

Marketing Communication Strategies Through Social Media Content to Increase Brand Awareness on ESS Coffeeshop

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Abstract

Digital technology has transformed how businesses communicate with their consumers, particularly in the food and beverage (F&B) industry. One of the key strategies to enhance brand awareness is marketing communication via social media. This study aims to analyze marketing communication strategies through Instagram content to increase brand awareness, with a case study on Coffeeshop ESS. This research employs a qualitative approach, utilizing data collection techniques such as interviews, observations, and content analysis of social media platforms. The findings indicate that ESS leverages various Instagram features, including feed posts, stories, reels, and IGTV, to engage with its audience. The marketing strategies implemented include consistent branding, engaging storytelling, collaboration with influencers, and interactive promotional activities. However, challenges such as intense competition in the F&B industry and changing social media algorithms affecting content reach remain significant. The study concludes that an effective digital marketing communication strategy can enhance brand awareness and customer engagement. Recommendations from this research include optimizing visual content, leveraging social media trends, and increasing customer interaction to maintain brand loyalty.

Keywords: Marketing Communication Strategy, Social Media, Brand Awareness, New Media, Coffeeshop

JEL Codes: M30, M31, M37

1. Introduction

In the digital era, the evolution of information and communication technology has revolutionized consumer-brand interactions. Social media has become a dominant marketing tool, allowing businesses to enhance brand awareness and establish a strong brand image in a competitive market. Among various platforms, Instagram stands out due to its visually

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appealing nature, making it particularly effective for food and beverage (F&B) businesses. Indonesia, with over 90 million active Instagram users ([We Are Social & Hootsuite, 2024](#)), presents an immense opportunity for digital marketing strategies.

This study focuses on ESS Café, a coffee and gelato shop that integrates social media as a core component of its marketing efforts. Operating in an industry marked by intense competition, both from local and international brands, ESS Café needs to leverage Instagram to attract and retain customers effectively.

This study aims to examine the marketing communication strategies employed by ESS Café through Instagram content to enhance brand awareness. Specifically, the research focuses on:

1. Analyze the marketing communication strategies employed by Coffeeshop ESS on Instagram.
2. Identify effective social media content approaches that enhance brand awareness.
3. Evaluate the impact of Instagram's features on audience engagement and brand perception.

2. Literature Review

[Fariastuti & Azis \(2019\)](#) conducted a qualitative case study on the marketing communication strategy of OneFourThree.Co, a clothing brand in Jakarta, using Instagram to build brand awareness. By applying the 7P marketing mix and AISAS model, the study found that influencer endorsements and engaging content on Instagram effectively enhanced brand awareness among millennials. However, continuous content innovation was recommended to maintain consumer interest. [Budiarti & Yanuar \(2022\)](#) analyzed the communication strategy of PaDi UMKM in enhancing brand awareness through Instagram. Using descriptive qualitative methods, including interviews and content analysis, the research revealed that Instagram effectively helped promote the brand and engage its target audience, especially UMKM and BUMN. However, the study noted the need for improved responsiveness in consumer interaction. [Buana, Aziza, Pratami, & Margaretha \(2020\)](#) explored how Waroeng Spesial Sambal (SS) uses Instagram to increase brand awareness amid tight culinary competition. The qualitative study involved observation and content analysis, showing that product-focused posts and interactive content successfully drove engagement and awareness, helping the brand expand both domestically and internationally.

a. Marketing Communication

Marketing communication plays a crucial role in modern business strategies by serving as the primary tool for disseminating information, persuading target audiences, and maintaining brand engagement. It integrates various communication channels to convey a consistent brand message, ensuring consumer awareness and fostering customer loyalty.

According to [Kotler and Armstrong \(1997\)](#), marketing is a social and managerial process through which individuals or groups obtain what they need and want by creating and exchanging value. Marketing communication is an integral part of this process, combining advertising, direct marketing, public relations, and digital marketing to influence consumer behavior. [Sulaksana \(2023\)](#) defines marketing communication as the process of spreading information related to a company's products and services to a specific target audience, helping businesses create a competitive advantage. [Priansa \(2017\)](#) expands on this definition by emphasizing the persuasive and informative aspects of marketing communication, which aim to attract consumer attention, encourage purchase decisions, and build long-term relationships

with customers. Additionally, [Widyastuti \(2017\)](#) highlights that successful marketing communication must include clear objectives, audience identification, message design, media selection, promotional mix development, budget planning, and continuous evaluation. Marketing communication is designed to achieve three main objectives:

1. Informative Communication: Providing essential product knowledge to potential customers.
2. Persuasive Communication: Encouraging customers to prefer a specific brand over competitors.
3. Reminder Communication: Reinforcing brand recall and ensuring repeated purchases.

