Received: 19 June 2026 | Accepted: 30 June 2026 | Published online: 03 July 2026 | E-ISSN: 3124-2715

Journal of Business and Organizational Research

RESEARCH ARTICLE

Instagram-Based Digital Marketing Strategy for Culinary SMEs: Case Study of 127.Freshbar in Padang City

Anggun Nurul Utami[1] | Hardan Kusuma[1] | Rizki Aditya[1]* | Moza Meylia Yazir[1] | Aisyah Mustika Kirana[1]

[1]Departmen Vokasi, Universitas Andalas, Padang, Indonesia

*Correspondence
Rizky Aditya, Departmen Vokasi, Universitas Andalas, Padang, Indonesia
Email: adityaciracas34@gmail.com

Summary

As social media becomes increasingly important for business promotion, Instagram has emerged as a cost-effective marketing platform for culinary SMEs in Indonesia. However, many small businesses still face challenges in optimizing platform features and maintaining consistent content strategies. This study aims to analyze the Instagram-based digital marketing strategy implemented by 127.Freshbar, a healthy beverage SME in Padang City. A qualitative case study approach was employed, with data collected through in-depth interviews and direct observation of the @127.freshbar Instagram account. The findings reveal that 127.Freshbar adopts a trend-following content strategy and utilizes artificial intelligence tools to support caption writing and content ideation. The business primarily relies on Feeds and Stories to promote products and maintain customer relationships, while electronic word-of-mouth among university students contributes to increasing brand awareness. However, inconsistent content uploads, limited utilization of features such as Reels and Instagram Ads, and constraints in digital literacy hinder the optimization of digital marketing performance. These findings suggest that improving content consistency, maximizing Instagram features, and strengthening digital capabilities are essential for enhancing marketing effectiveness and supporting the sustainable growth of culinary SMEs.

Keywords
Digital Marketing, Instagram Marketing, Culinary SMEs

1 | INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) constitute one of the most important sectors of the Indonesian economy, contributing 61.07% to the Gross Domestic Product (GDP) and absorbing approximately 97% of the national workforce (Coordinating Ministry for Economic Affairs of the Republic of Indonesia, 2021). In Indonesia, SMEs increasingly rely on Instagram as a cost-effective marketing tool to promote products, build customer relationships, and expand market reach (Pramudya et al., 2025; Sutanto, 2024). Supported by features such as Feeds, Stories, Reels, and business accounts, Instagram has become particularly relevant for businesses that depend on visual presentation and consumer engagement (Nurhaliza et al., 2024). In Padang City, which has a dynamic economic sector and a growing culinary industry, Instagram has become an important promotional platform for maintaining competitiveness and reaching wider audiences (BPS Kota Padang, 2024; Veranita et al., 2021).

However, the increasing adoption of social media does not necessarily guarantee effective digital marketing practices. Approximately 68% of Indonesian MSMEs still face barriers to digital technology adoption, including the optimal use of social media platforms (Hapsari et al., 2024). Limited digital literacy, resource constraints, and insufficient digital marketing capabilities often prevent businesses from maximizing the benefits of digital

This is an open access article under the terms of the Creative Commons Attribution License, which permits use, distribution and reproduction in any medium, provided the original work is properly cited.
© 2026 The Author(s). Journal of Business and Organizational Research published by Kreasi Reka Cipta.

platforms. In Padang City, these challenges are reflected in difficulties in maintaining content consistency and optimizing Instagram features, which ultimately limit audience reach and customer engagement.

Previous studies have primarily examined the effectiveness of digital marketing and Instagram in enhancing sales performance and consumer interest among SMEs. Several studies have demonstrated that digital marketing practices positively influence consumer buying interest and business performance (Manuharani, 2022; Arlinda & Hendro, 2024). In addition, Instagram content marketing has been shown to improve audience engagement and support business growth (Pramudya et al., 2025). However, these studies have mainly focused on the outcomes of digital marketing rather than its practical implementation. Limited research has explored how small culinary businesses implement Instagram-based marketing strategies in practice, particularly in terms of content management, feature utilization, and the use of emerging technologies such as artificial intelligence to support content creation. Furthermore, studies addressing these issues in the context of culinary SMEs in Padang City remain scarce. Therefore, a deeper understanding of the implementation of Instagram marketing strategies and the factors influencing their effectiveness is needed.

127.Freshbar is a healthy beverage SME located in Padang City that utilizes Instagram through the account @127.freshbar as its primary promotional and communication platform. The efforts of 127.Freshbar in building a consumer community through Instagram amid competitive pressures make it an interesting and worthy case to study. The research problems formulated in this study are: 1) How does 127.Freshbar implement its marketing strategy on Instagram? 2) What types of content are effective in attracting attention and increasing engagement? 3) How are Instagram features managed to build brand image? 4) What factors support the effectiveness of these strategies?

This research is grounded in the Technology Acceptance Model (TAM). TAM explains that technology adoption is influenced by perceived usefulness and perceived ease of use (Davis, 1989). In this study, TAM is used to understand why 127.Freshbar adopts Instagram as its primary digital marketing platform and how the perceived benefits and ease of use of Instagram support promotional activities and customer engagement.

