

How Followers Perceive Local Brands: A Case Study of a Food & Beverage Industry's Instagram Account

Yovan Immanuel¹ and Paramita Widjaya²

¹ Communication Science Department Petra Christian University

² Universitas Ciputra

ABSTRACT

This study analyses a local Surabaya-based café and explores its branding through media activity, particularly on Instagram. As Instagram is a widely used social media platform in this day and age, businesses have also tried to expand their reach through said medium. The objective of this research is to find out through this local café, whether or not marketing one's brand (awareness) through Instagram is effective. This is measured through the brand theory and consumer knowledge theory. This research also employs the marketing public relations theory. Data was collected through distributing questionnaires to 110 respondents using purposive random sampling. The questions used in the questionnaire are all based on brand elements as well as factors in consumer knowledge. Based on the researchers' calculations, the level of knowledge of consumers regarding this local café is considered high, thus for this particular café, using Instagram as a medium to do marketing communication and increasing brand awareness is considered as effective.

Keywords: *brand awareness; marketing communication; consumer knowledge; social media; local cafe.*

INTRODUCTION

According to research about the Food and Beverage industry in East Java, there is a growth of 30% in the number of cafés and restaurants, especially in Surabaya city (Widarti, 2022). The burgeoning trend of cafés, particularly in vibrant cities like Surabaya, has given rise to phenomena like café hopping. Additionally, there has also been an increasing trend of restaurants or café with Korean and Japanese themes. As such, the café scene in Surabaya has grown more and more competitive over the past few years. This research focuses on a new entrant in this competitive market. Prior observations indicate a preference among teenagers for this specific café and its products due to the location and taste, coupled with a touch of Korean elements in packaging, aligning with current youth preferences. Its social media presence on platforms such as Instagram and TikTok, particularly its active Instagram account with over 1,700 followers, contributes significantly to its rapid growth. The researchers have interviewed the owner of the café, and he shared that he has hired a social media branding agency to be in charge of the café's Instagram account going forward. To

successfully target the appropriate market, an account needs to create content that resonates with its specific audience (Agung, 2019, p. 743-747). As such, the researchers are intrigued by said café's development and their social media presence. After all, Instagram has been the most prevalent social media platform amongst the general population, and that it could also serve as a tool to market one's brand. The researchers see potential for this café's further expansion. The reason why the social media platform Instagram is chosen in favour of TikTok and others in this study is because it is still the predominantly used social media app amongst Surabaya citizens. Furthermore, it is also the platform in which this local café is most active on. Recognizing the importance of public knowledge in shaping a brand's identity and reputation, the research aims to bridge potential knowledge gaps among consumers, emphasising the crucial role of logos as a memorable element in brand identity.

In every business sector, there will inevitably be competition. Communication is one of the tools commonly used to enhance the audience's knowledge about a product that has been created. This also applies in the Food & Beverages (F&B) industry. In this advancing world of the F&B industry, many business competitors emerge between companies. Therefore, a brand is needed to differentiate one product from another. Brand, or commonly referred to as a trademark, is a name, logo, symbol, term, or design, or a combination of these elements, with the purpose of identifying the goods/services of an individual/group of sellers and distinguishing them from competing products (Kotler, 1981). In short, a brand is what sets apart the products of one brand from another, with the intention of identifying the goods or services provided by a particular entity. It serves as a form of identity for a specific product/service and can also be used as a promotional tool for the brand identity. The purpose of a brand is not only to serve as a unique attribute that distinguishes it from others but also to make it easier for consumers to identify and choose our product over others. As such, the researcher team deem that a particular industry's attractiveness and longevity can also be tied to its brand. Thus, it is of utmost importance to study this local cafe's brand, to figure out what works and what doesn't as well as what can be improved in the future.

After a product has a brand, the process of marketing public relations is necessary to promote and add value to the brand; making it more known to the public and more desirable and/or trusted. Public Relations (PR) Marketing is a social and managerial process in which an individual or organisation obtains what they need and want through the creation and exchange of value with others. This process includes promotion, planning, and the distribution of an idea (Kotler, 1981). Based on this definition, it can be concluded that Marketing PR is a tool for promoting and developing the identity of a brand to achieve a high level of awareness among the public. They support the promotion of a company or product and the formation of an image, with the task of securing editorial space in print and broadcast media to promote or generate "hype" for products, services, ideas, places, people, or organisations. It tends to operate in the fields of publicity and building a positive image for products, services, and/or organisations. Therefore, the implementation of branding and Marketing PR is considered crucial to provide a comparison between our products and others, and to compete efficiently. As such, it is also important to study this process, especially in the context of a highly competitive sector.