This research examines the implementation of marketing communication strategies, particularly through digital media, to enhance brand awareness for the ESS Coffeeshop

b. Brand Awareness

Brand awareness is the extent to which consumers recognize and recall a brand under various circumstances. It is a fundamental component of brand equity, influencing consumer preferences and purchasing behavior. According to [Aaker \(1991\)](#), brand awareness is the ability of consumers to recognize or remember a brand as part of a specific product category. [Keller \(2013\)](#) adds that strong brand awareness facilitates trust and preference, making consumers more likely to choose familiar brands over unknown alternatives. Key indicators of brand awareness include:

1. Brand Recall: The ability of consumers to remember a brand when thinking about a product category.
2. Brand Recognition: The ability to identify a brand when presented with visual or verbal cues.
3. Purchase Decision: The likelihood that a brand is considered when consumers make a buying decision.
4. Consumption Behavior: Whether a brand becomes a consumer's first choice over time.

Brand awareness can be categorized into four levels:

1. Unaware of Brand: Consumers are unfamiliar with the brand.
2. Brand Recognition: Consumers can recognize the brand when prompted.
3. Brand Recall: Consumers remember the brand without external cues.
4. Top of Mind: The brand is the first one that comes to mind in a product category.

The study examines how ESS Coffeeshop leverages social media marketing, particularly Instagram, to enhance brand recall and recognition.

c. Integrated Marketing Communication (IMC)

Integrated Marketing Communication (IMC) is a strategic approach that ensures all marketing communication tools and channels are synchronized to deliver a unified brand message. It integrates traditional and digital marketing techniques to maximize consumer engagement and brand perception. [Belch & Belch \(2021\)](#) define IMC as the coordination of multiple marketing communication channels—including advertising, public relations, direct marketing, and digital campaigns—to create a seamless and effective consumer experience. [Kotler and Keller \(2016\)](#) emphasize that IMC allows companies to reinforce their branding efforts by ensuring consistency across all communication platforms. [Pickton \(2001\)](#) describes IMC as a strategic business process that integrates all communication efforts, from advertising and social media

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to event sponsorships and influencer marketing. IMC aims to create a holistic and engaging brand experience for consumers. The key components of IMC include:

1. Advertising: Paid promotional activities through digital and traditional media.
2. Direct Marketing: One-on-one marketing efforts, such as email campaigns and telemarketing.
3. Sales Promotion: Short-term incentives, such as discounts and promotional offers, to encourage purchases.
4. Public Relations (PR) :Managing brand reputation through media relations and public engagement.
5. Interactive and Social Media Marketing : Leveraging digital platforms to create two-way communication with consumers.
6. Personal Selling : Direct interactions between sales representatives and potential customers.

This research explores how ESS Coffeeshop applies IMC strategies, particularly through Instagram marketing, to boost brand awareness and customer engagement.

d. New Media

New media refers to digital communication platforms, such as social media and the internet, that have transformed modern interactions. [McQuail \(2011\)](#) identifies characteristics of new media, including interactivity, omnipresence, audience accessibility, and personalization. [widyastuti \(2016\)](#) states that new media allows for greater user control and information accessibility, differentiating it from traditional media. Social media platforms, such as Instagram and Facebook, play a significant role in modern marketing strategies by enabling businesses to engage with consumers directly.

3. Research Method

This study employs a qualitative research methodology with a case study approach to analyze how social media content, particularly on Instagram, enhances brand awareness and customer engagement. The qualitative approach allows for an in-depth understanding of the marketing strategies implemented by ESS Coffeeshop and their effectiveness in influencing consumer behavior.

The research design follows a qualitative descriptive method, which enables a detailed exploration of digital branding strategies. A triangulation of data sources was applied to ensure comprehensive findings, combining interviews, observations, content analysis, and secondary data. Interviews were conducted with social media managers, digital marketing experts, and ESS Coffeeshop's marketing team to gain insights into their marketing strategies, the challenges they face, and the effectiveness of their branding efforts. The interview structure was designed to explore key topics, such as the role of Instagram in brand positioning, the impact of content marketing on brand awareness, and the challenges of adapting to social media algorithm changes. Observations were carried out to analyze how ESS Coffeeshop utilizes Instagram to engage with its audience. The study examined posting frequency, content consistency, interaction strategies, and engagement metrics, including likes, comments, shares, and saves. Content analysis was conducted on Instagram posts, stories, and reels from the past 12 months to evaluate the effectiveness of branding techniques. The analysis focused on factors such as visual appeal, storytelling elements, user-generated content, and influencer collaborations.

