

## Promotional Strategies using Instagram @baganjanyuk to Boosting Customer in 2023

Muhammad Firdaus Saputra<sup>1\*</sup>, Haryadi Arief Nuur Rasyid<sup>2</sup>

<sup>1,2</sup> Faculty of Social and Political Sciences, Universitas Muhammadiyah Yogyakarta, Yogyakarta, Indonesia

### Abstract

This research provides a comprehensive exploration into how Bagan Jajan Yuk cafe strategically utilizes its Instagram account @baganjanyuk for promotional endeavors, navigating a landscape marked by a burgeoning cafe industry and intense competition. Employing a qualitative descriptive approach, the study employs the AISAS model to analyze the effectiveness of this strategy. The findings illuminate Instagram's pivotal role as a potent tool in not only attracting but also engaging potential customers. The linchpin of this success lies in the consistent generation of captivating content. The sustained use of @baganjanyuk on Instagram significantly amplifies interaction with potential patrons, fostering a heightened interest in experiencing the cafe's offerings and even eliciting recommendations to a broader audience. This research underscores the undeniable effectiveness of promotional strategies through Instagram, particularly when coupled with a sustained commitment to content consistency. This approach proves instrumental in not just reaching but also retaining customers, particularly within the younger demographic. The broad spectrum of engagement and its appeal to potential customers reiterates the paramount importance of leveraging Instagram as a pertinent and triumphant promotional platform. This study provides valuable insights into the contemporary business landscape, highlighting the pivotal role of social media, specifically Instagram, in crafting and executing successful promotional strategies. It offers a nuanced understanding of how online platforms can be harnessed to not only navigate but also excel in the dynamic and competitive modern market.

**Keywords :** Instagram, Promotion Strategy, Social Media.

### Introduction

Social media in the era of globalization has now become an integral part. Its main function as a source of information, news, entertainment, fashion, and lifestyle helps users gain broad insights. Indonesia has 167 million active social media users, especially on Instagram, which recorded 116.16 million users according to Napoleon Cat data. The role of social media is not only important for individuals, but also for businesses as an effective medium to interact and communicate. Instagram, for example, allows users to easily share moments, influencing the way people get information, share experiences, and form opinions (Nainggolan et al., 2018). For businesses, social media, especially Instagram, is an effective promotional platform. Mahmudah (2021) research shows that persuasive information on social media can influence consumer purchasing decisions, while according to Kurnianto (2020), promotion through social media can increase revenue due to high interaction with customers through the comment feature.

The advantage of social media, especially Instagram, as a promotional tool lies in the provision of powerful analytics tools, such as Instagram Insight, which allows users to track performance, understand user behavior, and optimize promotional strategies. Users can utilize ads by selecting categories that suit the purpose of the promotion, such as brand awareness ads, product consideration ads, or conversion ads. In addition, Asmaradewi's research highlights the advantages of promotion through Instagram, where the features available make it efficient as a promotional platform. Promotional

---

\*Firdaussaputra2002@gmail.com

strategies on Instagram also allow for segmentation according to the target audience, creating a distinct advantage for businesses (Asmaradewi, 2019).

Instagram social media provides the advantage of providing interactive and dynamic narratives related to products or services. Features such as Stories, Reels, and hashtags not only bring attention to users with short and engaging content, but also increase visibility and reach more people. Interactivity is also enhanced through user participation and mentions. In addition to these advantages, Instagram offers a variety of creative ad formats, such as images, videos, carousels, and collections, giving marketers the flexibility to deliver messages according to promotional needs. Furthermore, content on Instagram tends to have a longer lifecycle, especially through the Highlights feature which allows brands to showcase their key content for a longer period of time.

Cafes now not only fulfill lifestyle needs, but also become essential centers of social and cultural activities. Promotional strategies are key for café businesses to compete amidst intense competition. Cafés are ideal places for social interaction, discussion, and productivity with Wi-Fi facilities. Interestingly, cafes also emphasize coffee quality, aesthetic interior design, and unique experiences to suit modern tastes. The fast-growing "foodie" phenomenon encourages café entrepreneurs to offer creative menus, ranging from specialty coffee to a variety of food and beverages. The advantages of social media for easy access and quick interaction are key elements in café promotion strategies in this era.

A strategy is a method or design to achieve the target of what has been planned. Strategy is almost the same as the word tactics, tactics or politics, is an arrangement of potential and resources in order to efficiently obtain the results of a design (Purwanto, 2021). With this strategy, it will help and make it easier to achieve goals. Besides that, the strategy also contains steps to achieve goals effectively and efficiently.

One business sector that is experiencing rapid growth and increasingly fierce competition is the café industry. Especially in the city of Bagansiapiapi, Riau. Cafes are no longer just a place to drink coffee, but also a place to socialize, gather, work, or even share experiences through social media. As a result, every business in this sector must have a strong and adaptive marketing strategy to remain competitive and thrive.

"Bagan Jajan Yuk" café in Bagansiapiapi has successfully utilized Instagram (@baganjajanyuk) as an effective marketing tool. With a diverse menu, including Nasi Bakar, Ricebowl, Chicken Steak, Sweet Snack, Salty Snack, Dessert Box, and Mille Crepe, as well as a variety of drinks, the cafe is able to compete in a crowded market with similar competitors (

Figure 1). Promotional strategies through social media helped them succeed. The café started with delivery sales in 2018, then tried car sales in 2019 with a focus on desserts and drinks. In mid-2019, the café opened an outlet, which was then relocated in 2021, attracting customers that have been increasing year after year.