Through marketing, products with a stronger brand can overcome those with a weaker brand. The research team assesses that the public's level of knowledge about a brand is essential to investigate because knowledge about the brand also impacts its identity, which can enhance the reputation and positive image of the brand. Thus, it is also necessary to be wary of gaps in consumer knowledge about a specific brand. One of the most important aspects of a brand is its logo, as it is the most identifiable element of a specific brand's identity and can differentiate it from other products and brands. The level of knowledge is comprised of six stages: know (the stage of remembering material), comprehension (the ability to explain accurately), application (the application of acquired knowledge), analysis (the ability to break down material into components), synthesis (the ability to arrange or connect parts into a new whole), and evaluation (the ability to justify or assess a material or object) (Notoatmodjo, 2007). This research is particularly pertinent for this café, given its newcomer status as well as its myriad of brand elements that can be tested. Findings will also serve as an evaluative tool and provide valuable insights for the café on public knowledge and acceptance in Surabaya, as well as to gauge its effectiveness according to their own consumers.

The knowledge under investigation by the researcher is related to understanding consumers' knowledge about a brand and its competitors, specifically regarding brand awareness and image. To explore these aspects, awareness and image analyses can be conducted (Engel, 1990, p. 283-285). A common method for measuring awareness is the "top-of-the-mind" method, where consumers recall relevant brands based on general or specific prompts. The set of remembered brands forms the awareness set. Successfully marketing a brand requires inclusion in the consumer's awareness set, as selling an unknown product is challenging. Additionally, there is an analysis of the formation of consumer beliefs influencing brand image. Image analysis involves examining the properties and attributes of a product that are relevant to consumer perceptions, such as the benefits derived from using the product or the emotions associated with its use. This research on brand knowledge falls within the realm of communication studies due to the communication processes carried out by this local café (Stimulus) through promotions on their social media platforms. It is connected to one of the goals of marketing communications, which is to convey knowledge to consumers. The study also considers the reception and attention of the Surabaya community to this café's promotions through Instagram (Organism), which subsequently shapes cognitive knowledge (Response) to be investigated in this study. The researcher aims to assess the effectiveness of using the brand element logo and the exchange of signs and messages communicated through them. Understanding the impact of public knowledge on brand identity is crucial, as positive perceptions can enhance reputation and brand image. The survey targets Surabaya residents aged 15-25 who are Instagram users and have visited this café, aligning with the café's youthful target demographic and the local context of Surabaya.

LITERATURE REVIEW

Some of the research used as references include “Effectiveness of #FeelThePower Campaign Message on the Followers of Azarine Cosmetic’s Instagram Account” by Auryn Nathania Soputra, Astri Yogatama, and Ido Prijana Hadi, as well as “Marketing Communication Strategy at Fashion Company "X" During a Pandemic Covid-19” by Jerry Indrawan, Felicia Goenawan, and Ido Prijana Hadi. This research provides a different nuance from those two prior researches, as unlike those two, this research did not use the AIDA (Attention - Interest - Desire - Action) Model to measure the effectiveness of communication strategies used. Instead, the researchers opted to use Consumer Knowledge to measure the effectiveness of marketing through brand indicators.

S-O-R Theory

This study employs a communication process based on the Stimulus-Organism-Response (S-O-R) Theory. The elements in this theory include the message as the stimulus (S), the communicator as the organism (O), and the effect as the response (R). The S-O-R communication process occurs when the communicator pays attention to the received message and comprehends it (Effendy, 2003, p.225). As such, this theory posits that a stimulus constitutes the triggering statement, in this case, the local café’s brand. An organism (in this case) refers to an individual’s attention, message reception, and message comprehension. Response encompasses the effects, reactions, responses, and answers - in this case the local café’s consumers’ public perception and/or knowledge about their brand.

