.id, Napoleon Cat reported that there were 88.86 million Instagram users in Indonesia in February 2024. The data shows that Instagram is the most popular social media application in Indonesia. Instagram has rapidly evolved from being just an app for uploading photos or videos to becoming a central hub for information gathering. This media is also used by institutions, companies, organizations, and other agencies as an information medium. The use of Instagram is also as a marketing medium by business practitioners. One of the advantages for marketers or business owners using Instagram as a marketing tool is that users can promote their products or services anytime without incurring costs. Simply Maesured conducted a study that argues that 54 percent of companies with well-known brands use the Instagram application more as a medium for promotion [2]. Companies and advertisers can compete to market products or services through Instagram. Instagram has also become the primary choice for many businesses to promote their products, as the Instagram platform is easy to use and allows them to reach a wider customer demographic.

Online media such as Instagram play a role in the development activities of cafes in terms of marketing. Business operators or café companies quickly and efficiently inform customers about the café's offerings through Instagram to attract consumers. In the business world, marketing activities are necessary to provide information or convince the target audience of consumers about the benefits and advantages of the products or services offered by the company. Djaslim Saladin in Rizky & Dewi Setiawati 2020 argues

that marketing communication is an activity of disseminating informational messages aimed at influencing, persuading, and reminding the target audience about the products offered by the company so that they are willing to accept and purchase [3]. Kusniadji 2016 also argues that marketing communication focuses on consumer knowledge, attitudes, and behaviors when conveying information through various media. [4]. In this case, the company must leverage social media for marketing activities to create a brand image and maintain customer loyalty, of course, to open up opportunities to acquire new potential customers.

The development of communication technology has also advanced promotional activities by utilizing social media technology. Marketing through social media is also known as social media marketing. This type of marketing uses active communities on social media to promote goods, brands, and services [5]. Neti 2011 stated that social media marketing is the activity of utilizing social media to persuade consumers to purchase a service or product marketed by a company through social networks, marketing blogs, and online communities [6]. According to Gunelius in Damayanti 2021, it is explained that in social media marketing, there are four keys to success such as creating content, sharing content, engaging with the audience, and building a community [7]. Creating engaging content such as posts, images, and videos that encourage the community to interact and share this content through their social networks is an activity of social media marketing. There are five dimensions in social media marketing. Sing 2010 in the journal by As'ad, H. Abu Rumman titled "The Impact of Social Media Marketing on Brand Equity; An Empirical Study on Mobile Service Providers in Jordan (2014)". There are several dimensions as follows [8].

1. Online Communities

A company can leverage social media to build communities related to the products or services offered. Where the group can create loyalty and encourage business development.

2. Interaction

Consumers can easily obtain information using social networks where interaction occurs through up-to-date broadcasting.

3. Sharing of Content

Dimensions used as a means of exchanging information, distributing, and receiving content through social media such as newsletters, messaging features, and so on.

4. Accessibility

Social media can be easily accessed and is affordable, even without having to spend money to use it. Moreover, social media does not require any special skills or knowledge to access the site.

5. Credibility

This relates to where the company creates and delivers clear messages to customers, builds a sense of trust in the brand, and strives to establish an emotional

connection with the target market. The goal is to encourage more purchases and foster customer loyalty. Social media can also be utilized by brands to interact with consumers, build trust, and respond to criticism and suggestions.

Sidoarjo Regency has many micro, small, and medium enterprises with various types of businesses. One of the business sectors that is increasingly proliferating in Sidoarjo Regency is food and beverages (FnB). One of the popular types of FnB businesses in Sidoarjo Regency is the presence of coffee shops. The phenomenon of the proliferation of coffee shops in Sidoarjo Regency is marked by several factors such as the youth culture that enjoys hanging out. Coffee shops can be places to work, discuss, or just relax. This phenomenon causes coffee shop business owners to compete in marketing their products and locations. Instagram has started to be used as a marketing, promotion, and business tool in café development activities.

