

MARKETING | RESEARCH ARTICLE

# Use of Instagram @Buna.Indonesia Social Media in Promoting Buna Indonesia Coffee Shop to Customers

Ikhsan Saputra<sup>1</sup>, Ruslan Ramli<sup>2</sup>

<sup>1,2</sup> Department of Communication, Faculty of Communication, Universitas Esa Unggul, Jakarta, Indonesia.  
Email: [ikhsansaputra@esaunggul.ac.id](mailto:ikhsansaputra@esaunggul.ac.id)<sup>1</sup>, [ruslan.ramli@esaunggul.ac.id](mailto:ruslan.ramli@esaunggul.ac.id)<sup>2</sup>

## ARTICLE HISTORY

**Received:** February 17, 2025

**Revised:** May 07, 2025

**Accepted:** March 01, 2026

## DOI

<https://doi.org/10.52970/grmapb.v6i2.1114>

## ABSTRACT

This study aims to determine the use of Instagram social media @buna.indonesia in promoting Buna Indonesia coffee shops to customers and to determine the obstacles faced by the use of Instagram social media @buna.indonesia in promoting Buna Indonesia coffee shops to customers. In obtaining the data needed for this study, the researcher used a qualitative method, a descriptive research type with a case study approach. The results of this study indicate that the AISAS Theory specifically plays an important role in explaining how @buna.indonesia managed to attract the attention of the audience through interesting and interactive visual content. The researcher also found obstacles to using Instagram social media, namely That Unexpected changes in the Instagram algorithm often reduce the reach and visibility of content, as well as limited features, resources, including time, energy, and budget. The increasingly tight competition in the coffee industry also adds to the complexity of the challenges faced.

**Keywords:** Instagram, Promotion, AISAS, Coffee Shop.

**JEL Code:** M31, M37, L81, Z13

## I. Introduction

Coffee shops have become a popular destination for the younger generation, offering a unique blend of Indonesian coffee sourced from various regions. National coffee consumption has been steadily increasing every year since 2010/2011, with an estimated 10,000 coffee shops in operation by 2023, generating revenues of around IDR 80 trillion. This growth has fueled the expansion of culinary businesses, particularly coffee shops, which are now the largest market in Southeast Asia. However, the coffee shop industry in Indonesia faces challenges due to increasingly fierce competition. Many small coffee shops struggle to compete with larger brands and franchises that have more resources for innovation and marketing. To overcome this challenge, several solutions have been identified, including product and service innovation, digital marketing, creating an engaging customer experience, partnering with local suppliers, and adapting to consumer preferences. Consumer interest in seeking product information plays a crucial role in this context. Coffee shops that provide complete and positive information through channels such as social media and review platforms are more successful in attracting interest and building consumer trust, which in turn influences purchasing decisions and customer loyalty.



In today's information society, digital media has become a necessity, with the speed and extent of internet penetration growing to billions of users in just two decades. In Indonesia, the number of internet users has continued to increase over the last five years, making the country one of the largest internet user populations in the world. The presence of social media in the contemporary information society has provided enormous benefits, particularly during the pandemic era. Social media allows users to represent themselves, interact, collaborate, and share with others, thereby forming virtual social bonds. It is also widely used in marketing to target consumers more efficiently, quickly, and broadly. In a business context, social media serves as an effective tool for marketing and communication. Businesses can use social media to promote products and services, engage with customers, build brands, and receive feedback. Moreover, social media enables businesses to reach a wider and more diverse audience at a relatively low cost compared to traditional marketing methods.

Instagram is one of the most popular social media platforms in the world, with 1.32 billion users as of January 2023. In Indonesia, Instagram reaches 31.9% of the total population and is one of the most popular social media platforms in the country, after WhatsApp. Instagram allows users to share photos and videos, showcase moments of activity, and interact with others through features such as likes, comments, and direct messages. The availability of various features in a single application is the main reason for users' interest in using the platform. Instagram is also widely used for marketing purposes. Coffee shop entrepreneurs in Cilegon, Banten, including Buna Indonesia, have adopted Instagram as a marketing tool due to increasingly fierce business competition. Instagram content plays a crucial role in showcasing the characteristics of a business, such as service quality, atmosphere, uniqueness, products, and more. This study will focus on the influence of Instagram content on consumer interest in visiting coffee shops.