Figure 1. Menus from Bagan Jajan Yuk cafe



**Source:** Instagram account @baganjajanyuk

By using Instagram as a promotional medium, Bagan Jajan Yuk cafe has succeeded in increasing the number of their customers. Isra Armariosa as the owner of Bagan Jajan Yuk cafe said, "if Instagram is for promotion, info from us like for example today's menu or content from Bagan Jajan Yuk, occasionally there are giveaways too, usually through Instagram. then for communication with customers yes, for delivery. Usually what influences it is promotion via Instagram, yes, we have tried to be active on Facebook too, but it's not enough".

The uniqueness of using Instagram @baganjajanyuk social media is that it is always consistent in uploading opening hours, menus, products that are available that day, the atmosphere of the cafe, and displaying posts of consumers enjoying their products. Not infrequently Instagram @baganjajanyuk also displays the process of making their products. In addition, they also offer special services such as delivery, hampers and other services. This approach is different from the promotion adopted by similar cafes in Bagansiapiapi city. Bagan Jajan Yuk is the only cafe that focuses on selling desserts and various other menus, and they actively use Instagram as the main tool for promotion. This is evident by the growing number of posts and followers, surpassing their competitors. The following data compares Bagan Jajan Yuk cafe's photo uploads and followers with similar competitors (Table 1).

**Table 1.** Number of Instagram posts uploaded and Instagram followers of Bagan Jajan Yuk cafe with competitors until November 2023

Number	Cafe Name	Instagram Accounts	Number of Instagram Posts	Number of Instagram Followers
1	Bagan Jajan Yuk	@baganjajanyuk	257	4.103
2	Duwa Coffee	@duwacoffee	24	1.012
3	ManjiwCo	@manjiw.co	12	1.142
4	Coffee Uyang Bagan	@coffeeuyangbagan.cub	553	1.127
5	Monokrom	@monokrom.bgn	15	1.373

**Source:** Instagram Accounts Bagan Jajan Yuk, Duwa Coffee, ManjiwCo, Coffee Uyang Bagan, and Monokrom until November 2023

When competing with various other cafes, @BaganJajanYuk needs to continue to develop its promotional strategy. According to Jamaludin online promotion is a process of activities carried out by parties (companies) in offering goods or services that are introduced or advertised through online media (internet), so that there is no direct face-to-face interaction between buyers and sellers (Jamaludin 2015). Meanwhile, according to Dhamayanti, online promotional activities are inseparable from marketing activities carried out using the internet or online media (Dhamayanti, 2017). An effective promotional strategy on social media sites such as Instagram is not only about posting product images or menus, but also about how to recognize followers' preferences, respond to the latest trends, build a strong community, and measure the impact of each promotional effort. One of the owners and managers of Bagan Jajan Yuk, known as Isra Armariosa, stated that the use of Instagram account for promotion has provided positive benefits in increasing sales of Bagan Jajan Yuk cafe. The following is Bagan Jajan Yuk's consumer data from 2018-November 2023 (Table 2):

**Table 2.** Bagan Jajan Yuk consumer data from 2018 - October 2023

Year	Number of Consumers
2018	567
2019	843

2020	1.082
2021	3.311
2022	6.390
2023	21.528

---

**Source:** Owner of Bagan Jajan Yuk cafe.

The table above shows that consumers who come to buy Bagan Jajan yuk cafe products increase from year to year with the promotion through Instagram. From 2022 to 2023 there was a significant increase in the number of consumers. The increase in consumers is increasing from year to year because the cafe owner has a strategy for marketing his products through Instagram.

Therefore, this study will examine more deeply the promotional strategies used by Bagan Jajan Yuk cafe through its Instagram social media @baganjajanyuk. With intense competition and the existence of social media as a promotional medium in the current era, business people in the cafe industry are competing to find their customers. This was researched to find out whether there are changes in consumer behavior, the high use of Instagram social media, the increase in the number of consumers when using Instagram social media as a promotional medium, and measuring the effectiveness of strategies that can later become an example for other cafe business people, especially in the city of Bagansiapiapi.

Based on the background that has been explained, the researcher took the title "Promotional Strategies Using Instagram @baganjajanyuk to Boosting Customer in 2023". This research will try to understand the changes in their strategy over time, how they face intense competition in the cafe industry, and how they strive to maintain and increase their number of consumers.

## Literature Review

There are several studies that have been conducted on phenomena related to the research that the author raises, including:

**Yohana Asmaradewi** thesis in 2019 with the title "The Role of Instagram as a Promotional Media in Increasing the Number of Visitors at Cafe Mas Bro". This thesis aims to analyze the factors driving Cafe Mas Bro entrepreneurs to use Instagram as a promotional medium, analyze how to promote through Instagram, analyze the factors that make Instagram effective as a promotional medium. The focus of the research conducted was social media Instagram and Cafe Mas Bro. The equation in this study is that both discuss Instagram as a promotional media to market something via the internet or social media. The difference with the author's current research is in the object under study, namely in previous research making Cafe Mas Bro the object of research. Then the current research focuses on investigating the social media promotion strategy of Instagram @baganjajanyuk while previous research is oriented towards the overall influence of Instagram on the object under study.