Red Coffee and Plants is one of the coffee shops located in Sidoarjo Regency. Most coffee shop business owners establish their businesses in crowded places or locations that can be seen by passersby. However, Red Coffee and Plants is located in the middle of a residential area in the Palem Nirwana Estate F2/11 Buduran, Sidoarjo. Housing is a residential area where coffee shop entrepreneurs rarely open businesses. The café has a drawback where there are obstacles that arise when trying to reach its location. The obstacles include road closures due to road repairs or events organized by the local community that require road closures. In addition, Red Coffee and Plants has an advantage in the café atmosphere filled with green plants that create a homey vibe. Red Coffee and Plants Cafe implements the slow living cafe concept, which is different from the usual cafes. Within this concept, Red Coffee and Plants not only offers delicious coffee drinks but also provides information about the ordered coffee. In addition, the concept of a slow living cafe can create a comfortable and calm atmosphere. With the phenomenon of coffee shops proliferating in Sidoarjo Regency, Red Coffee and Plants is required to use Instagram to remain relevant amidst other competitors.The previous research conducted by Saputra & Kusumaningrum in 2022, titled "SWOT Analysis of the Use of Instagram as a Promotional Tool at Café Kopipapi South Jakarta," where the researchers identified internal and external factors through SWOT analysis using a descriptive qualitative approach. The results of the research can be concluded that the use of Instagram @kopipapi as a promotional tool has a significant impact in attracting many visitors and creating a product image. Social media marketing activities also influence the development of the café. This can be seen in the research conducted by Nursyamsi & Dewi & Marshelin 2023 titled "Marketing Communication Strategy of Blooming Bros Manual Brew Coffee Shop in Increasing Consumers Through Instagram Social Media" which states that social media marketing activities such as sharing of content, interaction, and credibility can increase consumers in terms of followers and direct visitors. Priambodo, Fa'iq Pradana, and Alzhafir 2023 in their research titled "Managing Digital Marketing Communication for Café Kopi Praketa Using Instagram." The research employs a descriptive qualitative approach using non-participatory observation methods.

The study shows that the Instagram account of Praketa Coffee Café is quite effective for marketing communication by using feeds, stories, and promotional content to attract customers. This is in line with the research conducted by Lesmana & Valentina 2021. In the research titled "Digital Marketing Rumah Nakan Padang Through Instagram Based on the Social Construction of Technology," it is stated that the Instagram account @wirapadangresto uses social media for digital marketing. This is evident in activities such as branding through content uploaded on Instagram accounts to provide promotional information.In this study, the aim is to examine the dimensions of social media marketing found on the Instagram account @redcoffee.id. The dimensions of social media marketing can be seen from the content shared by the business and the Instagram features used. The researchers will discuss the use of Instagram by Red Coffee and Plants within the dimension of social media marketing on the account @redcoffee.id. In this journal, readers will gain insights into the utilization of Instagram as a social media marketing tool for a café business.

METHODS

This research uses qualitative methods. This method aims to reveal reality by discovering the properties, characteristics, signs, models, or descriptions related to specific situations, conditions, or phenomena [9]. The data collection technique in this study is observation of the Instagram account @redcoffee.id. Hadi and Nurkancana in Joesyiana 2018 state that observation is an activity of systematic observation and recording conducted directly or indirectly at the observed location [10]. The subject of this research is the Instagram account @redcoffee.id and the object of this research is the Instagram and social media marketing dimensions of Red Coffee and Plants. This research discusses how Red Coffee and Plants utilize Instagram as their social media marketing platform. This research focuses on the use of Instagram features and content uploads from August 4, 2023, to July 11, 2024, as these dates mark the launch of the new Red Coffee and Plants logo and the shift in target market from neighbors and family to the youth. There are 51 pieces of content uploaded by Red Coffee and Plants during this period, consisting of 45 reels and 6 Instagram feed photo uploads. The researcher also chose reels content as the data for analysis because reels on Instagram include views, comments, likes, and shares.