Buna Indonesia employs a variety of promotional strategies to attract and engage customers, with its main platforms being Instagram and Facebook. These platforms are used to post product updates, promotions, and events. Their Instagram account has around 3,500 followers, indicating a strong reach within the local community. The Instagram account @buna.indonesia represents a modern coffee shop that offers delicious treats and provides an immersive visual and emotional experience. The account successfully captures attention through interactive storytelling, often featuring plot twists and humor. Staff members, social media specialists, and even the shop owner frequently appear in the content, creating a personal connection with followers. Collaboration with local content creators and active responses to followers' comments and messages further strengthen two-way interactions. Additionally, @buna.indonesia hosts various events such as workshops and art seminars, which are beautifully documented in story highlights. This approach fosters an emotional bond and customer loyalty. The impact of this strategy will be analyzed using the AISAS (Attention, Interest, Search, Action, and Share) method to understand how it builds trust and deepens engagement.

Plot twists are used to create dramatic effects and make a story more engaging, enhancing its appeal to readers or viewers. According to Christopher Booker (2006), plot twists can dramatically change the direction of a story, often by reversing the expectations of both characters and the audience. Given this, researchers are interested in studying the use of Instagram (@buna.indonesia) in promoting Buna Indonesia coffee shops to customers. This study aims to assess the effectiveness of the @buna.indonesia Instagram account in advertising to consumers, as well as to identify the challenges faced in this process. Additionally, the study seeks to understand the obstacles faced by Buna Indonesia coffee shops in advertising on Instagram and to identify strategies for improving their marketing efforts.

## II. Literature Review and Hypothesis Development

### 2.1. AISAS model

In the purchasing decision-making process, especially for high-involvement items, customers tend to conduct a more in-depth search compared to low-involvement items. To address this, Dentsu (Sugiyama &

Andree, 2011) proposed a marketing communication model based on technological developments, known as the AISAS model. According to Sugiyama and Andree (2011), the AISAS model is designed to effectively approach the target audience by examining behavioral changes, particularly in the context of advances in internet technology. AISAS stands for Attention, Interest, Search, Action, and Share. In this model, a consumer first pays attention to a product, service, or advertisement (Attention), which generates interest (Interest) and leads to a desire to gather information (Search) about the item.

## 2.2. New Media Theory

New media theory is a concept developed by Pierre Lévy that explains the evolution of media. This theory presents two perspectives. The first is the social interaction view, which distinguishes media based on their proximity to face-to-face interaction. Lévy argues that the World Wide Web (WWW) is a flexible and dynamic information environment that is open, enabling humans to develop new knowledge and participate in a democratic world. This world is based on the equitable distribution of power and is more interactive (Feroza & Misnawati, 2021).

## 2.3. Promotion

According to Kotler and Keller (2016), promotion is a form of communication carried out by a company to consumers or the target market, to convey information about the product or company to encourage purchasing. Meanwhile, according to Buchory and Saladin in Aris (Diyatma, 2017), promotion is one element of the company's marketing mix used to inform, persuade, and remind customers about the company's products.

## 2.4. Social media

According to Meike and Young (Nasrullah, 2015), the term social media is defined as a convergence between personal communication, in the sense of sharing between individuals (one-to-one sharing), and public media, which allows sharing with anyone without individual specificity. Social media facilitates sharing both between individuals and with the public. Therefore, social media users are required to understand what is appropriate and inappropriate to publish to others, whether personally, interpersonally, or publicly.

## 2.5. Instagram

According to Bambang Dwi Atmoko (2012), Instagram is a photography-based social networking service. This platform was launched on October 6, 2010, by Kevin Systrom and Mike Krieger, who were able to attract 25,000 users on its first day. Atmoko also stated that the name "Instagram" is an abbreviation of the words "instant" and "telegram." According to the official Instagram website, Instagram is a fun and unique way to share your life with friends through a series of images. Users can take a photo with their phone or tablet and then choose a filter to enhance the image.