**Lutfiana Sururin Mahmudah** thesis in 2021 with the title "The Effect of Social Media Promotion Strategy on Consumer Purchasing Decisions". This thesis aims to determine the effect of social media promotion strategies on consumer purchasing decisions for MamamYuu Kediri stalls. The equation in this study is that both discuss promotional strategies carried out through social media. The difference with the author's current research is in the object under study, namely in previous research making MamamYuu's shop a case study of his research. The current research focuses on investigating the promotional strategies used by the @baganjajanyuk Instagram account, with the aim of increasing the number of consumers or customers. Meanwhile, previous research focused on the impact of the overall social media promotion strategy on consumer purchasing decisions.

**Dewi Untari dan Dewi Endah Fajariana** journal in 2018 with the title "Marketing Strategy Through Instagram Social Media (Descriptive Study on @Subur\_Batik Account)". The purpose of this study is to find out how the strategy carried out by the @Subur\_Batik Instagram account in marketing its products. The equation in this study is that both discuss social media as a medium in marketing, especially Instagram and want to know more about the promotional strategies used. The

difference with the author's current research is in the object under study, namely in previous studies making the @Subur\_Batik account as the object of research. The focus of this research is to explore the promotional strategies used by the @baganjanyuk Instagram account, with the aim of increasing the number of consumers. While previous research focused on the marketing strategies used by the @Subur\_Batik Instagram account without a special focus on its impact on the number of consumers.

## Research Methods

This research uses a descriptive qualitative approach to study how the promotional strategy of Bagan Jajan Yuk cafe on its Instagram social media account, namely @baganjanyuk in increases the number of consumers. The descriptive qualitative approach was used in this study so that researchers could describe the promotional strategy on the Instagram social media account @baganjanyuk for increasing the number of consumers in depth. The descriptive method according to Sadhiarta is defined as an effort to describe or study certain conditions, situations, or social phenomena. (Sadhiarta, 2020).

### Data Collection Techniques

Data sources in qualitative research consist of various types, such as people, places, events, objects, and documents and archives. The main data source in this research is Isra Armarososa as the owner of Bagan Jajan Yuk cafe as well as @baganjanyuk Instagram account, so the data collection technique that will be used is in-depth-interview. This in-depth-interview was chosen to get deeper data related to the Instagram social media promotion strategy of @baganjanyuk.

The selection of this in-depth-interview method is so that this research is more focused as revealed by Darmawan (2021) in interviews, the focus of the research is clearer, and the data collected is more focused (Darmawan, 2021). In addition, secondary data from this research was obtained from sources such as documentation, social media.

### Sampling Technique

Informants in research are to get data several informants are selected by researchers who can help researchers to get data. The selection of informants as data sources in this study can be divided into two categories, namely internal and external informants.

An internal informant is someone within the Bagan Jajan Yuk cafe with the criteria of having authority and also carrying out managerial functions at Bagan Jajan Yuk cafe, has worked at Bagan Jajan Yuk cafe for at least 3 years, understanding and masters the existing problems, has data and being willing to provide this information, and is responsible for managing Bagan Jajan Yuk cafe social media, in this case Instagram @baganjanyuk which is a promotional medium. An external informant is someone who is outside the scope of Bagan Jajan Yuk cafe with the criteria of being a follower of the @baganjanyuk Instagram account, having bought and tried Bagan Jajan Yuk cafe products, and seeing and following @baganjanyuk Instagram activities. From these criteria, the informants in this study are (

Table 3):

Table 3. Informant Data

Number	Name	Gender	Status	Informant	Job
1	Isra Armarososa	Female	Married	Internal	Owner Bagan Jajan Yuk Cafe
2	Santi Tri Batra	Female	Single	External	Freelancer
3	Hendra Wansyah	Male	Single	External	Government Employees

So, the owner and consumers at Bagan Jajan Yuk cafe (@baganjajanyuk) are sources who know about how the Instagram social media promotion strategy @baganjajanyuk in increasing the number of consumers.

### **Data Validity Test**

In this study, the data source triangulation method was used. Data triangulation is applied to increase the accuracy and truth of the research results, as well as to prevent subjectivity (Yusuf, 2017). In this study, the data source triangulation method was used. Data triangulation is applied to increase the accuracy and truth of the research results, as well as to prevent subjectivity.

## **Result and Discussion**

### **Promotion Strategy Through Social Media Instagram @baganjajanyuk**

Speaking of promotion, the definition of promotion according to Sunyoto in Nursaimatussaddiya (2022) is that promotion is one of the variables in the marketing mix which is very important for companies to implement in marketing products (Nursaimatussaddiya, 2022). Promotional activities not only function as a means of communication between companies and consumers, but also as a tool to influence consumers to purchase or use products according to their needs and desires. Meanwhile, online promotions are mostly related to the use of the internet. According to Coupey (2001), the internet is a communication channel that connects customers, markets, and various organizations. With the internet, individuals have the ability to determine how they communicate with others and their markets quickly and easily. The internet also has the potential to unearth a deeper understanding of customer needs and competitor strategies (Coupey (2001).

Through interviews, this study found that the promotional strategy of Bagan Jajan Yuk cafe on Instagram @baganjajanyuk focuses on the consistency of daily posts through Instastory. This action not only updates the menu, but also provides information to potential customers. Consistency shows the account's liveliness and responsiveness to the latest developments. Daily variations in content make viewers curious and continue to follow until the end. Café owner Isra Armarosa emphasized that content packaging, especially new content with an editing process, plays a central role. Re-uploading content can result in a drop in viewership, so presenting fresh and interesting content is key to maintaining user interest and increasing engagement on the Instagram platform.