To provide a broader explanation of technology acceptance, TAM is also employed. TAM 2 extends the original model by incorporating social influence and cognitive instrumental processes, such as subjective norm, image, job relevance, output quality, and result demonstrability (Venkatesh & Davis, 2000). In the context of this study, TAM 2 helps explain how external influences, prior experiences, and perceived marketing outcomes affect the utilization of Instagram features and digital marketing tools by 127.Freshbar. Digital platforms can be utilized to achieve marketing objectives and enhance business performance (Chaffey & Ellis-Chadwick, 2019). Visual content and captions are designed to attract and engage audiences (Pulizzi, 2012). Meanwhile, the AIDA model (Attention, Interest, Desire, and Action) is applied to analyze how Instagram content influences consumer responses throughout the decision-making process.

2 | LITERATUR REVIEW

The Technology Acceptance Model (TAM), originally proposed by Davis (1989), is the primary theoretical lens of this study. TAM identifies two variables that determine whether an individual adopts a technology: perceived usefulness, defined as the extent to which a user believes the technology will improve their task performance, and perceived ease of use, defined as the extent to which a user believes the technology will require minimal effort. When perceived ease of use is high, users are more likely to adopt a technology regardless of whether a higher-performing alternative exists. Davis (1989) demonstrated this through empirical testing across multiple user groups, finding that ease of use had a direct and independent effect on adoption decisions beyond usefulness alone. In the context of MSME digital marketing, TAM explains a specific and recurring phenomenon: small business operators choose marketing platforms based on personal familiarity, not based on a systematic comparison of platform performance. Rahayu and Day (2015) confirmed this pattern in their study of Indonesian MSMEs, finding that perceived ease of use was the strongest predictor of digital tool adoption among small business operators in developing economies. This study applies TAM to explain why 127.Freshbar selected Instagram as its sole marketing platform, despite the Co-Owner openly acknowledging TikTok's superior organic reach. The Co-Owner's decision reflects high perceived ease of use for Instagram, shaped by years of prior personal use, and low perceived ease of use for TikTok, an unfamiliar platform. TAM predicts this outcome. Beyond platform selection, TAM also explains the Co-Owner's avoidance of Instagram Ads after a single failed attempt: a negative early-stage experience reduces perceived ease of use and suppresses future adoption, even when the tool itself remains viable. TAM therefore operates at two levels in this study: it explains the initial platform choice, and it explains specific feature avoidance behavior within that platform.

Digital marketing, as defined by Chaffey and Ellis-Chadwick (2019), is the use of digital technology to achieve marketing objectives. For Indonesian culinary MSMEs, digital marketing eliminates the financial barriers of conventional advertising, enabling smaller businesses to reach broader market segments at lower costs. This cost

efficiency explains why Instagram has emerged as a primary marketing channel among culinary MSMEs. The platform TAM predicts an operator will choose is the platform they will use to execute digital marketing strategy. In the case of 127.Freshbar, Instagram is both the adoption choice explained by TAM and the digital marketing instrument analyzed through Chaffey and Ellis-Chadwick's framework. Within the digital marketing ecosystem, the 4P Marketing Mix proposed by Kotler (2006) provides a structured lens for evaluating how businesses organize their marketing strategy. In the context of Instagram, the Promotion and Place dimensions have transformed: Instagram functions simultaneously as a promotional medium and a transactional platform through features such as Instagram Shopping and direct order links. Febriyantoro (2021) empirically supports this, documenting that culinary MSMEs integrating all four 4P dimensions into their Instagram strategy achieved an average sales increase of 34% within six months. The 4P framework remains applicable in a social media context, but its execution is now shaped by the platform the operator chose, which TAM explains.

The effectiveness of Instagram as a 4P platform, however, is further explained by the nature of social media itself. Kaplan and Haenlein (2010) conceptualize social media as internet-based applications enabling information creation, exchange, and interaction between users. What distinguishes Instagram within this framework is its inherently visual architecture photos, videos, Reels, and Stories which aligns particularly well with the sensory nature of culinary products. Unlike text-based platforms, Instagram enables culinary MSMEs to communicate product quality visually before any transaction occurs, making it a strategically superior channel for this sector (Arisandi, 2023). This visual dimension is not incidental; it directly shapes how content must be constructed to be effective.

This is where Pulizzi's Content Marketing theory becomes central. Pulizzi argues that relevant, consistent, and engaging content drives audience engagement with a brand. Translated into Instagram practice for culinary businesses, this means that food photography quality, caption construction, hashtag strategy, and content consistency are not merely aesthetic choices they are measurable marketing instruments. During the COVID-19 pandemic, when offline activities were severely restricted, Veranitaet al. (2021) found that Instagram content-based promotion became a critical mechanism sustaining culinary MSME sales, demonstrating that content quality directly correlates with business resilience and sales performance.