## 2.6. Customer

Customers are individuals or organizations that have completed purchase transactions. They are the main backbone of a company. Without customers, there would be no business activities. The continuation of a company's existence depends on its customers (Haryono, 2016). Meanwhile, according to Griffin (2005), a customer is someone who has developed a habit of making purchases. This habit is formed through frequent purchases and interactions over a period of time. Without a strong history of relationships and repeat purchases, an individual is not considered a customer, but rather a buyer. True customers develop over time.

### III. Research Method

This study adopts a postpositivist paradigm, which suggests that humans are not always correct in their perception of reality. The study employs a descriptive qualitative research method with a case study approach to analyze the use of Instagram social media in promoting Buna Indonesia coffee shops to customers. Qualitative data collection techniques include interviews, observations, documentation, and triangulation. Documentation involves collecting and analyzing materials such as profiles, insights, photos, and videos to address the research problems. Data validity tests, including credibility, transferability, dependability, and confirmability, are used to assess the validity of the research data. Triangulation of data sources enhances the reliability of the findings by using diverse data, concepts, and theories. Data analysis is a systematic process that involves organizing and compiling data from interviews, field notes, and documentation. The model used is Miles & Huberman, which includes the stages of data collection, data reduction, data presentation, and data verification. Data collection involves gathering information and documentary evidence from interviews, Instagram, and observations at Buna Indonesia. Data reduction focuses on identifying the most important parts of the data, while data presentation organizes the data into narrative text, interview guidelines, observation guidelines, and documentation guidelines. Researchers identify themes, patterns of relationships, similarities, and common occurrences from the collected data.

### IV. Result and Discussion

#### 4.1. Analysis Result

The Use of Instagram Social Media @buna.indonesia in Promoting Buna Indonesia Coffee Shop to Customers. This study examines the use of Instagram social media by @buna.indonesia to promote Buna Indonesia Coffee Shop to customers, as well as the challenges faced. In-depth interviews were conducted with key informants and participants to identify existing issues and gain deeper insights. The study was carried out systematically, involving two key informants and two participants as research subjects. Data were collected through interviews, and the researcher analyzed and classified the responses based on the research objectives and the information needs of each informant. This systematic approach ensures that every aspect relevant to the study is thoroughly identified and analyzed. Buna Indonesia was established in 2020 to provide a comfortable space for socializing and organizing in a noise-free environment. The results of this study offer a clear and relevant picture of the use of Instagram as a promotional tool for Buna Indonesia Coffee Shop. Below is a statement from the owner of Buna Indonesia, Wisam:

Buna was founded in 2020. At that time, there were not many coffee shops in Cilegon. We founded it because we wanted a place where we could discuss, chat, and organize—away from the noise and crowds. That's how the idea came about." (Interview, August 9, 2024). The analysis of the Instagram promotion strategy of @buna.indonesia can be understood through the AISAS theory (Attention, Interest, Search, Action, Share). This theory helps explain how customers respond to digital content, from the initial attention they give to sharing their experiences. By integrating insights from interviews with the AISAS theory, a comprehensive understanding of the effectiveness of the promotion strategy can be developed. Attention is the first stage, where the advertisement is seen, watched, or heard. This stage is crucial as it sets the foundation for the advertising message to have a lasting impact on the audience. Buna Indonesia has successfully attracted attention, built interest, facilitated information searches, encouraged action, and motivated customers to share their experiences on Instagram.

By integrating insights from interviews with the AISAS theory, a clearer picture of the promotion strategy used by @buna.indonesia emerges. "To maintain the consistency of Buna's brand image, we create content that aligns with Buna's characteristics, such as ending every piece of content with a plot twist and using predetermined colors and visual themes. We want to show that Buna is the same both online and offline; we are not trying to be someone else—we are authentically who we are. This is what we aim to display on

social media. Even though the results are not always perfect, at least we present our friendly and fun side." (Interview, August 9, 2024). The analysis includes assessing the color, lighting, photo composition, and the message conveyed in the caption. Visuals that align with a strong narrative are considered more effective in capturing the audience's attention. @buna.indonesia can use short video content, such as Instagram Reels or Stories, to showcase behind-the-scenes coffee making, product reviews, or the atmosphere of their coffee shop. This approach not only attracts attention but also provides customers with a deeper insight into the brand.