The technique for determining a content criterion uses purposive sampling. According to Sugiyono, purposive sampling is a data collection technique with specific considerations [11]. The criteria for the content set by the researchers are as follows: more than 6,000 views, audience responses in the comments, and audience shares of the content. The reason the researchers set the criteria for content viewed by more than 6,000 audiences is to obtain content viewed by more than the number of followers of the Red Coffee and Plants Instagram account, which currently has 3,667 followers. The researcher selected 14 reels content from @redcoffee.id based on the specified criteria.

The analysis technique used by the researchers is the Miles & Huberman analysis technique, which includes data reduction, data presentation, and conclusion drawing [12]. Data reduction in this study is conducted through in-depth observation of the Instagram account @redcoffee.id, focusing on the content and use of Instagram that includes dimensions of social media marketing. Data presentation refers to the data that has been categorized and then presented in narrative form with the aim of systematically interpreting the data. Next, in the final stage, draw a conclusion based on the data that has been collected and has undergone the reduction stage.

RESULTS AND DISCUSSION

Based on observations of the Instagram account @redcoffee.id, social media marketing dimensions were identified. The research results are explained with reference to the social media marketing dimensions found in the use of Instagram by the account @redcoffee.id.

Interaction

The dimension of interaction found on the Instagram account @redcoffee.id can be seen from the audience's engagement with the account owner. This audience engagement can be found in the comments on content posted by @redcoffee.id. The audience can respond to the content messages conveyed by the Instagram account @redcoffee.id and can also ask about the services at the café. The account owner can respond to the comments left by the audience by replying to their comments.
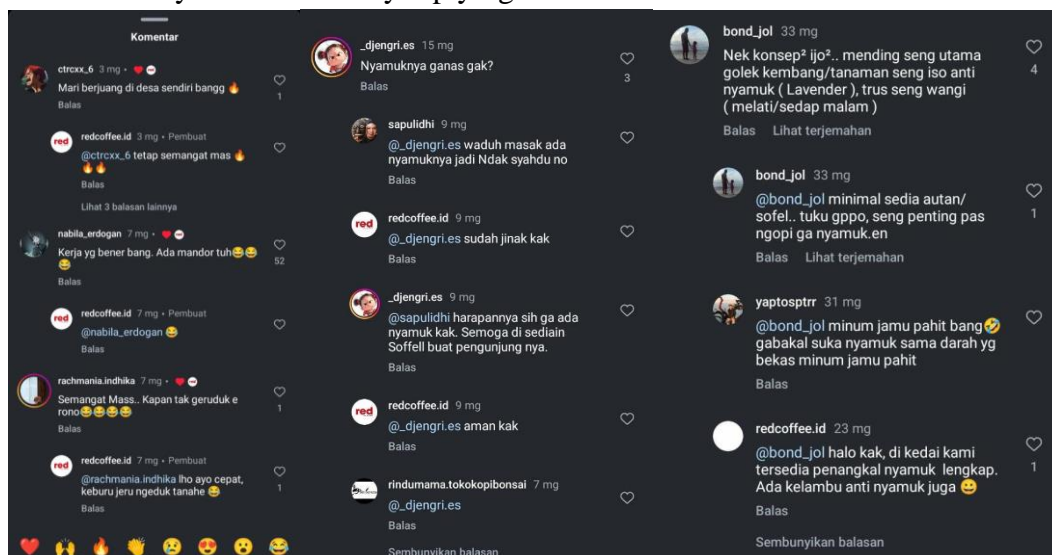

**Figure 1.** Interaction activities between account owners and the audience

Business actors and consumers can interact or communicate through digital platforms or social media. These interaction activities are used to engage consumers in efforts to build stronger relationships. Besides strengthening relationships, interactions can be useful for consumers to obtain information from business actors. Social media forms a communication pattern that involves public followers who can express what is conveyed.