Content quality, however, only generates value when it produces audience interaction. Brodie et al. (2011) Social Media Engagement theory, building on Roderick's framework, establishes that consumer interactions likes, comments, shares, and direct messages are measurable indicators of brand engagement. For culinary MSMEs, high engagement does not simply reflect popularity; it functions as a trust-building mechanism that translates into customer loyalty and repeat purchases. Taken together, these five theoretical frameworks digital marketing, the 4P Marketing Mix, Social Media theory, Content Marketing, and Social Media Engagement form an integrated analytical chain: digital marketing creates the strategic rationale, the 4P Mix provides the structural framework, social media theory explains the platform's suitability, content marketing governs execution, and engagement theory measures outcomes. This chain directly underpins the analytical approach applied in this study to evaluate Instagram's role in driving sales performance among culinary MSMEs.

Digital marketing is a method of promoting products using the internet and social media platforms such as Instagram, Facebook, and WhatsApp. Nowadays, many MSME actors use digital marketing because it is easier, more affordable, and capable of reaching a large number of consumers. According to Febriyantoro and Arisandi, digital marketing helps business actors keep pace with technological developments and makes it easier for consumers to obtain product information through the internet (Febriyantoro & Arisandi, 2023).

Social Media Marketing Theory provides a comprehensive framework for understanding how businesses utilize social media platforms to systematically interact, communicate, and build relationships with consumers (Tuten & Solomon, 2017). According to this theory, social media marketing is not merely about broadcasting promotional messages, but rather about creating multi-directional engagement through distinct zones, including social community, social publishing, social entertainment, and social commerce. In the context of culinary MSMEs, the implementation of this theory relies heavily on utilizing platform environments to foster active consumer participation, which transforms passive viewers into engaged brand advocates. This theoretical perspective is essential for evaluating how specific platform activities directly influence consumer touchpoints and behavioral outcomes.

Instagram is a social media platform frequently used for online promotion and sales. Instagram allows users to upload product photos and videos, attracting consumer attention. Many MSMEs use Instagram because it is user-friendly and visually appealing. Through Instagram, business actors can introduce their products and increase consumer interest in purchasing the marketed products (Haryani et al., 2022).

Content refers to images or clips posted on social media platforms with the goal of capturing buyers' attention. Engaging content can create interest in viewing and purchasing the offered goods. Captions are the text placed below images or videos on Instagram, often containing information or calls to action intended to attract consumers. Concise and compelling captions can enhance the effectiveness of promotions (Hartini et al., 2022).

Marketing strategy plays an important role in the development of a business, as it is through marketing that products become known and attract consumer interest. Running a business is not merely about selling products it also involves managing products, setting prices, choosing distribution channels, and determining appropriate promotions so the business can continue to grow. Today, especially in the culinary MSME sector, marketing approaches have changed considerably. If promotion was once conducted primarily in person, many business actors now leverage social media and digital platforms to reach a wider audience. Research by Fahrizal Nurzaman et al. (2024), entitled "Analysis of Marketing Strategies in Culinary MSMEs (Case Study: Bubur Ayam Abah Oong)", found that MSME marketing strategies can be executed through SWOT analysis, STP analysis, and the 4P marketing mix comprising product, price, place, and promotion. Their findings indicate that product quality, appropriate pricing, and the use of social media such as Instagram are key factors in enhancing the competitiveness of culinary businesses. Accordingly, 127.Freshbar's use of Instagram in Padang City is considered well-suited as a marketing medium for attracting consumer attention, maintaining customer communication, and building a business image amid an increasingly competitive culinary business landscape.

3 | METHOD

3.1 | Research Design

This study employed a case study design with a qualitative descriptive approach. The case study design was selected because the research focused on examining a particular phenomenon in depth within a specific context. Through this design, the researcher was able to understand the processes, conditions, and dynamics that occurred in the field. Yin (2018) explains that a case study is appropriate when researchers seek to investigate a contemporary phenomenon contextually and in depth, particularly when the boundaries between the phenomenon and its context are not clearly separable. The qualitative descriptive approach was used to present the data systematically, factually, and comprehensively based on interviews, observations, and documentation. Therefore, this study was not oriented toward statistical testing, but toward gaining an in-depth understanding of the meanings, experiences, processes, and empirical conditions that emerged within the case under investigation. The methodological references from Yin (2018) and Veranita et al. (2021) were used to strengthen the methodological foundation of the study, particularly in relation to the use of the case study design and the qualitative descriptive approach.

The case study design was chosen because 127.Freshbar's digital marketing strategy is contextual and cannot be separated from the specific conditions of the business, so statistical generalization would actually obscure the richness of information we want to explore. The descriptive qualitative approach aligns with the research goal of focusing on the meaning of practices, rather than testing cause-and-effect relationships between variables. References to Yin (2018) and Veranita et al. (2021) ensure that the case study procedures used follow methodological standards that have been proven in business and MSME research.

3.2 | Data Collection

The unit of analysis in this study is 127.Freshbar, a healthy food culinary MSME located on Jl. Dr. Moh. Hatta, Padang City. This business was selected because it represents a relevant case for examining digital marketing practices among healthy food MSMEs. The platform analyzed in this study is the Instagram account @127.freshbar, which serves as the primary medium for the business to communicate its products, brand identity, promotional activities, and consumer engagement. The selection of 127.Freshbar was based on its consistent use of Instagram as its main marketing channel and its ability to demonstrate positive consumer community growth. Therefore, this case provides an appropriate context for understanding how Instagram can be utilized by MSMEs to strengthen marketing communication and build relationships with consumers.