Marketing Public Relationship Theory

Marketing Public Relations is a professional who supports the promotion of a company or product and the formation of its image (Kotler, 2012, p.527). Kotler states that Marketing Public Relations has the task of securing editorial space in print and broadcast media to promote or generate "hype" for products, services, ideas, places, people, or organisations. It tends to operate in the fields of publicity and building a positive image for products, services, and/or organisations. In his book "Marketing Management: Analysis, Planning, and Control," Kotler conveys that Marketing Public Relations is a social and managerial process in which an individual or organisation obtains what they need and want through the creation and exchange of value with others. This process also includes promotion, planning, and the distribution of an idea (Kotler, 1981).

The activities and main tasks of Marketing Public Relations encompass several essential functions, such as publications, events, sponsorship, news, speeches, engagement in public service activities, and media identity (Kotler, 2012, p.529). Publications serve as a reliance on widely disseminated materials to reach and influence their target markets, including annual reports, brochures, articles, company newsletters, and magazines, as well as

audiovisual materials. Events also play a significant role, allowing companies to draw attention to new products or other corporate activities by organising and publicising special events such as press conferences, seminars, outdoor events, trade shows, exhibitions, contests, and competitions, as well as milestone celebrations aimed at reaching the target audience. Sponsorship is employed as a strategy for promoting brand and company names by sponsoring and publicising sports events, cultural activities, and highly valued causes. News creation is a primary responsibility of PR professionals who must find or create favourable news about the company, its products, and people, and ensure that the media accepts press releases and attends press conferences. Speeches are means for corporate executives to address media inquiries or deliver speeches at trade associations or sales meetings, contributing to the building of the company's image. Engaging in public service activities allows companies to build a positive image by contributing money and time to worthy causes. Finally, a good media identity is crucial, as a visually recognizable identity is represented by the company's logo, official letters, brochures, signs, business forms, business cards, buildings, uniforms, and dress codes.

Brand

A brand is a name, term, sign, symbol, and/or design, or a combination of these elements, intended to identify the goods and services of one seller or a group of sellers and to differentiate them from the goods and services of competitors (Keller, 2013, p.30). Meanwhile, according to Kotler, a brand is a name, logo, symbol, term, design, or a combination of these elements, with the purpose of identifying the goods/services of an individual/group of sellers and distinguishing them from competing products (Kotler, 1981). Keller states that a brand is a mark used to distinguish a product or service from other similar products or services. He also mentions that a brand has two main roles: its function for consumers and its function for producers (Keller, 2013, p.34-36).

Functions of a brand for consumers include product origin identification, assigning responsibility to the product maker (this includes quality assurance and performance consistency, cost reduction in search, as well as risk reduction. Which encompasses risks such as functional, physical, and psychological risk - whether or not the product is safe to use, does not affect the mental well-being of the user, and functions as intended; financial and social risk - whether or not the product is worth its price and is socially acceptable. A brand can also serve as a symbolic tool for consumers, as something that reflects their personality. For producers, the brand helps manufacturers identify the consumers who use the product as well as their purchasing patterns and buying trends in specific locations. Other than that, brands act as a shield offering legal protection for distinctive product features, ensuring proprietary rights are safeguarded. They also function as a signal, communicating the quality of a product or service, thereby influencing consumer perceptions and meeting their needs effectively. Moreover, a strong brand can confer a competitive advantage in the marketplace, differentiating a product from its counterparts and enhancing its appeal to consumers. Finally, brands have the potential to generate significant financial revenue for companies. Classified

as both an intangible asset and goodwill, a robust brand can contribute substantially to a company's overall value and market standing.

Brand itself has elements that are typically found in a specific brand, which helps shape the identity and recognition of a brand. (Keller, 2013, p.147-167). These elements encompass the brand name, which should be easily memorable and distinctive, facilitating consumer identification. The brand logo serves as a visual representation, adding uniqueness and recognizability to enhance brand recognition. Some brands utilise symbols or icons, creating powerful associations when linked to positive attributes or emotions. Brand characters or mascots are crafted to augment the brand's personality and appeal. Memorable slogans or taglines contribute to a lasting impression on consumers' minds. The brand's online presence, reflected in its URL and social media alignment, helps to further strengthen its identity. The choice of brand colours influences emotions and associations, with consistency aiding in recognition. Distinctive sounds or jingles in advertisements, known as brand jingles, create strong auditory brand identifiers. Additionally, the design of product packaging is a crucial element, especially for consumer products, where aesthetics and functionality align with the brand's identity. Each of these elements collectively forms the foundation for a brand's overall image and resonance in the market.