Additionally, secondary data from industry reports, academic literature, and competitor benchmarking were incorporated to provide context for the research findings. Purposive sampling was used to select participants with expertise in digital marketing, ensuring that the study focused on individuals who could provide meaningful insights into branding and consumer engagement. Thematic analysis was employed to interpret the collected data, identifying recurring themes and patterns related to brand awareness development through social media marketing.

4. Findings and Discussions

The findings of this study indicate that social media marketing, particularly through Instagram, plays a significant role in enhancing ESS Coffeeshop's brand awareness. The business has successfully leveraged visual content, influencer partnerships, and interactive engagement strategies to establish its presence in a highly competitive market. One of the key findings is that content strategy and engagement play a crucial role in brand recall. ESS Coffeeshop adopts a visual-first approach, utilizing high-quality images and videos to showcase its products. Content themes are carefully curated to include behind-the-scenes footage of coffee brewing, customer testimonials, and promotional campaigns. Among the different types of content, Instagram Reels and Stories generate the highest engagement, indicating a consumer preference for short-form video content. The aesthetic consistency in branding, including the use of specific color schemes and typography, reinforces the brand identity, making it easily recognizable.

The study also highlights the importance of influencer collaborations and community engagement in digital marketing. ESS Coffeeshop actively collaborates with micro-influencers whose brand image aligns with their target audience. These influencers help increase visibility and credibility by sharing authentic experiences with the brand. Additionally, user-generated content (UGC) campaigns, such as the #BrewYourDay hashtag, encourage customers to share their own content featuring ESS products. The use of interactive features, including Instagram polls, quizzes, and Q&A sessions, has further strengthened consumer engagement, creating a sense of community and loyalty. Despite its success, ESS Coffeeshop faces several challenges in maintaining brand awareness through digital marketing. One of the primary obstacles is the frequent changes in social media algorithms, which impact the visibility of organic content. To adapt to these changes, the brand must continuously adjust its content strategy, experimenting with different posting schedules and formats to maintain audience engagement. Additionally, competition in the F&B industry remains intense, making it essential for ESS Coffeeshop to differentiate itself through unique branding and personalized marketing efforts. Another challenge is ensuring consistent engagement levels without relying heavily on paid advertising, which requires a strategic balance between organic and sponsored content.

The study further explores the effectiveness of Integrated Marketing Communication (IMC) in digital branding. ESS Coffeeshop successfully integrates multiple marketing channels, including Instagram, TikTok, and email marketing, to reinforce its brand messaging. The research indicates that maintaining consistency across platforms has contributed to stronger brand recognition and customer retention. Analytics from Google Insights and Instagram Insights reveal a noticeable increase in engagement and website traffic following well-planned marketing campaigns, demonstrating the effectiveness of a cross-platform approach in digital marketing.

Based on interviews conducted with ESS employees and the owner, this study examines how

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Integrated Marketing Communication (IMC) plays a crucial role in increasing brand awareness. Using [Belch & Belch's \(2021\)](#) IMC framework, the research focuses on four out of six promotional mix elements: Advertising, Sales Promotion, Interactive/Internet Marketing, and Personal Selling. Enhancing Brand Awareness Through Integrated Marketing Communication (IMC)

TABEL 1: ESS's IMC Strategy for Brand Awareness

Indicator	Findings
<i>Advertising</i>	ESS utilizes Instagram Ads to promote featured content, including special promotions, community events, and the café's ambiance. These advertisements are strategically targeted to reach potential customers. Additionally, Google Ads are used to improve visibility in search results, particularly for users seeking coffee shop recommendations. The storytelling approach in these advertisements—through compelling photos, videos, and reels—enhances audience engagement.
<i>Sales Promotion</i>	To attract new customers and retain existing ones, ESS implements bundling promotions, seasonal discounts, and limited-time offers. Collaborations with influencers and food bloggers help boost brand exposure and credibility. Promotions such as flash sales and happy hours (e.g., 20% discounts during specific hours) successfully draw more visitors during non-peak hours.
<i>Interactive/Internet Marketing</i>	ESS leverages Instagram as its primary digital marketing channel. Strategies include interactive reels and stories, engagement-driven features (polls, Q&A sessions, and quizzes), and user-generated content (UGC) campaigns like #ESSEExperience, encouraging customers to share their experiences. Collaborations with niche communities, such as motorcycle clubs and creative industry professionals, further enhance brand visibility.
<i>Personal Selling</i>	Customer interactions at ESS are enhanced through personalized service and engagement via direct messages (DMs) on Instagram, where potential customers inquire about menu recommendations, promotions, and events.