Secondly, Bagan Jajan Yuk café promotes the "Coming Soon" menu on Instagram, uploading the latest or best seller menu with a specific time caption, such as 2pm. This approach creates a sense of exclusivity and increases customer enthusiasm, while the pre-order system and limited stock encourage potential consumers to act quickly or compete for the product, effectively expanding the impact of promotion on the Instagram platform. customers, while expanding the impact of promotion through Instagram.

Third, Bagan Jajan Yuk cafe implements a promotional strategy by holding giveaways on Instagram. With the conditions of following the @baganjajanyuk account, commenting, and sharing the experience through Instastory, this giveaway not only provides an opportunity for attractive prizes, but also arouses the interest of many people to find out more about this cafe. Through participation in the giveaway, the potential to increase the number of followers was realized due to people's interest in following the @baganjajanyuk account and participating in the exciting promos organized by the cafe. As a result, this strategy created a positive buzz around the cafe and increased its visibility on Instagram.

Fourth, another strategy that has a significant impact, as revealed by the owner of Bagan Jajan Yuk cafe in the interview, is the utilization of Instagram Ads. By using Instagram Ads, the café is able to reach a wider audience, as evidenced by @baganjajanyuk account visits reaching up to 30,000 in a month. This strategy proves that investing in paid advertising on Instagram has a positive influence on the level of engagement and dissemination of information about Bagan Jajan Yuk café.

Fifth, another strategy adopted by Bagan Jajan Yuk cafe is the rotation of menu variants. Rotation here includes the introduction of new menus that can appear if there are creative ideas, contemporary food, or the latest culinary trends. Conversely, menus that are already less desirable will be removed from the menu list. This approach creates a constantly

changing menu variation, and through the Instagram account @baganjanyuk, this makes people curious and interested in finding out more by consuming products from Bagan Jajan Yuk cafe. By following culinary trends and maintaining the appeal of the menu, this cafe has succeeded in maintaining customer interest and stimulating the curiosity of potential consumers.

Sixth, the next strategy is to maintain the product's taste image. By maintaining and maintaining the quality of the taste image of the food, drinks, snacks and other products offered, Bagan Jajan Yuk cafe has succeeded in creating a positive experience for consumers who have tried its products. This not only encourages customers to buy again, but also encourages them to recommend the cafe's products to others. Ketujuh, strategi lanjutan melibatkan peremajaan tata letak kafe dan pengecatan ulang. Tindakan ini tidak hanya memengaruhi pengunjung langsung yang datang ke kafe, tetapi juga berdampak pada pembuatan konten. Dengan menjaga tata letak yang rapi dan memberikan tampilan kafe yang segar dan terang, baik saat di tempat maupun melalui konten yang diunggah di Instagram, kafe Bagan Jajan Yuk mampu menarik perhatian calon konsumen dan mendorong mereka untuk mengunjungi serta membeli produk.

Eighth, the last strategy is to use endorsements. Isra Armarosa, as the owner of the café, revealed that they have done endorsements by involving friends who have many followers on Instagram. Through this strategy, Bagan Jajan Yuk café can utilize the popularity of their friends to attract the attention of potential new customers. The endorsement approach is an effective channel to attract and build potential consumers' trust in the cafe's products and brand.

According to Santi Tri Batra and Hendra Wansyah, who are informants and loyal consumers of Bagan Jajan Yuk cafe, the frequency of uploads from the @baganjanyuk account is one of the main attractions. Both consider that the success of this cafe in maintaining consumer interest can be attributed to their consistent strategy of always updating and improving content. According to them, this policy succeeds in creating a fresh impression and avoiding boredom, so that consumers always remember and actively engage with Bagan Jajan Yuk cafe. The high frequency of posts allows consumers to stay up-to-date, update their menus, and experience varied content, making Bagan Jajan Yuk cafe's Instagram account an interesting and dynamic resource for them.

This finding supports Sunyoto's theory of promotion, which states that promotion is not only a means of communicating companies with consumers, but also as an influence in product purchasing decisions according to consumer needs and desires. Thus, promotion not only provides information, but also creates a positive impact on consumer actions and perceptions. Kafe Bagan Jajan Yuk successfully achieved the objectives of online promotion, as described by (Strauss, 2016). These include expanding reach at an affordable cost, tracking customer responses, creating a global market share, increasing the attractiveness of promotional strategies, making online purchases easier, and supporting a personalized approach to customers. Thus, the café successfully applied the principles of efficient and effective online promotion.

### ***Use of Instagram Social Media Features as Promotional Media***

From the results of the interview with Isra Armarosa, it was found that the use of features provided by Instagram did not have a significant impact, especially on the poll feature on Instastory. Initially, the Instagram account @baganjanyuk tried to use the poll feature, but the interaction and enthusiasm of the followers were considered low. Therefore, the use of this feature is limited and only done a few times at certain times.

Bagan Jajan Yuk cafe owner Isra Armarosa highlighted that although Instagram provides various features, not all features are automatically effective for promoting Bagan Jajan Yuk cafe. The choice not to rely too heavily on certain features reflects a strategic policy of choosing elements that can truly optimize interaction with followers and enhance the cafe's appeal through the platform.