Consumer Knowledge

Knowledge can be defined as information stored in an individual's memory, and the level of knowledge is determined by the amount of information retained when an individual receives new information, whether it be high, moderate, or low (Engel, 1990, p.281-282). Understanding consumer knowledge is important for a brand, as it helps them know which areas they need to improve on. The following are several factors influencing an individual's level of knowledge (Engel, 1990, p.282-290). First and foremost is product knowledge, which encompasses a spectrum of understanding, including knowledge about product categories, knowledge about product details and terminology, knowledge about product attributes and features, as well as knowledge about general and specific perceptions of product categories. The second is brand and image knowledge. This involves recognizing prominent brands associated with a product category and understanding the associated image; awareness of prominent brands and/or those closely associated with a product in a specific product category (top-of-mind), and understanding the image associated with a product category. The level of knowledge can bring advantages to a brand by creating a positive image and enhancing the reputation of the brand. This can be achieved through two methods: awareness analysis and image analysis. Awareness analysis involves prompting consumers to recall brand names associated with a specific product, forming what is known as an awareness set. Image analysis involves examining product properties and attributes, such as the positive feelings derived from using the product. In this context, brand associations can be established through symbols, representations of a business or individual, advertising campaigns, slogans, and/or logos. Thirdly is price knowledge, involving an awareness of product prices, both absolute and relative, compared to similar products. Fourth, is purchase

knowledge, which involves understanding where and when a product can be purchased, with decisions influenced by factors such as the purchase location and information about the product's placement in the retail environment. Knowledge about the timing of the purchase is also considered important, as many consumers may refrain from buying a product simply because they believe or feel that the product's price will decrease at some point, leading them to postpone the purchase. Lastly is usage knowledge, encompassing the awareness of how to use a product and the necessary operational details. This is particularly important, as consumers are less likely to purchase a product if they lack an understanding of its operation.

There are also methods for measuring consumer knowledge. (Engel, 1990, p.295-296). The two approaches to measuring consumer knowledge are objective measurement and subjective measurement. Firstly, objective measurement focuses on determining the information retained by consumers in their memory. In the context of this research, objective knowledge serves as the basis for examination, specifically evaluating how information about the local cafe's brand is remembered and accepted by individuals in the Surabaya community aged approximately 15-25. This involves determining what information consumers have actually retained in their memory. On the other hand, subjective measurement refers to consumers' perceptions of their own knowledge. In essence, consumers are asked to assess their understanding of a subject and their familiarity with a product. The subjective measurement of knowledge proves valuable in discerning consumer tendencies to acquire new information from their surrounding environment. Essentially, consumers are asked to assess their own understanding of a subject and their familiarity with a product.

METHODOLOGY

Research Conceptualization

This research employs a quantitative-descriptive method. The descriptive method is a technique used to provide an accurate portrayal of the characteristics of an individual, group, or specific situation, with the aim of presenting an overview of the situation without drawing broader conclusions (Kothari, 2004, p.2-3). Like typical descriptive research methods, this study utilises a survey method. The survey method is where the researcher gathers information and/or facts through an inquiry or questionnaire, with the population sample serving as the research object to determine its characteristics (Kothari, 2004, p.3-5). The research period commenced in August 2023 and concluded in December 2023.

In the execution of the survey, the researcher posed several questions to filter the sample. The following questions serve as conditions for the sample to be eligible to fill out the questionnaire. This survey was conducted offline at a market in East Surabaya, and only data from samples that passed the screening questions are included in the research. A sample represents a portion of the characteristics possessed by the population (Kothari, 2004, p.5). In this research, the researcher employs simple random sampling with a purposive sampling model. Simple random sampling implies that every member of the population has an equal

chance of being selected as a respondent (Kothari, 2004, p.15), and with purposive sampling, those selected are then assessed for eligibility based on the researcher's considerations aligned with the research objectives (Kothari, 2004, p.17). Additionally, the researchers also made the assumption that all the necessary information has been obtained by the respondents through the cafe's Instagram account only.