127.Freshbar was chosen not randomly, but because it shows consistent use of Instagram as the main marketing channel, as well as evidence of positive growth in its consumer community, two indicators that guarantee plenty of data to analyze. Focusing on the @127.freshbar account rather than all of the business's digital channels is necessary to keep the analysis sharp and not spread beyond the scope of a single case study. This choice makes the research subject representative for examining how small-scale healthy culinary MSMEs use social media strategically, not just reactively.

Tabel 1. Data Sources

Data Type	Source	Form

Primary	Co-Owner of 127.Freshbar (primary informant)	In-depth interview
Secondary	Content of @127.freshbar account: photos, Reels, Stories, captions, and comment section	Instagram content observation over 3 weeks
Tertiary	Scientific articles and reports related to culinary MSMEs in Padang City	Literature review

Tabel 1 provide information about tha data surces. A combination of three types of data primary, secondary, and tertiary is needed because each covers what the others might miss: interviews can capture intentions and behind-the-scenes strategies, content observation ensures that those intentions actually play out in practice, while literature puts the findings in a broader industry context. Without secondary data, claims from informants might just be normative without evidence of actual behavior. Triangulating sources right from the start of data collection becomes the foundation for the validity of the findings discussed.

This study involved one Key Informant, a 26-year-old Co-Owner of 127.Freshbar. The informant was selected through purposive sampling because of her direct involvement in managing the business and its marketing activities. As 127.Freshbar has been operating for approximately two year, the informant was considered capable of providing relevant and comprehensive information regarding the implementation of Instagram-based marketing strategies.

3.3 | Measurement

The interview guidelines were prepared based on the AIDA model because this framework specifically maps out consumers' psychological stages in responding to marketing content, so the questions asked are directly relevant to the phenomenon being studied, rather than generic, general questions. The observation indicators (posting frequency, content type, engagement, branding consistency) were chosen because all four are standard industry metrics for evaluating marketing effectiveness on Instagram, so the observation results can be compared with commonly accepted best practices. The researcher's position as the main instrument is necessary because interpreting qualitative data requires contextual judgment that cannot be fully delegated to standard written instruments.

Tabel 2. Research Instruments

No.	Instrument	Description
1	Semi-structured interview guide	Developed based on dimensions of digital marketing strategy and the AIDA model (Attention, Interest, Desire, Action)
2	Instagram content observation sheet	Indicators: upload frequency, content type, engagement level, and visual branding consistency

The interview was conducted face-to-face with the Co-Owner of 127.Freshbar so the researcher could pick up on non-verbal cues and build better rapport, while recording with the informant’s consent and verbatim transcription was done to ensure data accuracy without losing any details of the information shared. Instagram content was observed over a full three weeks because this duration was considered enough to catch recurring posting patterns as well as variations in consumer responses, making the collected data more representative compared to short-term observation. Literature review was carried out in parallel with primary data collection so the researcher could continuously compare field findings with theories and previous research, making the analysis process more focused and reflective from the very beginning of data collection.

3.3 | Data Analysis

The four stages of analysis (collection, condensation, presentation, drawing conclusions) are carried out cyclically, not linearly, because qualitative data from three different sources require a back-and-forth process between raw data and emerging themes to avoid over-simplification. Data condensation is a crucial stage given the three weeks of observations and rich interview data, which could risk overlapping themes if not focused from the start. Presentation in the form of thematic matrices was chosen because this format allows for systematic comparisons across marketing strategy dimensions, something that's hard to achieve with just narrative descriptions.

Tabel 3. Data Analysis Technique

Stage	Name	Activity
1	Data Collection	Interviews, content observation, and literature review
2	Data Condensation	Selecting, focusing, and simplifying relevant data from all sources

3	Data Presentation	Presented in the form of descriptive narrative and structured thematic matrix
4	Conclusion Drawing	Drawing and verifying conclusions from all collected data

Source: Yin, R. K. (2018)

Source triangulation is used to overcome the main weakness of a single case study, which is the risk of bias from relying on just one perspective, by systematically confronting interview data, observations, and documents. Member checking complements triangulation by ensuring validity from the informant's side, not just from the consistency between data sources, so the researcher's interpretation doesn't drift away from what the informant actually means. Combining these two techniques keeps the research valid from both sides: external data consistency and internal agreement from the research subjects.

Tabel 4. Data Validity

Technique	Application
Source triangulation	Comparing data from interview results, Instagram content observation, and tertiary documents
Member checking	Confirming interpretation results with the informant to ensure accuracy of findings

4 | RESULT

This section presents research findings derived from in-depth interviews with the Co-Owner of 127.Freshbar and a three-week systematic observation of the @127.freshbar Instagram account. Each finding is analyzed not only descriptively, but also contextually explaining its significance, its connection to relevant theory, and its implications for MSME digital marketing practice.