To engage users on Instagram, @buna.indonesia combines compelling visual content with a strong narrative. The company strategically displays high-quality visuals that highlight the unique characteristics of their coffee shop, using the right lighting, careful photo composition, and color choices that align with their branding. Below are the results of an interview with a Buna Indonesia customer, Hana. "There are some good and interesting pieces of content. I like the visuals to be more natural, and the words in the captions are also funny." (Interview, August 9, 2024). This is supported by data showing an increase in the number of followers and engagement on the @buna.indonesia account after implementing this visual strategy. Wisam also added that the narrative behind each post plays a crucial role in capturing attention. By telling the story behind each product and incorporating trending phrases such as "Rugi Dong," "Hmmm," "Semanagat Ya Dek Ya," and "Gak Bisa Yura," @buna.indonesia can build an emotional connection with its users.



**Figure 1. Growth of Buna Indonesia Instagram Followers**

Instagram Insights data shows that posts with personal narratives tend to receive more likes and comments than regular posts. The Buna Indonesia brand effectively grabs users' attention through engaging visuals and narratives, thereby increasing awareness and interest. The communication message must spark curiosity and motivate the audience to engage. Therefore, the company must carefully consider the appeal of its content, as seen in the text on its social media platforms. This aligns with the statement made by Buna Indonesia's social media specialist, Regha:

*"Create more diverse and entertaining content. For Buna, interesting content is content that is entertaining in nature. We package it in a comedic way with a plot twist."* (Interview, August 9, 2024).

According to an interview with Regha, a social media specialist involved in account management, the most effective content in capturing user interest is content that incorporates elements of comedy or storytelling with a plot twist. Data from Instagram Insights shows that posts with elements of comedy and

clever storytelling receive more views, shares, and comments compared to standard content. This demonstrates that smart entertainment and engaging storylines are key to increasing user interest and encouraging further interaction with @buna.indonesia content. Buna Indonesia has optimized Instagram features to make it easier for users to find more information about the company. These features include Instagram Stories, Highlights, hashtags, and link trees. Stories and Highlights are used strategically to provide important information at all times, organized into categories such as "Menu," "Promo," and "Events." According to an interview with Regha, Social Media Specialist at Buna Indonesia, the use of Highlights has increased user engagement, with a consistent number of views on each Highlights category.

*"We often use stories for polls, like small games. 'Teman Acaramu' is frequently uploaded on stories, and we highlight it to make it easier for people to find when they want to book for wedding events. We also use Linktree to promote GoFood and direct people to our WhatsApp. The hashtags we use are always our own, not many different ones."* (Regha, Social Media Specialist, Buna Indonesia)."

In an interview, Regha explained that the link tree has become one of the most effective tools in directing traffic from Instagram to other platforms, such as websites and online ordering applications. @buna.indonesia has employed strategies such as collaboration with influencers and culinary accounts to increase visits and product sales. One successful example is a collaboration with a local influencer in Cilegon, which resulted in a significant increase in visitors, particularly from millennials. Influencers' posts often include positive testimonials, strengthen the brand image, and encourage followers to try recommended products directly. Overall, this collaboration has proven effective in increasing the café's reach and sales. This was confirmed by the researcher in an interview with the owner of Buna Indonesia, Wisam:

*"We sometimes also collaborate with influencers, culinary accounts, and events. We play a lot in that space. So many people come to Buna."* (Interview, August 9, 2024).