Research Subject

The subjects and objects of the research are attributes, characteristics, or values of individuals, objects, or activities used as a source of information about the situation and conditions of the research context, with specific variables set for study and conclusion drawing; data are collected (Sugiyono, 2013, p.32). Population can be understood as the entirety of the objects or phenomena under investigation (Kothari, 2004, p.14). In this study, the population consists of the Surabaya community who are Instagram users, aged between 15-25 years and have visited the cafe. The subjects of this research are 110 individuals from the Surabaya community who are consumers of this local cafe and are Instagram users, while the object of the study is the Level of Knowledge regarding the local cafe's Brand.

Data Collection

The researcher utilised a questionnaire in the form of a Google Form as the data collection tool. A questionnaire is a method of data acquisition where the researcher distributes questions related to the research to the relevant parties. Questionnaires tend to be closed-ended, meaning respondents cannot alter the answers they have provided; respondents must answer the questions themselves (Kothari, 2004, p.100-101). The questions in the questionnaire were formed according to Brand indicators (name, logo, symbol, colour, character, social media, and packaging). This study used descriptive statistical analysis, and each question in the questionnaire was measured using the Guttman scale with a score of 1 to 2. The questions in the survey have all passed the validity and reliability assessment as tested through Scalogram, with a Reproducibility Coefficient score of 0.90, a Scalability Coefficient score of 0.80, and an Alpha Coefficient of 0.64. The N of items is 110.

RESULTS AND DISCUSSION

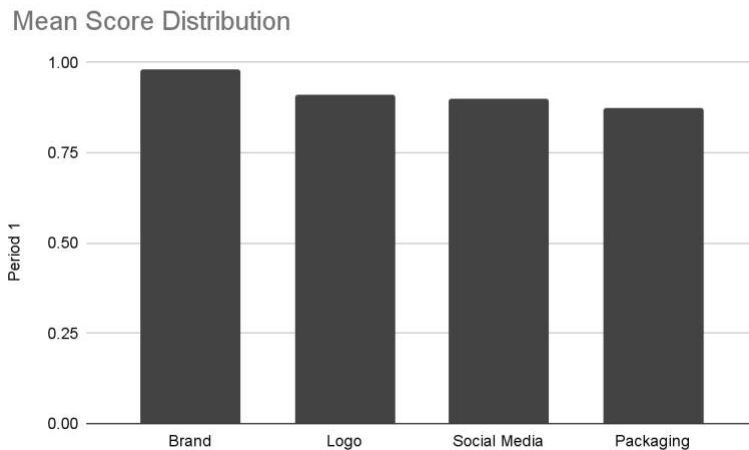


Figure 1. Total Mean Distribution of Brand Indicators

All of the mean scores from this survey fall in $0.5 \geq X \geq 1$, which means that according to the average respondent, the brand awareness of this cafe through its Instagram account is already effective. Table 1 is the representation of the survey result of the indicators studied by the researchers to clarify the nuances in which followers engage with and interpret various aspects of the café's identity. After calculations, we can see from the table that the Brand Indicator has the highest mean value, with a mean score value of 0.98. This demonstrates that followers perceive and strongly resonate with the overarching brand identity, which covers the café's values, ethics, and overall impression on its audience. Then followed by the Logo Indicator with a mean value of 0.91. Meanwhile, the Packaging Indicator has the lowest mean value of 0.88.

ANALYSIS AND INTERPRETATION

The total mean scores as presented in Table 1 shows the effectiveness of communicating through Instagram as a way to increase brand awareness. The analysis of the total mean scores reveals minimal fluctuations, ranging from 0.98 to 0.85, with no question scoring below 0.85. This consistency across various brand elements, including specialty products, pricing, logo design, and social media presence, highlights the comprehensive effectiveness of the cafe's brand communication strategy. The result of the survey also indicates a positive response from consumers regarding their knowledge about brand elements used in the cafe's marketing communication through Instagram. This suggests a cohesive and effective branding strategy by the cafe, particularly emphasising the successful utilisation of Instagram as a communication platform to enhance brand awareness not only for their consumers but also to the wider Instagram community. The results of this survey show that the consumer knowledge of said cafe's brand through Instagram has indeed been proven effective.