In terms of Instagram features conveyed by Antasari & Pratiwi, the profile and bio of Bagan Jajan Yuk cafe on its Instagram @baganjanyuk contains products sold, operating hours, address, Whatsapp link and messages independently. (Antasari & Pratiwi, 2022). For photo uploads, videos and Instagram stories @baganjanyuk always updates and regularly uploads their content. @baganjanyuk posts always use captions that contain a brief explanation of what is posted or the name of their product and an invitation to come and buy their products. For hashtags only in some posts. For likes and comments, it depends on consumers to like or comment on uploaded posts. Direct Message is also used as a medium for more intense communication.

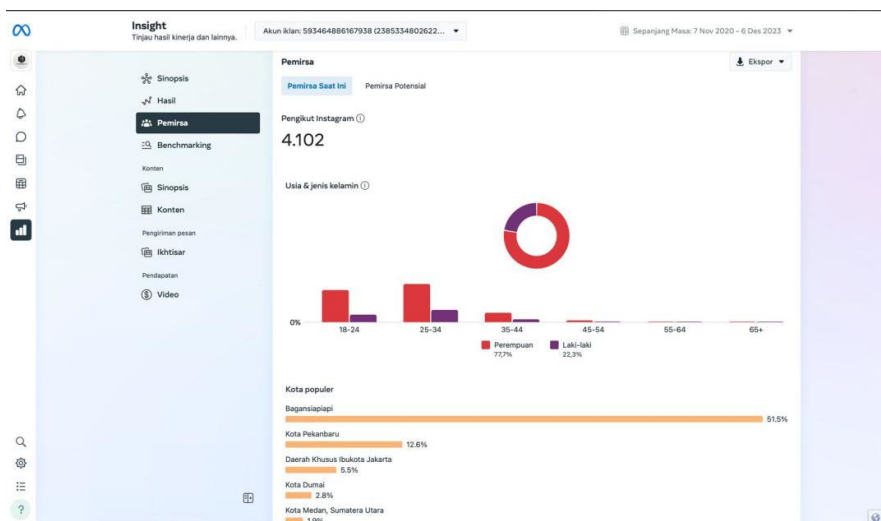
## Effectiveness of Instagram Social Media as a Promotional Media

According to Kotler & Killer, social media is a means for consumers to share text, image, audio, and video information with each other and with companies (Kotler & Killer, 2012). In addition to sharing information, social media users also have the ability to share images, increase knowledge, and even find and add friends (Cambie & Ooi, 2009). Instagram, as a social media platform as well as a promotional medium, is considered very effective by Isra Armarosa, owner of Bagan Jajan Yuk cafe. This effectiveness is mainly seen in terms of flexibility, as Instagram is not only a promotional tool but also a communication channel that is not limited by time and place. As a result, activities such as ordering, inquiries regarding the menu, products, or cafe, as well as the delivery of other information, can be done easily through this platform. This is also because Instagram is a new media that involves several significant elements, including entertainment, representation of virtual society, interaction between users and media technology, shifts in individual identity and community, the link between the human body and media technology, as well as various aspects in the realm of media culture, industry, economy, accessibility, ownership, control, and regulation (Ii, 2011).

Isra Armarosa also revealed that Instagram is not only a medium for communication, but also the main source of information for many people who want to find out more about Bagan Jajan Yuk cafe. This phenomenon has a positive impact on the growth in the number of followers of the @baganjajanyuk Instagram account, which is not only limited to the city of Bagansiapiapi but also penetrates into other cities such as Pekanbaru, Jakarta, Dumai, Medan, and other areas.

Not infrequently, consumers who are outside the city place orders through Instagram, and the product is then sent to the city where the consumer is located (Figure 2). This shows that Instagram is not only a means of local promotion, but also a bridge to reach a wider market and support ordering activities from consumers in various locations.

Figure 2. Viewer Insights of Instagram Account @baganjajanyuk



Source: Screenshot of @baganjajanyuk Instagram Insights from Isra Armarosa

According to Santi Tri Batra and Hendra Wansyah, followers and customers of Bagan Jajan Yuk cafe, promotion through Instagram has proven to be effective. They highlighted that the cafe not only relies on organic content, but also utilizes Instagram Ads, which allows them to reach a wider range of potential customers. The strategy of using Instagram Ads is believed to be successful in attracting the attention of more people, especially when @baganjajanyuk's content appears on users' homepage. This success is reflected in the positive response, where people are tempted to watch and feel



interested in buying the products offered by Bagan Jajan Yuk cafe. Thus, the use of Instagram Ads not only increases visibility, but also becomes an important factor in generating consumer interest and engagement (Figure 3).

Based on the AISAS model, there is a stage where consumers are actively engaged, taking concrete actions such as seeking information, using products, and sharing experiences with others. Attention in the form of an advertisement, for example, can trigger interest, which then results in a desire to search for more information. (Wicaksono et al., 2015).

### *Attention*

This stage describes the consumer's focus and attention on the product, which is triggered by advertisements in various electronic media, such as television and radio, as well as through social media that has been widely used by the audience.

### *Interest*

This stage reflects the passive interest of consumers, used to motivate them to actively seek more information about the products or services offered.

### *Search*

This stage marks the transition from an individual to a social process. When consumers start seeking information and asking questions, it indicates that they have entered the active zone in the process of understanding and searching for products.