In an interview, Wisam mentioned that these programs not only increase sales in the short term but also build long-term loyalty among customers. @buna.indonesia has leveraged positive customer reviews as part of a content strategy that encourages users to share their experiences on social media. Reviews and ratings, especially on delivery platforms like GoFood and GrabFood, have a significant impact on Buna Indonesia's reputation. Testimonial content featuring these positive reviews is often reshared by @buna.indonesia on Instagram Stories, creating a snowball effect where more customers are encouraged to leave positive reviews after seeing the appreciation of similar reviews. This strategy not only improves the overall rating but also encourages more customers to recommend the café to friends and family. A content strategy that focuses on customer experience also plays a significant role in encouraging shareability. @buna.indonesia actively invites customers to share their experiences through creative hashtag campaigns, often accompanied by incentives such as small gifts or discounts. This fosters a larger community and encourages customers to share their experiences. Buna Indonesia's popularity has increased significantly due to strong word-of-mouth and content strategies that encourage sharing. By sharing shareable content, visitors are able to provide reviews with a clear picture, thus encouraging further interaction with customers through social media.

#### a. Obstacles in Using Instagram

Instagram's ever-changing algorithm can pose challenges for small businesses like Buna Indonesia Coffee Shop in terms of engagement and content visibility. Unexpected algorithm changes can decrease engagement, even if the content uploaded is of high quality. Additionally, technical issues arise from Instagram's limited features, such as the inability to directly track conversions from Instagram to offline sales. Despite offering in-depth analytics features, these limitations make it difficult to accurately measure the impact of each promotional campaign on sales at a physical coffee shop. As Charlesworth (2018) notes,

algorithm changes on social media platforms like Instagram pose significant challenges for small businesses. This was also conveyed by Buna Indonesia's social media specialist:

*"The technical obstacle we face is understanding Instagram's algorithm so that the uploaded content can be spread even wider (beyond just followers)." (Interview, August 9, 2024).*

The @buna.indonesia marketing team faces challenges in managing their Instagram account due to limited resources, such as time, manpower, and budget. These constraints hinder the team's ability to produce consistent and high-quality content. According to Tuten & Solomon (2018), these challenges are the primary obstacles faced by small businesses in implementing an effective digital marketing strategy. The main obstacle is the lack of talent in content creation, which forces the team to rely on staff, social media specialists, and the owner. This was conveyed by Regha:

*"The resource constraints we face include the lack of talent to serve as actors in the content we create." (Interview, August 9, 2024).*

#### 4.2. Discussion

##### a. Use of Social Media Instagram @buna.indonesia in Promoting Buna Indonesia Coffee Shop to Customers

The rapid development of the coffee shop sector in Indonesia has led to increasingly tight competition among business owners. In this context, marketing becomes a crucial aspect that must be addressed from the outset. With an effective marketing strategy, a business can grow successfully, both in terms of attracting more customers and increasing product sales. Therefore, a well-designed marketing communication strategy is essential for conveying a product's mission and marketing message effectively. A promotional strategy is an approach used to introduce and promote a product or service to a broader audience, to increase awareness, generate interest, and ultimately boost sales. In an increasingly competitive business environment, a relevant marketing strategy is crucial for ensuring that a product is widely known and remembered by consumers. Various methods can be employed, ranging from print media and television to social media. The use of Instagram as a promotional tool enables companies to reach their target audiences more precisely, interact directly with them, and tailor messages to be more relevant. A successful promotional strategy also involves analyzing consumer behavior, selecting appropriate distribution channels, and determining competitive pricing. With a measurable approach, a marketing strategy can support business growth and help build a positive image in the eyes of consumers. Buna Indonesia promotes its coffee shop through a promotional strategy based on the AISAS theory. According to Sugiyama & Andree (2011), the AISAS theory is often used in marketing activities, encompassing five stages: Attention, Interest, Search, Action, and Sharing.

The AISAS theory in marketing includes two stages: Attention and Interest. In the Attention stage, the advertisement is seen, watched, or heard, and the message not only reaches the audience but also captures their attention. In the Interest stage, customers become aware of and begin to engage with a product. Buna Indonesia has successfully attracted the attention of customers who follow the Instagram account @buna.indonesia and engage with the posts uploaded by the social media team. Buna Indonesia's content includes high-quality photos, interactive stories, and elements of comedy. At the Interest stage, the communication message sparks the audience's curiosity about the product. The right message piques their interest, motivating them to engage further. Relevant content, tailored to the needs and desires of the target audience, not only captures attention but also sustains consumer interest in the brand.