The questions the researchers used to help measure the consumers' knowledge regarding the cafe's brand include a question about its specialty product, which has a mean score of 0.97, and a question about the cafe's price range, which has a mean score of 0.98. Evaluation of the logo element included considerations of the dominant colour, which received a mean score of 0.85. The text colour was also assessed, achieving a mean score of 0.87. Further aspects such as text font and the incorporation of a logo and mascot were examined, resulting in mean scores of 0.97 and 0.95, respectively. To assess the cafe's social media presence effectiveness, researchers used a question that pertained to the cafe's Instagram handle which garnered a mean score of 0.9. Consumer perceptions of the cafe's packaging were measured based on whether it stands out from competitors, with a mean score of 0.87. Additionally, feedback on whether the packaging requires revisions was gathered, yielding a mean score of 0.88.

Brand

Table 1. Brand Indicators

Brand Indicator	Mean	Effectiveness
Specialty Product	0.97	Effective
Price Range	0.98	Effective
Total	0.98	Effective

Source : Research report (2023)

The café has strategically carved a niche in the market through a unique branding strategy that revolves around the concept of offering special drinks at affordable prices. Specialising in ceremonial-grade matcha and a variety of blended tea beverages, the café has curated a menu that distinctly caters to a relatively young and discerning audience. The survey findings indicate a high level of customer satisfaction with their beverages, leading to an impressive effectiveness score of 0.97 specifically in the realm of specialty products. Furthermore, the café actively shares customer testimonials through their Instagram highlight stories. These testimonials, such as "The taste of matcha is strong," "The ice cream has a refreshing matcha taste and is not overly sweet," and "The matcha drinks are good and affordable, moreover, the customer service is also great!", not only serve as free marketing but also contribute to building a community of loyal patrons.

In terms of pricing, the café positions itself with a thoughtful and competitive strategy. The range of product prices, spanning from Rp 16,000 to Rp 27,000, ensures accessibility without compromising on the quality of ingredients. This competitive pricing is a key element

that sets the cafe apart, offering similar products at rates lower than their competitors in the same industry.

According to Keller's brand theory, strategic brand management procedures, such as brand positioning, brand communication, brand extension, and brand revitalization, are used to develop successful brands. The theory highlights that it's important to establish positive and strong brand connections in consumers' minds in order to build a cohesive image of the business across a variety of touchpoints. In this case, we can analyse the brand positioning of the cafe by comparing it with its competitors. As mentioned above, the cafe offers more affordable prices for its customers compared to its competitors. Offering similar products at more affordable prices becomes a key strength for them, enabling them to attract a larger customer base. This competitive advantage not only appeals to budget-conscious consumers but also positions the company as a more accessible option within the market, thereby increasing its potential for customer acquisition and retention.

The strategy of offering specialty products and maintaining affordability is underscored by the survey results conducted by researchers, as it shows that this resonates with the consumers, thus making it more likely for people to remember it. The mean value of 0.97 for specialty products and 0.98 for the price range proves the success of the café branding strategy. From these results, we can surmise that consumers of this local cafe have received and understood the message that this specific local cafe is communicating through its brand. It also shows the brand's effectiveness in communicating not only its brand and/or image knowledge but also its price knowledge and product knowledge. This is because of the positive mean scores garnered through the questionnaire, regarding the price range of this specific brand's products. An effective mean score when it comes to the brand's specialty product also shows us that this local cafe has successfully communicated its brand and ticks off one of the factors of consumer knowledge, which is consumers' product knowledge.

Logo

Table 2. Logo Indicators

Logo Indicator	Mean	Effectiveness
Dominant Colour	0.85	Effective
Text Colour	0.87	Effective
Text Font	0.97	Effective
Logo and Mascot	0.95	Effective
Total	0.91	Effective

Source : Research report (2023)

According to the Brand theory by Philip Kotler, the logo elements play a big factor in differentiating one's products or services from its competitors. In this case, incorporating a thoughtful colour palette into its branding, the cafe strategically utilises the dominant colours of blue and dark green. Blue, renowned for its representation of professionalism, underscores the establishment's commitment to delivering a high-quality and polished experience. Complementing this, the infusion of dark green serves a dual purpose by not only mirroring the distinctive hue of matcha but also symbolising growth and abundance, aligning with the cafe's ethos.