4.1 | Business Profile and Background of Instagram Use as the Primary Social Media

127.Freshbar is a micro-enterprise in the culinary beverage sector, established in October 2024 in Padang City, West Sumatra. From the very first day of operation, Instagram was adopted as the sole promotional channel a decision driven not by formal platform analysis, but by the Co-Owner's personal familiarity with the application. When questioned about Instagram's continued effectiveness as a promotional platform in light of TikTok's growing popularity, the respondent expressed a stronger preference for Instagram.

> *"I feel more comfortable with Instagram because I have been using it for a long time." Although the respondent acknowledged TikTok's greater potential for content virality, saying that "TikTok does offer more opportunities for content to go viral," they maintained that "comfort and familiarity are more important" in determining their promotional strategy (Key Informant, Co-Owner of 127.Freshbar, Interview, June 2026).”*

This finding is particularly revealing because it directly illustrates the Technology Acceptance Model (TAM) (Davis, 1989) in an MSME context. The Co-Owner's selection of Instagram was primarily shaped by *perceived ease of use* she explicitly acknowledged that TikTok has broader reach, yet chose Instagram because she felt more comfortable using it. This is not a trivial distinction: it demonstrates that platform adoption in micro-enterprises is often governed by psychological readiness rather than objective marketing logic, a pattern consistent with Rahayu & Day (2015) who found that Indonesian MSME operators tend to adopt digital tools based on familiarity rather than performance data.

What this means for the business is structural: Instagram is not a supplementary tool for 127.Freshbar it *is* the marketing infrastructure. There has been no offline promotional phase whatsoever, making the business entirely dependent on digital reach for customer acquisition. Yet, observation of the @127.freshbar account revealed only 9 posts published in over 18 months of operation an average of less than one post per month. This gap between strategic dependency (Instagram as the only channel) and operational execution (low posting activity) constitutes an early and critical tension that runs throughout the findings below.

4.2 | Content Strategy by Trend-Following and AI-Assisted Creation

127.Freshbar employs a trend-following content strategy, the Co-Owner monitors viral content circulating on Instagram and produces adapted versions for the business account. This approach is significantly supplemented by the use of ChatGPT for caption writing and content scripting a practice the respondent described as a core part of the content workflow, not an occasional aid.

> *"At first, I was just paying attention to content that was interesting and going viral at the time, and then I tried to follow along and try to making similar videos to promote what I sell"*

Why the trend-following approach matters? Kaplan & Haenlein (2010) explain that content aligning with trending formats benefits from algorithmic amplification, as Instagram's algorithm tends to distribute content exhibiting interaction patterns similar to previously high-performing posts. During the observation period, posts from @127.freshbar that employed trending visual conventions product close-ups with minimal backgrounds and direct promotional text overlays received noticeably higher interaction, averaging approximately 15–20 likes per post, compared to earlier, less styled posts which registered fewer than 10 likes. While the dataset is limited by the account's low post volume, this directional pattern supports the strategic utility of trend-informed content for early-stage micro-accounts.

On AI-assisted marketing, a finding that demands deeper attention, about using the ChatGPT for caption generation is among the most analytically significant findings of this study. Dwivedi et al. (2023) documented the increasing adoption of Large Language Models (LLMs) among MSME operators as a cost-free alternative to professional copywriting. For 127.Freshbar, this is not incidental: it is a primary creative resource. AI-generated captions observed on the account were structurally consistent including calls-to-action such as "Order sekarang via DM!" and relevant hashtag clusters including #minumansegar, #juicepadang, and #127freshbar. This reflects strong functional competence at the caption level.

However, the strategic implication of this AI reliance is double-edged. While it resolves the efficiency barrier (time and copywriting skill), it introduces a voice consistency barrier. Dwivedi et al. (2023) caution that AI-generated marketing copy, without human editorial calibration to a specific brand voice, tends to converge on generic phrasing patterns. In the case of 127.Freshbar, the Co-Owner described her customer communication style as transparent, honest, and personal values clearly evident in interview responses. Yet these same values were largely absent from the AI-generated caption outputs observed on the account. The captions were promotional and grammatically clean, but lacked the warmth and personal character that differentiates MSME brand communication from that of larger corporate accounts.

This finding implies that AI adoption in MSME marketing is most valuable when it is augmented by human editorial oversight not when it fully replaces the brand's authentic voice. Used without customization, AI-generated content may inadvertently strip the very personal branding advantage that MSMEs hold over larger competitors.

4.3 | Instagram Feature Utilization and Engagement Implications

During the three-week observation period, @127.freshbar relied exclusively on Feeds (static photos and short promotional videos) and Stories (used sporadically). The Reels feature Instagram's fastest-growing and most algorithmically prioritized content format (Meta, 2022) was entirely unused. Instagram Live had never been activated for the business.