To attract and retain customers, @buna.indonesia implements a content marketing strategy focused on creating high-quality content that fosters an emotional connection with its audience. This approach aligns with marketing theory, which suggests that entertaining content has strong potential to capture user interest.

In the context of social media, such content serves as a "hook" that not only attracts attention but also keeps users engaged. The owner of @buna.indonesia aims to attract customers through promotions on Instagram. By sharing information about the Buna Indonesia coffee shop on Instagram, the owner hopes to encourage more customers to visit the coffee shop. In the search stage, consumers gather more information about the company/product by exploring search engines like Google or YouTube. Buna Indonesia uses Instagram to provide key details about the coffee shop, including engaging captions, operating hours, addresses, hashtags, and additional information related to the menu and delivery apps.

At the action stage, the message effectively encourages the audience to take specific actions, such as purchasing a product, visiting a store, or ordering online. Discounts and special offers are strategies used by Buna Indonesia to motivate followers or potential customers to act. At the share stage, if the information shared is valuable and engaging, consumers will provide feedback by sharing their experiences with the product with those around them. Word-of-mouth in the digital era can rapidly spread information and enhance consumer trust in a brand. The results of this study highlight how @buna.indonesia leverages New Media principles, such as interactivity, personalization, media convergence, and accessibility, to build and strengthen relationships with customers. The integration of this theory in the analysis helps explain the relevance of the social media strategy employed and offers deeper insight into the role of Instagram in modern business promotion.

b. Obstacles in Using Instagram Social Media @buna.indonesia in Promoting Buna Indonesia Coffee Shop to Customers

Buna Indonesia coffee shop, which uses Instagram as a promotional platform, faces several technical and operational challenges. One of the main obstacles is the constant changes in Instagram's algorithm, which affect the reach and visibility of each post. These changes often result in decreased engagement, regardless of the content's quality. Additionally, Instagram's limited features make tracking conversions from Instagram to offline sales at the coffee shop a challenge, making it difficult for the team to measure the direct impact of each promotional campaign on sales. Limited resources, such as time, manpower, and budget, also present challenges for the marketing team in managing their Instagram account. These constraints require the team to multitask, which can impact the quality and success of their promotional campaigns. One of the most significant resource limitations is the lack of talent for content creation. Staff, social media specialists, and even the coffee shop owner often have to appear in the content, which may not always be ideal for building a professional brand image. Despite these challenges, Instagram is considered a valuable platform in the promotional process due to its ease of use, variety of features, and cost-effective promotional potential.

## V. Conclusion

This study analyzes the marketing strategy of the Instagram account @buna.indonesia, using the AISAS theory and other digital marketing concepts. The strategy involves high-quality photos, storytelling, and engaging content that captivates the audience. The content is informative and relevant, effectively capturing the interest of customers. The strategy also incorporates hashtags, Linktree, and Highlight features to guide followers toward further actions. Strategic promotional content and collaborations with influencers encourage purchasing actions. The "Sharing" stage is crucial, with customer testimonials and influencer reviews enhancing word-of-mouth and strengthening consumer trust. However, the strategy faces several challenges, including unexpected changes to Instagram's algorithm, limited features such as conversion tracking, resource constraints, a lack of talent, and intense competition in the coffee industry. Despite these obstacles, the @buna.indonesia team remains optimistic and confident in their approach. Instagram continues to be a valuable promotional platform for Buna Indonesia, offering cost-effective marketing and helping strengthen their market presence. The platform's features allow for more affordable marketing, making it an essential tool in their digital marketing strategy.