The Effectiveness of Instagram Content in Increasing Brand Awareness, Instagram plays a crucial role in ESS's brand awareness strategy. Interviews with ESS's owner and social media marketing team highlight key challenges and strategic measures to maximize Instagram's effectiveness:

- Challenges:
 - Competitive Landscape: With many coffee shops using Instagram for marketing, ESS must create unique and engaging content to stand out.

- Algorithm Changes: Instagram's evolving algorithm affects organic reach, requiring adaptive strategies to maintain visibility.
- Consistency in Engagement: Building a loyal community takes time, creativity, and sustained content strategy.
- Strategic Solutions:
 - High-Quality Visual Content: Using professional photos and videos with engaging storytelling elements.
 - Following Instagram Trends: Creating content with viral audio, challenges, and interactive features.
 - Influencer Collaborations: Partnering with micro-influencers with high engagement for authentic promotions.
 - Content Calendar: Maintaining an optimal posting frequency of 3-4 posts per week, including reels, stories, and feed posts.
 - Maximizing Instagram Features: Utilizing Instagram Live, polls, IGTV, and interactive Q&As to foster direct audience interaction.
- Impact Assessment:
 - Increased Followers & Engagement: ESS saw significant growth in followers and post engagement after implementing these strategies.
 - More New Customers: Many first-time visitors discovered ESS through Instagram, often via influencer recommendations and UGC.
 - Higher Foot Traffic: Instagram's marketing efforts successfully translated into increased physical visits to the coffee shop.

5. Conclusion and Recommendations

The study concludes that a well-structured and engaging social media strategy is essential for enhancing brand awareness, particularly in the highly competitive F&B industry. ESS Coffeeshop has effectively utilized Instagram as a primary marketing tool, employing visual storytelling, influencer collaborations, and interactive content to build a strong digital presence. The research highlights the impact of consistent branding, audience engagement, and strategic content creation on consumer behavior, reinforcing the importance of digital marketing in modern brand development.

The findings suggest that content consistency and visual storytelling are fundamental to brand recall and customer loyalty. By maintaining a recognizable aesthetic and a consistent posting schedule, ESS Coffeeshop has successfully positioned itself as a trusted brand among consumers. Additionally, influencer partnerships have proven to be highly effective in expanding reach and credibility, as consumers tend to trust recommendations from familiar faces. However, the study also emphasizes the need for continuous adaptation to social media trends and algorithm changes to sustain engagement levels.

Based on these insights, several recommendations are proposed to further optimize ESS Coffeeshop's digital marketing strategy. First, enhancing visual storytelling should be a priority, with a greater investment in high-quality photography and videography to create an immersive brand experience. The inclusion of behind-the-scenes narratives and personalized

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content can help establish stronger emotional connections with consumers. Second, strengthening influencer collaborations by partnering with nano-influencers (those with 1K-10K followers) can enhance authenticity and foster deeper engagement. Instead of one-time campaigns, establishing long-term relationships with influencers can lead to more sustainable brand advocacy.

Another key recommendation is to leverage Instagram's algorithm for maximum engagement. This can be achieved by posting at optimal times based on Instagram Insights data and utilizing Reels and Stories consistently to boost visibility. Additionally, implementing AI-powered social media tools can help analyze trends and adjust content accordingly. Expanding cross-platform marketing efforts by integrating TikTok marketing strategies and email marketing can also enhance audience reach.

Lastly, the implementation of a loyalty program can further strengthen customer retention. Rewarding repeat customers with exclusive discounts, giveaways, or special event invitations can encourage long-term brand loyalty. Introducing a referral program where customers earn incentives for recommending ESS Coffeeshop to friends can also enhance word-of-mouth marketing.

The study suggests that future research should explore the impact of AI-driven marketing tools on brand awareness, the role of virtual and augmented reality (VR/AR) experiences in consumer engagement, and a comparative analysis between Instagram and other emerging platforms like TikTok and BeReal. Understanding how evolving digital marketing trends influence consumer behavior will provide valuable insights for businesses aiming to optimize their branding strategies in the digital era.

In conclusion, social media marketing is a powerful tool for brand awareness, and businesses that adapt to digital trends, leverage audience engagement, and maintain consistency in their branding efforts will have a competitive advantage in the evolving marketplace. ESS Coffeeshop serves as a prime example of how effective digital marketing strategies can create meaningful connections with consumers and enhance brand recognition in a crowded industry.

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