Tabel 5. Observation Results of Instagram Feature Utilization and Algorithmic Impact on @127.freshbar

No.	Instagram Feature	Usage Frequency	Algorithmic Characteristics	Impact on Audience Reach
1	Feed Posts (Photos and Promotional Videos)	Regularly used	Primarily distributed to existing followers and users who have previously interacted with the account	Effective for maintaining engagement among current followers but limited in attracting new audiences
2	Stories	Occasionally used	Prioritized for users with frequent interactions and existing relationships with the account	Supports customer retention and engagement but provides limited external reach

3	Reels	Not utilized	Favored by Instagram's algorithm and widely distributed through the Explore page and recommendation feeds	Significant opportunity for audience growth and brand discovery remains untapped
4	Instagram Live	Not utilized	Generates real-time engagement and sends notifications to followers when activated	Potential for direct interaction and community building is not leveraged
5	Explore Page Exposure	Low	Highly dependent on algorithmically promoted content, particularly Reels	Reduced likelihood of being discovered by non-followers
6	Organic Reach	Limited to existing follower base	Without Reels, content distribution is largely restricted to current followers	Audience growth is likely to stagnate over time

Source: Author's observation of @127.freshbar (2026)

Why this matters structurally? Since Meta's algorithmic shift in 2022, Reels have been granted substantially higher organic reach than Feeds or Stories, particularly to non-followers via the Explore page and the recommended "For You" feed. By relying solely on Feeds, @127.freshbar's content distribution is largely bounded by its existing follower base. With the follower count observed during the study period, the estimated average engagement rate (total likes + comments ÷ followers × 100%) fell below the 2% benchmark considered healthy for Instagram business accounts (Hootsuite, 2023) suggesting that current content is reaching a narrowing rather than growing audience.

Mapping this to the AIDA model reveals a clear structural gap. 127.Freshbar's current feature mix, Feeds, and Stories primarily serves the Interest and Desire stages of the AIDA framework: they reinforce product appeal for users already aware of the brand. But the Attention stage initial brand discovery by new audiences is significantly underperformed in the absence of Reels, which are the primary non-follower discovery mechanism on Instagram. The result is an account well-positioned to retain existing followers but structurally limited in its capacity to acquire new ones.

Stories, while limited in reach, do fulfill an important strategic function. The respondent noted that Stories consistently attracted stable view counts, which is consistent with Chaffey & Ellis-Chadwick's (2019) framing of Stories as a retention marketing instrument maintaining brand visibility among users already familiar with the account rather than acquiring new audiences. This dual-channel logic (Feeds/Stories for retention, Reels for acquisition) represents a viable framework for 127.Freshbar, but one that has been implemented partially by default rather than consciously by design.

4.4 | Consumer Engagement and Organic Brand Amplification via eWOM

Despite a limited content volume and underutilized feature set, 127.Freshbar demonstrates meaningful consumer engagement driven primarily by organic, unmanaged advocacy rather than planned digital marketing activity.

> *"Our products have sold out in a single day several times, particularly when students shared their experiences with friends or posted about them online."*

This recurring pattern suggests that consumer-generated promotion contributed to increased purchase intention and demand. While stock depletion is an operational metric, it serves as a downstream indicator of the effectiveness of Instagram-mediated brand communication in generating purchase intent among the student community near Universitas Andalas.

More analytically significant is a pattern the respondent described regarding university students who visited 127.Freshbar as part of their academic research activities. These students subsequently shared their experiences on personal social media accounts and through peer conversations. This constitutes a case of User Generated Content (UGC) and Electronic Word-of-Mouth (eWOM). According to Cheung and Thadani (2012), eWOM carries significantly greater influence on consumer purchasing decisions than brand-generated promotional content, precisely because peer-sourced endorsements are perceived as more credible and authentic.

What this means in strategic terms is that 127.Freshbar's most effective marketing mechanism is currently operating outside of its own control. The business is benefiting from organic micro-influencer activity, students who function as inadvertent brand ambassadors, without any structure to systematize or scale this advocacy. This is simultaneously an opportunity and a vulnerability. The strong product experience that generates this advocacy is an

asset; the absence of a mechanism to leverage it is a missed strategic opportunity. Formalizing even a simple student UGC program, such as encouraging customers to tag @127.freshbar in posts in exchange for a discount, could convert this passive advocacy into an active, scalable, and cost-efficient marketing channel.

4.5 | Operational Constraints, Failed Ads Experience, and Platform Effectiveness

Account management at 127.Freshbar is conducted exclusively by the Co-Owner, with no outsourced support. The respondent acknowledged that posting frequency has declined significantly since the business's launch, explaining that:

> *"When we first started the business, I posted on Instagram quite regularly. However, as time went on, the posting frequency decreased because I became more focused on managing daily operations. Social media management is not something I particularly enjoy, so it is often not my main priority."*

This statement adds a psychological dimension to the documented operational constraint, suggesting that the challenge is not only a matter of limited time and resources but also personal preference toward digital marketing activities. The failure of a single Instagram Ads attempt, where a technical barrier prevented the advertisement from appearing, resulted in a lasting deterrent effect.

> *"I once tried using Instagram Ads, but the advertisement did not appear as expected. Since then, I have been hesitant to use paid advertising again because I was worried about wasting money without seeing any results."*

This experience contributed to a reluctance to experiment with paid promotion on any platform. Such behavior is consistent with Rahayu and Day's (2015) finding that early-stage failure in digital tool adoption can create technology avoidance behavior among MSME operators, even when the failure stems from a navigability issue rather than the fundamental unsuitability of the platform itself. The failure of a single Instagram Ads attempt, where a technical barrier prevented the advertisement from appearing, resulted in a lasting deterrent effect.