## References

- Annur, C. M. (2023). Indonesia merajai pasar kopi modern di Asia Tenggara pada 2023. Databoks. <https://databoks.katadata.co.id/datapublish/2023/11/17/indonesia-merajai-pasar-kopi-modern-di-asia-tenggara-pada-2023>
- Ardial, H. (2014). Paradigma dan model penelitian komunikasi (R. Damayanti & F. Hutari (eds.); 1st ed.). Bumi Aksara.
- Arikunto, S. (2013). *Prosedur Penelitian: Suatu Pendekatan Praktik*. Rineka Cipta.
- Arikunto, S. (2014). *Prosedur penelitian : suatu pendekatan praktik*. Rineka Cipta.
- Bambang Dwi Atmoko. (2012). *Instagram Handbook*. Media Kita.
- Bernard, S. A. (2012). *An Introduction to Enterprise Architecture* (3rd ed.). AuthorHouse.
- Betari, K. (2014). Faktor-faktor yang menentukan online seller memilih situs jejaring Instagram sebagai media promosi online.
- Charlesworth, A. (2018). *Digital Marketing: A Practical Approach*. Abingdon.
- Chen, Y. L., & Huang, T. Z. (2011). Mechanism Research of OWOM Marketing Based on SOR and AISAS. *Advanced Materials Research*. <https://doi.org/https://doi.org/10.4028/www.scientific.net/AMR.403-408.3329>
- Cindy Mutia Annur. (2023). 10 negara dengan jumlah pengguna Instagram terbanyak di dunia. Databoks. <https://databoks.katadata.co.id/datapublish/2023/05/04/jumlah-pengguna-instagram-indonesia-terbanyak-ke-4-di-dunia>
- Daryanto & Setyabudi, I. (2014). *Konsumen dan Pelayanan Prima*. Gava Media.
- Diyatma, A. J. (2017). Pengaruh Promosi Melalui Media Sosial Instagram Terhadap Keputusan Pembelian Produk Saka Bistro & Bar. 4, 175–170.
- Evans, D. (2010). *Social Media Marketing: An Hour A Day*. Wiley Publishing.
- Febbyana, & Cahya, D. (2018). Pengaruh Konten Instagram Terhadap Minat. *Studi Kuantitatif*, 1–15. [https://www.jurnalkommas.com/docs/jurnal\\_D0213031.pdf#:~:text=Perkembangan bisnis ditandai dengan era globalisasi yang menyebabkan,memperhatikan secara detail bagaimana komunikasi pemasaran akan dilaksanakan.](https://www.jurnalkommas.com/docs/jurnal_D0213031.pdf#:~:text=Perkembangan bisnis ditandai dengan era globalisasi yang menyebabkan,memperhatikan secara detail bagaimana komunikasi pemasaran akan dilaksanakan.)
- Feroza, C. S., & Misnawati, D. (2021). Penggunaan Media Sosial Instagram Pada Akun @Yhoophii\_Official Sebagai Media Komunikasi Dengan Pelanggan. *Journal Inovasi*, 15(1), 54–61. <https://doi.org/10.33557/ji.v15i1.2204>
- Fida. (2023). 7 Tempat Nongkrong di Cilegon yang Unik & Instagrammable. *GoTravelly*. <https://www.gotravelly.com/blog/7-tempat-nongkrong-cilegon/>
- Griffin, J. (2005). *Customer loyalty : Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan*. Erlangga.
- Haryono, B. (2016). *How To Win Customers Through Customer Service With Heart*. Andi Offset.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*.
- Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business Horizons*, 54(3), 241–251. <https://doi.org/10.1016/j.bushor.2011.01.005>
- Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran* (12th ed.). PT Indeks.
- Larasati, A. (2020). Implementasi Strategi Komunikasi Aisas Dalam Membangun Brand Awareness Sapa Kopi. In *Business Law binus* (Vol. 7, Issue 2, pp. 33–48). <http://repository.radenintan.ac.id/11375/1/PERPUSPUSAT.pdf>
- Melissa Barker, Barker, D. I., Bormann, N. F., & Neher, K. E. (2012). *Social Media Marketing: A Strategic Approach* (2nd ed.). Cengage Learning.
- Moleong, L. J. (2017). *Metodologi penelitian kualitatif*. Remaja Rosdakarya.
- Nasrullah, R. (2015). *Media sosial : perspektif komunikasi, budaya, dan sosioteknologi* (1st ed.). Simbiosis Rekatama Media.