A closeness can be realized due to reciprocal interactions to meet the needs of followers [13].The interaction that occurs between consumers and Instagram account owners plays an important role in building relationships. Through the comment column feature on Instagram, the audience can respond to a post by the account owner. The Instagram account owner can also provide feedback in the form of explanations or responses to audience comments. In the occurrence of this interaction on social media, the account owner has the opportunity to enhance loyalty and trust as well as consumers. The dimension of interaction that occurs in the comments section. The dimension of interaction in the comments section can reflect the level of user engagement with the content uploaded by the account owner. If an active user leaves a comment, it means the content is interesting and successfully triggers a response from the audience. Interactions do not only occur between account owners and the audience, but the audience can also interact with other Instagram users in the comments section. Users can also give each other feedback and share experiences. This can create positive interactions because it can help expand the marketing reach. Account owners can also participate in the interaction to provide answers that can enrich the discussion.

Sharing of Content

The account @redcoffee.id utilizes Instagram as a platform for content creation and distribution. The content uploads are in the form of video reels created according to the café's needs. The posts uploaded to the Instagram feed by the account owner are unscheduled, as seen from the different dates on each uploaded content. The dimension of content sharing can be seen from the diverse content presented by @redcoffee.id as follows.
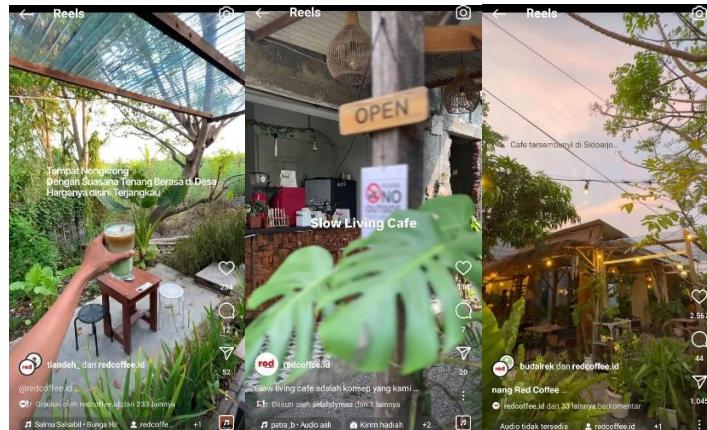
1. Content Awareness
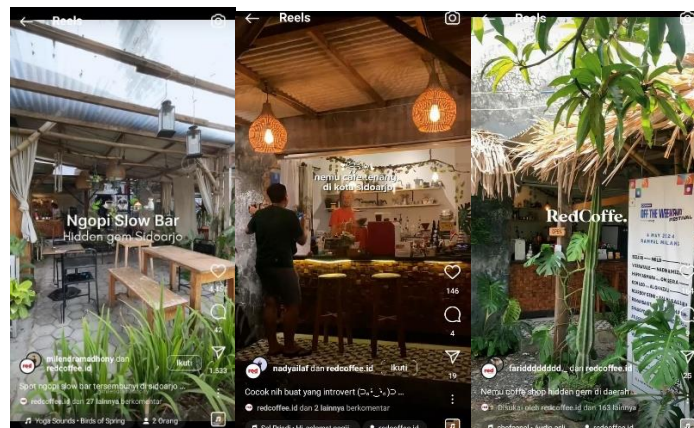
Image 2. Awareness content on the reels of the @redcoffee.id account

The content in image 2 is awareness content. The content includes an introduction to the Red Coffee and Plants café, building brand awareness as a hidden gem café with a slow living café concept emphasized by @redcoffee.id. This can also be seen from the use of relevant hashtags in building brand awareness such as #hiddengem #cafesidoarjo and showcasing visuals of the café with the slow living café concept. There are six awareness content uploads with unscheduled date ranges. Out of the six posts, five were uploaded using the collaboration post feature in partnership with the Instagram content creator account, and one post was uploaded using the Instagram account @redcoffee.id.