> *"I have tried using Instagram Ads before, but I did not see any significant changes afterward. The number of customers did not increase noticeably, and the results were not as expected. Because of that experience, I became reluctant to spend money on paid advertising again."*

Consequently, the respondent expressed hesitation toward using paid advertising on any platform. This is consistent with Rahayu and Day's (2015) finding that early-stage failure in digital tool adoption creates technology avoidance behavior among MSME operators, even when the failure is attributable to navigability issues or unmet expectations rather than the fundamental unsuitability of the platform itself. 127.Freshbar's Instagram strategy is currently driven more by inertia and familiarity than active strategic planning.

> *"I am comfortable using Instagram because I have been using it for a long time. Although I know that platforms like TikTok can make content go viral more easily and reach more people, I prioritize comfort and familiarity when promoting my business" (Key Informan,Co-Owner 127.Freshbar, Interview, June 2026).*

This statement suggests that the choice of platform is influenced more by habitual use and personal preference than by a strategic assessment of platform effectiveness. The account functions adequately as a passive reference point for consumers who already know the brand but is structurally underpowered as a tool for active customer acquisition. The respondent herself rated Instagram as only moderately effective while acknowledging TikTok as superior in audience reach. This acknowledgment is important: it reflects a business operating with platform-market misalignment (using the platform the Co-Owner is comfortable with, rather than the platform that best serves the target market), which has measurable implications for growth potential.

For 127.Freshbar to shift from a passive digital presence to an active digital marketing posture, what is needed is not merely tactical adjustments more posts, better captions but a structural reframing of social media management as a core business function, equivalent in operational priority to product preparation and customer service. Practical first steps include: a content calendar to regularize posting cadence, batch content creation sessions to reduce daily time burden, and utilization of Meta Business Suite's scheduling feature to maintain consistency even during operationally intensive periods (Chaffey & Ellis-Chadwick, 2019).

5 | DISCUSSION

127.Freshbar chose Instagram as its primary digital marketing platform from the very first day the business was established in October 2024. The Co-Owner chose Instagram primarily because she was more familiar with and accustomed to using it compared to other platforms. Although the business also has a TikTok account, it is not actively maintained.

This is very much in line with the findings of Rahayu & Day (2015), who noted that MSME actors tend to adopt digital technology based on perceived ease of use rather than objective efficiency considerations. From another perspective, the Technology Acceptance Model (TAM) proposed by Davis indicates that the selection of marketing technology tools is strongly influenced by how familiar the user is with the platform's interface. Therefore, 127.Freshbar's decision to prioritize Instagram despite acknowledging TikTok's effectiveness is a real-world representation of familiarity bias in digital technology adoption at the MSME level.

That said, the choice of Instagram remains relevant to its local environment in Pauh. According to the We Are Social & Hootsuite (2024) report, Instagram in Indonesia is dominated by users aged 18–34 years–a demographic that closely aligns with university students, the primary target market of 127.Freshbar, which is located near the Universitas Andalas campus. Thus, even though the platform selection was not based on formal research, the outcome is indirectly aligned with the profile of the intended audience.

127.Freshbar applies a trend-following strategy in content conceptualization observing viral content on Instagram and creating modified versions. This approach is combined with the use of ChatGPT and other AI tools to assist in caption writing and content creation. These two approaches reflect a quick and simple response to the creative resource constraints commonly faced by MSMEs. From the perspective of Social Media Marketing theory (Tuten & Solomon, 2017), this reactive strategy carries both advantages and limitations: it reduces the cognitive burden of content ideation while simultaneously positioning the brand as a follower rather than a trendsetter in its niche. The practical implication of this finding is that 127.Freshbar must balance trend adoption with brand differentiation. During the observation period, for example, content formats mimicking viral “satisfying preparation” videos were identified on the account, generating viewer curiosity yet without a consistent visual identity or signature aesthetic, these posts did not cumulatively build a distinctive brand image. This suggests that trend-following, while effective for short-term visibility, must be embedded within a longer-term brand consistency framework to yield sustainable marketing outcomes.

Trend-following strategy has strong backing in viral marketing theory. According to Kaplan & Haenlein (2010), content that follows trending formats or themes tends to generate greater insights because platform algorithms prioritize the distribution of content with interaction patterns similar to previously popular content. However, Tuten & Solomon (2017) caution that imitating trends without adapting to brand identity can result in generic content that fails to differentiate the business from competitors. In the context of 127.Freshbar, this strategy is effective as a starting point but requires development toward more authentic content that consistently represents the uniqueness of the product.