- Nasrullah, R. (2016). *Media sosial : perspektif komunikasi, budaya, dan sosioteknologi* (2nd ed.). Simbiosia Rekatama Media.
- Nisrina, M. (2015). *Bisnis Online Manfaat Media Sosial Dalam Meraup Uang* (1st ed.). Kobis.
- Nugraha, B., & Akbar, M. F. (2019). Perilaku Komunikasi Pengguna Aktif Instagram. *Jurnal Manajemen Komunikasi*, 2(2), 95. <https://doi.org/10.24198/jmk.v2i2.21330>
- Parahita, G. D., Kurnia, N., Utomo, W. P., Monggilo, Z. M. Z., Putra, I. G. N., Ahmad, N., Setianto, W. A., Tania, S., Irawanto, B., Adiputra, W. M., Anshari, I. N., & Fandia, M. (2021). *Jagat Komunikasi Kontemporer: Ranah Riset Dan Realitas* (M. Sulhan & Lidwina M. Sadasrii (eds.)). UGM PRESS.
- Rizaty & Ayu, M. (2024). Data jumlah pengguna Instagram di Indonesia hingga Februari 2024. *DataIndonesia*. <https://dataindonesia.id/internet/detail/data-jumlah-pengguna-instagram-di-indonesia-hingga-februari-2024>
- Salim, A. (2001). *Teori dan Paradigma Penelitian Sosial: Dari Denzin dan Guba dan Penerapannya*. PT Tiara Wacana Yogya.
- Selang, C. A., Bauran Pemasaran, P., & Selang, Fakultas Ekonomi, Jurusan Manajemen, Universitas Sam Ratulangi, Manado, C. A. (2013). Bauran Pemasaran (Marketing Mix) Pengaruhnya Terhadap Loyalitas Konsumen Pada Fresh Mart Bahu Mall Manado. *Journal EMBA*, 71(3), 71–80.
- Setiadi, A. (2014). Pemanfaatan media sosial untuk efektivitas komunikasi. *Jurnal Ilmiah Matrik*, 16(1).
- Sitepu, J. (2017). 17 Peran Komunikasi Pemasaran Secara Umum. *PakarKomunikasi.Com*. <https://pakarkomunikasi.com/peran-komunikasi-pemasaran>
- Solomon, M. R. (2018). *Consumer behavior : buying, having, and being* (12th ed.). Harlow Pearson Education.
- Sugiyama, K., & Andree, T. (2011). *The Dentsu Way*. McGraw. Hill Companies.
- Sugiyono. (2016). *Metode Penelitian Pendidikan : Pendekatan Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sugiyono. (2017). *Metode penelitian kuantitatif kualitatif dan R dan D* (26th ed.). Alfabeta.
- Sukmawati, E., & Sari, P. (2018). *Strategi Pemasaran Digital di Era Media Sosial*. Mitra Wacana Media.
- Syahadatina, V. D. (2018). *Bias Perempuan Dalam Postingan Akun Instagram (Analisis Semiotik pada Akun IndozoneLife)*.
- Tjiptono, F. (2015). *Strategi Pemasaran* (4th ed.). Gramedia.
- Tuten, & Solomon, M. R. (2018). *Social Media Marketing*. SAGE Publications.
- Umar, H. (2013). *Metode penelitian untuk skripsi dan tesis bisnis* (2nd ed.). Rajawali Pers.
- Wening, A. A. (2023). Menilik Trend Industri Kopi, Keberlanjutan Bisnis Hingga Lingkungan. *BISNIS STYLE*. <https://lifestyle.bisnis.com/read/20231223/223/1726781/menilik-trend-industri-kopi-keberlanjutan-bisnis-hingga-lingkungan>
- Yin, R. K. (2019). *Studi Kasus : Desain & Metode* (M. D. M)