Findings from the comprehensive survey conducted by researchers shed light on the efficacy of the café's visual identity. The majority of respondents showed a keen awareness of the café's logo, encompassing elements such as the dominant colour, text colour, text font, logo, and mascot. As a result, the mean value for the logo indicator stands at 0.91, reflecting a strong level of recognition and recall among the surveyed audience. This substantial mean value demonstrates that the café's strategic pursuit of creating a distinctive logo for the purpose of differentiation has proven effective. The harmonious blend of blue and dark green, coupled with meticulous attention to design elements, not only contributes to a visually appealing brand but also reinforces the café's commitment to professionalism, matcha-centric offerings, and a vision of growth and prosperity. This brand identity, as validated by the survey results, serves as a powerful tool in setting the café apart and fostering a lasting connection with its customers. The results of this section show us that the consumers have an understanding of the local café's product knowledge, as well as brand and image knowledge. A positive mean score across all questions (dominant colour, text colour, text font, as well as logo and mascot). This is important as it means that the local café has managed to be one of the top-of-mind brands in the consumers' minds. Consumers are able to remember images and texts (mascot, logo, and others) that belong to the brand of the local café.

Social Media

Table 3. Logo Indicators

Social Media Indicator	Mean	Effectiveness
Instagram Handle	0.90	Effective
Total	0.90	Effective

Source : Research report (2023)

They primarily utilise a social media called Instagram as a marketing platform for their product and business. Currently having over 1,700 followers, they consistently share posts and reels featuring their products, along with behind-the-scenes videos, to promote the products and services that they are offering. Instagram operates on an algorithm that considers user

engagement, relevancy, time, relationships, and more. Utilising this algorithm allows an account to maximise its impact on social media. Understanding how the algorithm functions is advantageous for business accounts seeking to enhance visibility, engagement, targeted audience reach, and competitive advantage in the digital marketplace (Agung, 2019, p. 743-747). The café consistently shares visually appealing images, well-designed content, and relatable captions to attract not only their followers but also the wider community of Instagram users.

Keller's brand theory mentioned that consistent communication with the community and consumers is also important for businesses to achieve success in the industry. Maintaining a consistent brand positioning across all channels and touchpoints not only helps your target audience develop trust and loyalty but also enhances brand recognition and identity. This cohesive brand experience appeals to customers and sets the business apart from competitors in the industry. By actively utilising social media as a platform for interaction with the community and regularly showcasing customer testimonials, the café is able to attract and persuade new customers. This effectiveness is evident in the survey results, where 99 out of the 110 respondents believe that their Instagram presence is appealing and contributes positively to their marketing efforts. The researchers conducted a study using questionnaires to gather people's opinions on their Instagram handles. The study resulted in a mean value of 0.9, which means that it is considered effective.

In addition, the Marketing Public Relations theory by Philip Kotler emphasises the significance of building and managing relationships with various stakeholders, in this case, the customers. The job of marketing public relations is to communicate; promote, and build a positive brand. These activities may improve a business's standing, legitimacy, and general brand image—all of which are crucial elements of an efficient marketing campaign. As seen in the survey results, we can concur that consumers have high knowledge regarding this brand as a result of the marketing public relations activities. The respondents are able to know and remember the social media URL used by this specific local café, which shows that the marketing public relations have done their job effectively as their social media management can be considered as effective.

Packaging

Table 4. Logo Indicators

Packaging Indicator	Mean	Effectiveness
Packaging Stands Out	0.87	Effective
No Packaging Revision	0.88	Effective
Total	0.88	Effective

Source : Research report (2023)

The café uses a simple but appealing design for its packaging. The café name and mascot are present on the packaging. This is one way to do branding, marketing, and differentiation. Firstly, printing the logo or name on cups serves as a powerful branding tool. It helps in creating brand awareness and recognition among customers. When people see the logo or name repeatedly, it reinforces the brand image in their minds. Secondly, the cups act as a mobile marketing tool. Customers might take their beverages to go, and as they carry the cup with the logo or the name of the café, it becomes a walking advertisement for the café. This exposure can attract new customers who notice the branding. Thirdly, in a crowded place, a distinct logo or name on the cup helps the café stand out from the competition. It adds a unique and memorable element to the customer's experience, making the café more memorable. This survey results also prove that the packaging is working as intended and that the consumers understand the usage knowledge regarding this local café's packaging, as the mean score suggests that consumers deem the packaging in no need of revisions.