2. Promotional Content

Image 3. Promotional content from the reels of the account @redcoffee.id

It is evident that the account @redcoffee.id utilizes Instagram in creating promotional content in the form of special offers to attract the audience's attention and encourage them to make a purchase. In image 3, there is promotional content for a special menu provided by Red Coffee and Plants to customers, where the menu is a special offer, meaning it is limited. In the content, a positive response left by the audience appears, indicating that the promotional campaign provided was able to elicit a response from the

audience. The positive response left by the audience includes comments and the activity of sharing the promotional content among other Instagram users.

3. Konten Entertainment

Figure 4. Entertainment content from the reels of the account @redcoffee.id

The content created by the account @redcoffee.id in Figure 4 features a daily vlog of the owner of Red Coffee and Plants café on the café's day off. There are three entertainment content pieces that have been watched more than 6,000 times, indicating that the audience of @redcoffee.id enjoys the daily videos made by the owner of Red Coffee and Plants café. There are audience comment responses to the entertainment content left in the comments section.

4. Inspirational Content
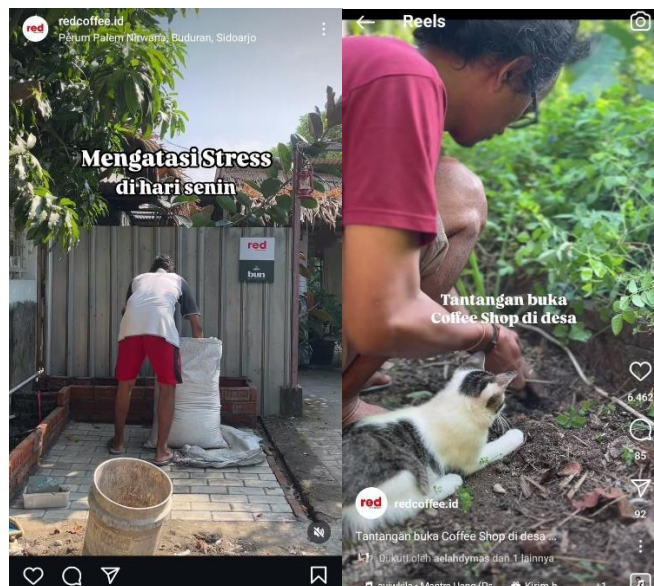
The @redcoffee.id account in image 5 provides motivation through content to the audience.

There are two pieces of content with inspirational content types on the @redcoffee.id account. The account owner uses storytelling sentences in the caption used in image 5, which includes the following motivational sentence."…So how do we overcome stress, laziness, and boredom? For us, encouraging and reminding each other is key. Breakfasting with your favorite food or drink could be the solution. To get you excited this Monday, how about starting with a cup of coffee..." "The challenge of opening a Coffee Shop in the village. Starting a manual brew coffee shop in a village dominated by coffee shops is not an easy task. Culture has a significant influence; providing education is an extraordinary effort for us. Access to the village road, which is far from the main road, also poses one of the biggest challenges. Especially if the village road is closed due to repairs or celebrations. We can only say, "What trial is this, God???" Luckily, we are good at cheering ourselves up... hehe Let's just consider it as a time given to us to rest more, develop, garden, or gossip with the neighbors. We remain consistently open and strive to the maximum. The matter of the outcome is solely in God's hands. Alright, mas Red and Pedro want to dig the soil first rather than being idle.

5. Interactive Content

Image 6. Interactive content from the reels of the @redcoffee.id account

Red Coffee and Plants engage the audience by using content. In a post in image 6, it depicts the presence of interactive content. It is evident in the use of interactive captions and the comment section where there is interaction between the account owner @redcoffee.id and the audience. The caption used is as follows. "How is that possible?" We often have customers from out of town and even from other islands. They say our shop has become one of the destinations when they visit Surabaya or Sidoarjo. Until now, we are still confused, how come there are people who want to have coffee at our shop? Our menu might be similar to other cafes, the location is still far from the county road, and the access road is also not easy. Coincidentally, the city we live in is also not a tourist or trade city that attracts many visitors. If asked why it happened? Until now, we are still left wondering? Maybe the customer knows the answer? What do you think? Try writing in the comments section.