### *Action*

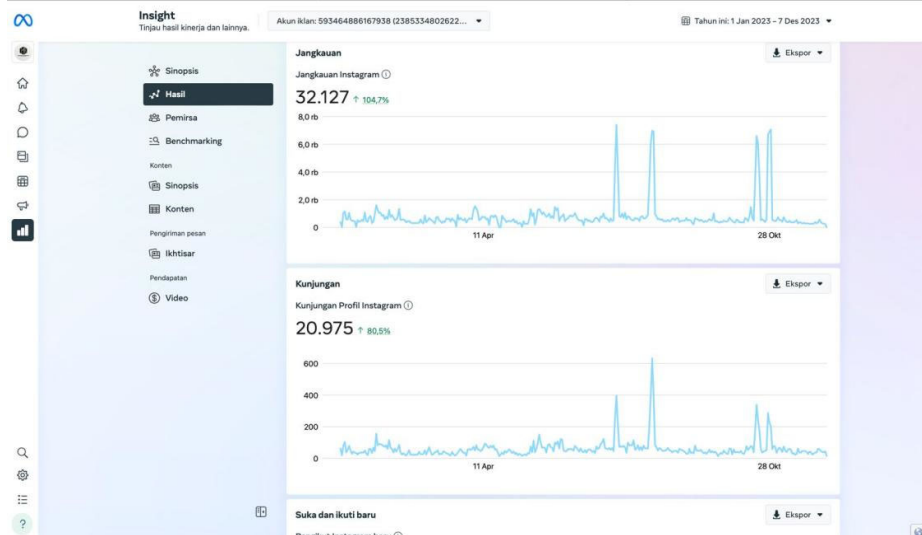
This stage involves consumers in physical interaction with the product or service being offered. This indicates that their response does not stop at the information level, but rather involves concrete action.

### *Share*

This is the final stage in the process and indicates that the brand has been successfully marketed. Consumers at this stage become loyal advocates and recommend the brand to others, forming strong social support for the brand.

At the "Attention" stage, Bagan Jajan Yuk cafe through its Instagram social media account @baganjajanyuk uploads content, especially instastory regularly every day so that their followers monitor and watch the content and always update their content. Then enter the "Interest" stage, @baganjajanyuk raises giveaways so that potential customers are involved, as well as the concept of "Coming Soon" so that potential customers are interested in coming to compete to get it. At the "Search" stage, potential customers try to find out what menus are available today, whether certain menus are ready or not, and what menus are best sellers. Bagan Jajan Yuk Cafe also uses Instagram Ads to reach potential customers more broadly and these potential customers find out the information. This makes potential customers enter the "Action" stage, namely visiting Bagan Jajan Yuk cafe and buying products from Bagan Jajan Yuk cafe either directly or online. While the "Share" stage of Bagan Jajan Yuk cafe tries to maintain and maintain the quality of their menu so that consumers who have tried it will recommend it to their friends or family and come back to buy Bagan Jajan Yuk cafe products.

**Figure 3.** Insight on Reach and Visits of @baganjanyuk Instagram Account



Source: Screenshot of @baganjanyuk Instagram Insights from Isra Armaros

### ***The Effect of Promotion Strategy through Instagram Social Media @baganjanyuk on the Number of Consumers***

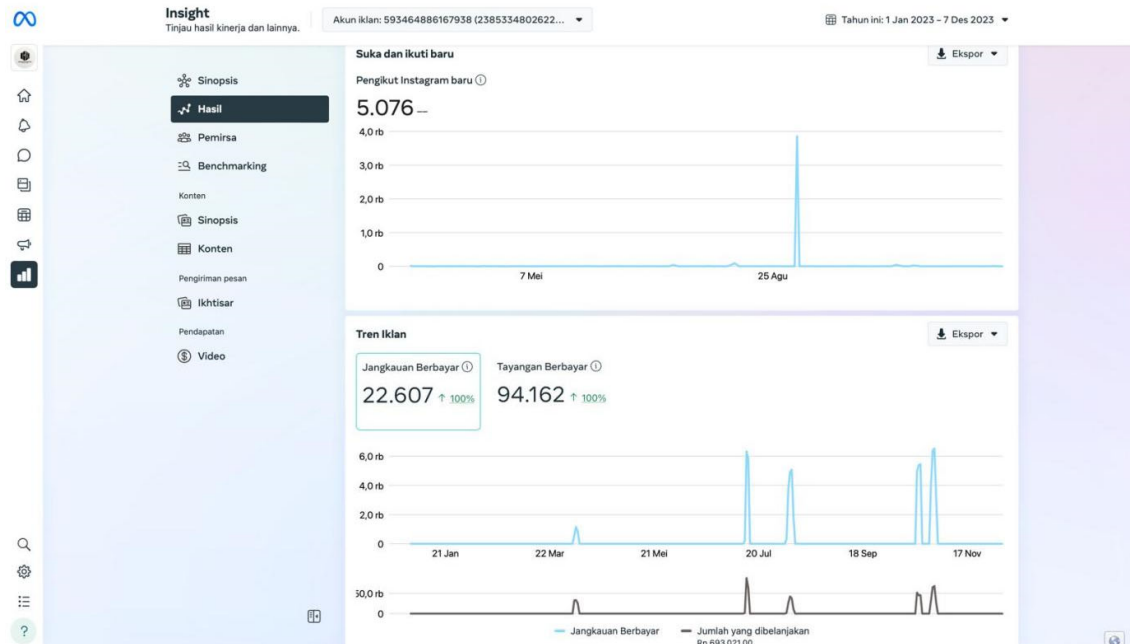
Based on the results of interviews with informants, who are also followers and consumers of Bagan Jajan Yuk cafe, they stated that their interest in this cafe was influenced by the various menu variants offered. The menus are not only in line with the latest culinary trends, but are also able to fulfill their tastes. Bagan Jajan Yuk cafe is recognized as a pioneer in several menus, such as Grilled Rice, Avocado Brownis, and other innovations that were previously not available in the Bagansiapiapi area. This menu diversity has managed to attract a lot of interest, resulting in a continuous increase in the number of consumers and followers on Instagram.