This shows that brand, according to the Brand Theory by Keller, has a significant effect on consumer knowledge about the products or services offered by a business. The theory mentioned that a brand logo acts as a symbolic tool for customers in order to help consumers identify a business. Based on the researchers' survey regarding the packing quality and appearance, it received a mean value of 0.87 and 0.88 mean value for the no packaging revision needed. These values indicate that consumers are satisfied with the packaging's appearance, signifying its effectiveness in successfully distinguishing their café from competitors. However, it should be taken into consideration that the way that these two questions were phrased, in which the correct answers were supposed to be the negative ones. This might contribute to the lower-than-average mean scores found in this section's results. Not only does this show that the branding done through this local café's packaging can be deemed as effective, but it also has an added value of contributing to the consumers' knowledge regarding this local café's brand. It is effective as a positive response in this survey indicates that the consumers have an understanding of the brand and image knowledge of this local café's brand; the packaging has the café's logo and mascot, which would be the attributes of the café's brand that the consumers managed to remember well.

CONCLUSION

This local café utilises social media, in particular Instagram, as its marketing communication strategy. This research was conducted to examine how consumers who are also Instagram users - followers of the local café's Instagram account, perceive said café's brand. The researchers used the brand theory as indicators as to what elements of the brand they will be measuring. In addition, the consumer knowledge theory is used to measure the effectiveness of the local café's marketing communication through its Instagram account. The research shows that the marketing communication of the local café which has been made the subject of this research has proven to be effective. Based on the results of research conducted by researchers with the subject being the Surabaya community who are consumers of this local brand, use Instagram, and are aged 15-25, the majority of respondents exhibited a positive response towards the branding of the café.

The research findings suggest that the café's marketing communication, facilitated by its Instagram account, has proven to be effective in creating a positive brand image and promoting their business. Several brand elements were measured, including the price range, specialty product, and the café's presence on social media. The study found that crucial aspects such as the logo, symbol, character, and dominant colours were well retained in the memories of consumers. Additionally, the URL and packaging elements received positive evaluations. Respondents also found the Instagram account to be informative, and the packaging received positive responses as well. The results show that the brand indicator obtained a total mean score of 0.98. The second indicator, the logo, obtained a total mean score of 0.91. The third indicator, social media, obtained a total mean score of 0.90. Finally, the fourth indicator, packaging, obtained a considerably lower but still effective total mean score of 0.88. The overall conclusion suggests that the level of knowledge among the Surabaya community regarding this particular local café is high. Consumers can recognize and identify crucial elements of the brand, indicating a strong brand awareness. Through this survey, it can be found that this local café's branding and marketing through Instagram has been proven effective, as it checks off the points in each indicator. This local café's Instagram account is able to provide the necessary information and knowledge to the consumers regarding the local café's branding.

The results of the survey also show that the consumers' knowledge regarding the brand of this local café can be considered high, as the mean score of all questions remains above 0.85. Consumers are able to understand the product knowledge, as well as price knowledge, including the product's details as well as specific attributes. Not only that, but this local café has also successfully communicated its logo and branding. The survey results show that the consumers have brand and image knowledge in regard to the brand's mascot, logo, and text font, as well as the dominant colour schemes used. The consumers have also deemed the packaging to have fulfilled its purpose and/or usage as well as communicating the brand effectively. The marketing public relations of this local café has also done an effective job as consumers are able to have a positive view of the local café's Instagram account. In conclusion, this local café has communicated their brand effectively through Instagram, and has managed to stay at the top of minds of its consumers; this includes its unique attributes such as its mascot, logo, name, social media URL, price, and others. The research concludes that, for this specific café, using Instagram as a medium for marketing communication has been effective in increasing brand awareness and fostering a positive perception of the brand among its target audience. This underscores the importance of social media, specifically Instagram, as a powerful tool for marketing communication and brand building, especially for businesses targeting a younger demographic ages 15-25 in particular.

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