Figure 7. The content of the comment section on the post of image content 6

Social media Instagram can be used as a platform for information exchange, message distribution, and content reception. In its definition, content is a type or unit of digital information that can be in the form of text, images, graphics, video, sound, documents that can be managed in electronic format [14]. By spreading content, it has the potential to attract potential consumers and expand market reach to the Instagram audience. According to Rosmalia in Widuri & Dewi 2023, there are 7 types of social media content, namely awareness content, promotional content, educational content, entertainment content, inspirational content, interactive content, and user-generated content [15]. It appears that five types of content are present in the share of content dimension of the Instagram account @redcoffee.id, namely awareness, promotional, entertainment, inspirational, and interactive content.The use of awareness content can play a role in strengthening the brand image in the eyes of customers or the audience. Through engaging content, cafes can raise awareness about brand presence, brand values, and the unique experiences offered to customers. Content of this type can include visuals such as products and the cafe atmosphere that attract the audience's attention. In its purpose, this type of content aims to introduce a brand or product to the audience. The most common type of content on the Instagram account @redcoffee.id is awareness content. This indicates the account owner's consistency in building a strong brand image to become the desired destination for coffee lovers and visitors seeking a hidden gem café experience with a slow living café concept.The account @redcoffee.id utilizes reels to upload promotional content. In its purpose, promotional content is a promotional message

of a product or service from a company to an audience to generate sales. Content of this type can be an effective tool for companies to introduce products through social media because the audience can engage in the promotional activities. Through engaging promotional content, account owners can influence purchasing decisions and encourage the audience to make a purchase.Entertainment content plays a role for the Instagram account @redcoffee.id. This type of content aims to entertain the audience with interesting stories, images, or videos. Entertaining content can attract the attention of social media users and engage the audience in interactions with the brand. The dissemination of content on the Instagram account @redcoffee.id is not only about promotion but also includes entertaining content that can refresh the audience. Entertainment content can help create an emotional connection between account owners and the audience. By presenting entertainment content, account owners can show a lighter and more enjoyable side of their humanity. This can create a sense of closeness that makes the audience feel connected to the brand.

Brands can motivate audiences through positive messages conveyed in content. It is evident from the use of captions by @redcoffee.id in their inspirational content aimed at inspiring and motivating the audience to make positive changes. Through inspirational quotes, motivational stories, or motivating images, this type of content can build an emotional connection between the audience and the Instagram account owner. In addition to strengthening emotional connections, there is potential to attract new followers. Content of this type has a broad appeal to attract new followers. This can help Instagram account owners expand their reach and increase their follower base. By using inspirational content, the brand image of the Instagram account @redcoffee.id can improve. The audience can remember the Red Coffee and Plants brand as a caring and inspiring account through the messages disseminated through the content. The role of interactive content used by Red Coffee and Plants to enhance audience closeness and interaction. Users can participate and engage directly with the messages conveyed by the account owner through interactive content. In addition to being beneficial for increasing user engagement, interactive content can also provide insights into user preferences or needs. Through this information, brands can develop products or services that are more relevant and appealing to the audience.

Accessibility

On the Instagram account @redcoffee.id, there is an accessibility dimension that can be accessed by the Instagram audience. The @redcoffee.id account includes a link that Instagram users can use to find information about the café's location. The link contains maps, and when pressed, it directly redirects to Google Maps. This is useful for potential customers who will visit the café. The account owner utilizes the Instagram bio feature to include information and make the link accessible.