Other factors that appeal to followers and consumers of Bagan Jajan Yuk café involve the attractive setting and good lighting. The café attracts attention especially from young people, not only because of its strategic location, but also because of the acoustic music that adds to the atmosphere. All of this contributes to its strong appeal, making Bagan Jajan Yuk cafe a desirable destination for potential customers looking for a unique and fun culinary experience.

In addition, both informants also pay attention to the content aspect of the @baganjanyuk Instagram account. The first informant observed the aesthetic dimension of the content and rated it as interesting and not boring. Meanwhile, the second informant focused more on the updating aspect of the content, especially related to menus, snacks, teas, and information on best-selling products. Both emphasized how such content can influence their level of interest in a product or business.

From what is presented by Bagan Jajan Yuk cafe through Instagram, it is not uncommon for potential customers to be tempted to make purchases after seeing this interesting content (Figure 4). This purchase decision arises from curiosity about the products uploaded via Instagram, interest in menus that match tastes, the attractiveness of trending menus, and the comfort and blessing of a place that looks crowded with young people's activities. New customers also come from several reasons, such as knowing Bagan Jajan Yuk cafe through Instagram, being attracted by the curious menu, and getting positive recommendations from friends or family who have tried the cafe's menu. All of this shows how powerful the influence of Instagram content is on consumer decisions. Interactivity and engagement allow marketers to have an ongoing conversation with customers or consumers who are interested in their products or services (Opreana & Vinerean, 2015).

**Figure 4.** Insight into New Likes and Follows, and Advertising Trends of @baganjanyuk Instagram Account



Source: Screenshot of @baganjanyuk Instagram Insights from Isra Armarosa

### **Consumer Response to Promotion**

Consumers show a high level of satisfaction with the diverse menu offered by Bagan Jajan Yuk cafe, along with the interesting content presented on their Instagram. Interview results show that Santi Tri Batra, one of the consumers, really likes the content that describes the process of making food. A similar opinion was also expressed by Hendra Wansyah, who felt satisfied and enjoyed seeing the barista making coffee. Both admit that the content gives them satisfaction.

Besides being fans of content on Instagram, Santi Tri Batra and Hendra Wansyah also actively monitor the @baganjanyuk account, especially when there are new uploads. This shows that the content uploaded on the platform not only creates visual satisfaction but also builds active engagement from consumers.

The importance of Instagram in consumers' experience is also reflected when they plan to visit Bagan Jajan Yuk cafe. Beforehand, they confirm whether the cafe is open or closed and check what menu is available that day through the Instagram account @baganjanyuk. Thus, the platform is not only an attractive visual gallery, but also a critical source of information for consumers before visiting the cafe in person.

## **Conclusions and Suggestions**

### **Conclusions**

In exploring the promotional strategies of Bagan Jajan Yuk café through Instagram social media, this study illustrates the diversity of approaches adopted and their impact on customer numbers. Through interviews with the owner and analysis of consumer responses, it was found that the consistency of daily posts, promotion with the concept of "Coming Soon," the existence of promos, the use of Instagram Ads, rotation of menu variants, preservation of the taste image, and attention to the condition of the cafe, were the main elements that succeeded in making this cafe stand out in the digital realm.

In particular, the use of Instagram as an effective promotional tool has proven to be able to reach a wider audience, not only locally but also reaching other major cities. This promotional strategy, along with a focus on fresh content, proved to provide a positive interactive experience for both followers and consumers. This positive response is seen in the increased number of followers, consumer growth, and ever-increasing engagement. With Bagan Jajan Yuk cafe's success in

implementing online promotional strategies, it is evident that Instagram is not only a visually appealing platform but also an effective tool to build brand awareness, increase consumer engagement, and support overall marketing activities.

In closing, this research confirms that promotion through social media, especially Instagram, is not only relevant but also highly effective in gaining and maintaining consumer interest. The success of Bagan Jajan Yuk café serves as a practical illustration of how smart and creative promotional strategies can create positive experiences for consumers, generate sustainable growth, and establish brands as key players in the culinary industry.

### **Suggestions**

Based on the results of the research that has been conducted, the researcher hopes that this research can contribute to Bagan Jajan Yuk or other brands that are increasing the number of consumers by using Instagram social media as a promotional medium. Based on the research results that researchers get, the advice that researchers give is to further optimize the use of features that are already available on Instagram including how to package the use of these features. The owner of Bagan Jajan Yuk cafe continues to try to develop and learn about Digital Marketing and Copywriting as stated during the interview. It is hoped that the knowledge gained can be implemented, such as visualizing content to make feeds look neater, creating attention-grabbing captions and hashtags as one of the factors to get a wider reach, and involving Instagram followers in promotions. Do not forget to keep a good relationship with consumers through comments on posts or direct messages.

### **Acknowledgments**

With humility, the researcher would like to thank both parents, brother and sister for the support, prayers, and encouragement given to the researcher during the process before the research until completion. Second, to Mr. Haryadi Arief Nur Rasyid, S.IP., M.Sc., as the supervisor who has provided guidance, direction, and input during the research. Third, thanks to all informants who have helped complete this research. Fourth, thanks to "Asedese" namely Azura, Wulan, and Lady who also encouraged and helped in the pre-research preparation process. Fifth, thanks also to "Untitled" and Adver friends.