Figure 8. Instagram bio and linktr.ee @redcoffee.id

Accessibility is the ease of users in accessing information and services offered by the company through social networks. Generally, the term accessibility refers to how users access social media sites [16]. The aspect of accessibility helps the audience to access information easily without obstacles using the provided links. This is a supporting tool for the promotional content that has been uploaded, as this aspect can help attract new potential customers and drive sales of a product offered by the brand. Credibility

Researchers found that the owner of the account @redcoffee.id utilizes social media platforms, particularly Instagram, to build credibility. The Instagram account @redcoffee.id features interesting and informative content. In addition to providing content, the @redcoffee.id account builds good relationships with customers by offering excellent service, such as fostering good interactions with them. The credibility of Red Coffee and Plants comes from the experiences of customers who have consumed or used the products. These experiences also stem from the service and hospitality of the café owner who serves customers well. A review was also shared by a content creator account through video reels using a collaboration post so that the content would also appear on the Instagram feed of Red Coffee and Plants.

Image 9. Review content from the content creator's account on reels @redcoffee.id

Image 10. Customer testimonials in the comments section of the @redcoffee.id account

Building credibility is an important activity to establish trust in a business or brand. Fogg & Tseng in Agustina 2018 state that credibility refers to the trust in information from a credible person, and that trustworthy information is credible information. There are two key components of credibility, namely trust and expertise [17]. Ensuring that the sources of information used are trustworthy and have a good reputation can enhance brand credibility. A review can affect the credibility of a café because that additional information can influence the audience's assumptions about the brand. With good credibility, the café's Instagram account can become a reliable source of inspiration and reference for potential customers, as well as build a positive reputation within the Instagram community.

From the explanation above, it shows that there are four dimensions of social media marketing in the use of Instagram. The dimension of interaction is shown by the interaction that occurs between the owner of the Instagram account @redcoffee.id and the audience. The account @redcoffee.id utilizes the Instagram comment feature to interact by responding to questions or comments left by the audience. The dimension of share of content is present on the Instagram account @redcoffee.id. Among the various types of content provided by the account owner, there are awareness, promotional, entertainment, inspirational, and interactive content. In the dimension of share of content, awareness content is most frequently given to the audience. Red Coffee and Plants Cafe introduces its brand to the audience primarily through awareness content. Additionally, there is promotional content used to market Red Coffee and Plants products. Red Coffee and Plants also uses entertainment content to enhance the relationship between the audience and the account owner. And lastly, there is interactive content, which has the same goal as entertainment content, namely to strengthen the relationship with the audience. By engaging the audience, Instagram account owners can build customer loyalty. The accessibility dimension is present on the Instagram account @redcoffe.id. The account owner provides easy access to information for the audience by including a link.tree. This accessibility dimension can encourage potential new customers to make a purchase by visiting the Red Coffee and Plants location. The final dimension present on

the Instagram account @redcoffee.id is credibility. There is a testimonial from a piece of content uploaded by a content creator's account. The review helps to influence assumptions about the brand. By receiving good reviews, a brand's credibility can increase.

CONCLUSION

Based on the research on "The Use of Instagram as Social Media Marketing for Red Coffee and Plants," four out of the five dimensions of social media marketing were found on the Instagram account @redcoffee.id. The fulfilled dimensions are interaction, share of content, accessibility, and credibility. The aspect that was not fulfilled in the Instagram account @redcoffee.id is online communities. In the interaction dimension, the @redcoffee.id account utilizes Instagram to interact with the audience by responding to audience comments on content posts. In the share of content dimension, Red Coffee and Plants have five types of content: awareness, promotion, entertainment, interactive, and inspirational. The dissemination of content is packaged using the Instagram reels feature. Then the accessibility dimension can be seen from the link.tree listed in the bio of Instagram @redcoffee.id. The account owner includes a Google Maps link for the audience. This can help the audience find the location of Red Coffee and Plants cafe more easily. The last dimension present is credibility. In this dimension, reviews from a content creator and customers about their experience using or purchasing products from Red Coffee and Plants can be seen. Customers also leave positive reviews regarding the service or experience they received when visiting the café. That positive testimonial can influence credibility because it can provide additional information and change the audience's assumptions.

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