### **References**

- Antasari, C., & Pratiwi, R. D. (2022). Pemanfaatan Fitur Instagram Sebagai Sarana Komunikasi Pemasaran Kedai Babakkeroyokan Di Kota Palu. *Kinesik*, 9(2), 176–182. <https://doi.org/10.22487/ejk.v9i2.327>
- Asmaradewi, Y. (2019). Peran Instagram Sebagai Media Promosi Dalam Meningkatkan Jumlah Pengunjung Pada Cafe Mas Bro. *Skripsi*, 1–137.
- Cambie, S., & Ooi, Y. M. (2009). *International Communication Strategy Developments In Cross-Cultural Communications, PR and Social Media*. Kogan Page.
- Coupey, E. (2001). Marketing and the Internet. In *Prentice Hall*.
- Darmawan, D. (2021). *Dinamika Riset Kualitatif Diskusi Praktis & Contoh Penerapannya* (N. NM). PT REMAJA ROSDAKARYA.
- Dhamayanti, M. (2017). Implementasi Promosi Online Dalam Menciptakan Minat Membeli (Studi Kasus: Distributor Kosmetik Galvanik Spa Nu Skin). *Jakarta: Ilmu Komunikasi*, 4, 1.
- Ii. (2011). *BAB II LANDASAN TEORI 2.1. Pengertian Media Baru (New Media)*.
- Jamaludin, A., Arifin, Z., & Hidayat, K. (2015). Pengaruh promosi online dan persepsi harga terhadap keputusan pembelian. *Jurnal Administrasi Bisnis (JAB)*, 21(1), 1–8. <https://media.neliti.com/media/publications/85820-ID-pengaruh-promosi-online-dan-persepsi-har.pdf>
- Kotler, P., & Killer, K. (2012). *Marketing Management 14 th Edition*. PT Indeks Kelompok Gramedia.

- Kurnianto, Y. T. (2020). Pemanfaatan Media Sosial Instagram Sebagai Media Promosi Pemasaran Minuman di Banjarbaru (Studi Pada Akun Instagram @tempatbiasa.kopi). *Ilmu Komunikasi*, 8.
- Mahmudah, L. S. (2021). Pengaruh Strategi Promosi Media Sosial Terhadap Keputusan Pembelian Konsumen (Studi pada Warung MamamYuu Kediri). *Repository.Uinjkt.Ac.Id*.  
[https://repository.uinjkt.ac.id/dspace/handle/123456789/55761%0Ahttps://repository.uinjkt.ac.id/dspace/bitstream/123456789/55761/1/11160150000019 Lutfiana Sururin Mahmudah Water mark.pdf](https://repository.uinjkt.ac.id/dspace/handle/123456789/55761%0Ahttps://repository.uinjkt.ac.id/dspace/bitstream/123456789/55761/1/11160150000019%0ALutfiana%20Sururin%20Mahmudah%20Water%20mark.pdf)
- Nainggolan, V., Randonuwu, S. A., & Waleleng, G. J. (2018). Peranan Media Sosial Instagram dalam Interaksi Sosial Antar Mahasiswa Fakultas Ilmu Sosial dan Politik Unsrat Manado. *Jurnal Acta Diurna*, 7(4), 1–15.  
<https://ejournal.unsrat.ac.id/index.php/actadiurnakomunikasi/article/view/22022>
- Nursaimatussaddiya, C. C. C. (2022). *Monograf Keputusan Pemilihan Jasa Berbasis Citra Merek Dan*.
- Opreana, A., & Vinerean, S. (2015). A new Development in online marketing. *Expert Journal of Marketing*, 26(1), 1153–1159.  
<http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=84743132&site=eds-live&authtype=ip,uid%5Cnhttp://dx.doi.org/10.1016/j.indmarman.2011.09.009%5Cnhttp://portal.acm.org/citation.cfm?id=1930536%5Cnhttp://dl.acm.org/citation.cfm?id=1930536%5Cnhttp://>
- Purwanto, E. S. (2021). Strategi pembeajaran. *Eureka Media Aksara*, 1(1), 1.  
<https://repository.penerbiteitureka.com/id/publications/349478/strategi-pembelajaran>
- Sadhiarta, A. A. N. (2020). *Best Practice Penelitian Kualitatif dan Publikasi* (A. D. Fauz). CAKRAWALA SATRIA MANDIRI.
- Strauss, Judy, & Frost, R. (2016). *E-Marketing Edisi Internasional* (6th ed.). Pearson.
- Untari, D. (2018). Neocolonial Identity and Counter-Consciousness. *Pacific Affairs*, 2(2), 372.  
<https://doi.org/10.2307/2757514>
- Wicaksono, A., Rachmawati, I., & Prabowo, F. S. A. (2015). ANALISIS AISAS (ATTENTION, INTEREST, SEARCH, ACTION, SHARE) PADA PENONTON IKLAN LINE VERSI MINI DRAMA ADA APA DENGAN CINTA (AADC) 2014 PADA YOUTUBE DI INDONESIA. *E-Proceeding of Management*, 2(15018), 2388.
- Yusuf. (2017). *Metode Penelitian: Kuantitatif, Kualitatif, dan Penelitian Gabungan*. Kencana Prenada Media Group.