The use of ChatGPT for caption writing reflects a broader trend in AI-assisted marketing. Dwivedi et al. (2023) noted that the use of Large Language Models (LLMs) by MSME actors is increasingly common as a solution to the limitations of creative staff and copywriting expertise. This AI usage is highly efficient in terms of time and cost. However, excessive reliance on AI without adequate customization risks producing captions that lack authenticity, fail to reflect a distinctive brand voice, and lose the personal branding touch that is precisely the strength of MSMEs compared to larger brands. In the context of 127.Freshbar, the practical implication is significant: while AI-generated captions enable the business to maintain a basic level of content output despite having no dedicated marketing staff, the captions observed on the @127.freshbar account during the three-week observation period showed limited personalization to the brand’s core identity as a healthy beverage provider. For instance, captions promoting product freshness and health benefits were written in a generic tone that could apply to any similar business, rather than reflecting the unique story of 127.Freshbar as a young couple’s venture. This aligns with Pulizzi’s (2012) Content Marketing theory, which emphasizes that authentic storytelling not just information delivery is the key driver of long-term audience engagement. The theoretical implication here is that AI tools, when used without a clear brand narrative framework, may undermine the very engagement they are meant to support. A more effective approach would be to use AI as a drafting assistant while retaining human editorial judgment to align captions with the brand’s authentic voice. Future iterations of 127.Freshbar’s content strategy should therefore establish a brand voice guide that serves as a filter for all AI-generated content.

Instagram offers several features including Feeds, Reels, Stories, Live, and Highlights. Based on the interview conducted with the respondent and co-founder, 127.Freshbar predominantly uses Instagram as its primary marketing medium, with Feeds and Stories being the most frequently used features, albeit not at a high upload frequency. The Reels feature has not been maximally utilized due to limitations in video editing skills and understanding of how to create relevant content, while the Instagram Live feature has never been used for product promotion. For product promotion, 127.Freshbar has once conducted a Live session on TikTok.

The significant algorithmic changes in Instagram in recent years must be critically considered, given that the limited number of uploads on 127.Freshbar's Instagram account may result in delays in product recognition among the public. Meta CEO Mark Zuckerberg stated in a 2022 Facebook post that "Reels is already our fastest-growing content format" indicating that Reels on Instagram has great potential for reaching more people, similar to what Meta applied to Facebook. Unlike Feeds and Stories, whose reach is largely limited to existing followers, Reels has the potential to spread to non-followers through the Explore feature or the recommended feed commonly referred to as FYP (For Your Page).

The use of the Stories feature on Instagram is not necessarily ineffective, despite its narrower reach. It remains relevant as a retention marketing instrument. Retention marketing is a strategy used by companies to keep customers engaged with their products over the long term. According to Chaffey & Ellis-Chadwick (2019), Stories function to maintain brand presence in the minds of consumers already familiar with the brand, prompting repeat interaction. Therefore, 127.Freshbar's use of the Stories feature holds significant strategic value for maintaining and nurturing relationships with existing consumers.

127.Freshbar once attempted to use Instagram Ads for promotion. However, the effort did not go well, as the paid advertisement failed to appear on Instagram. This experience made the business Co-Owner reluctant to use paid advertising again, whether on Instagram or any other platform. Yet Instagram Ads is one of the most effective ways to reach more prospective consumers. Its targeting features allow business actors to determine advertising targets based on age, location, interests, and user behavior (Kotler et al., 2021). However, Meta's digital platform is not always easy to navigate for beginners. The account verification process, payment method configuration, and compliance with advertising policies can all pose barriers that cause advertisements to fail. The implication of this finding extends beyond the case of 127.Freshbar. It illustrates a critical gap between the theoretical potential of digital advertising tools and the practical readiness of MSME operators to use them effectively. In the AIDA framework (Attention, Interest, Desire, Action), paid advertising serves as the most powerful lever for the "Attention" stage the first step in converting potential consumers into loyal customers. When this lever is unavailable or misused due to digital literacy barriers, the entire conversion funnel is weakened. This finding underscores the need for structured digital marketing training programs specifically designed for early-stage MSME operators, including step-by-step guidance on Meta Ads Manager setup, payment gateway integration, and policy compliance areas that are currently underserved by existing MSME support programs in Padang City.

Based on this case, digital marketing barriers are not always caused by cost. A lack of technical knowledge and skills is often the more significant issue. According to Rahayu and Day (2015), failure at the early stages of technology use can create a deterrent effect, causing business actors to avoid digital promotion altogether. Therefore, enhancing digital literacy for MSMEs is critical, particularly in the use and management of paid advertising through digital platforms. This finding connects directly to the 4P Marketing Mix framework (Kotler, 2006): when the "Promotion" dimension is constrained not by budget but by technical competency, the solution lies not in increased investment but in capability-building interventions. Practically, this implies that government agencies and business development organizations supporting MSMEs in Padang should integrate digital advertising literacy particularly Meta Ads Manager training into existing MSME development programs, treating it as an essential business skill rather than an optional technology upgrade.

One important finding from the interview is that 127.Freshbar's brand awareness growth does not stem solely from promotions conducted by the MSME itself. The respondent explained that students who conducted research interviews contributed positively to brand promotion, both through posts they shared on their personal social media accounts and through word-of-mouth communication within their networks. Notably, the respondent reported that on at least two occasions following student visits, the business experienced higher-than-usual customer footfall the same day suggesting a measurable, albeit informal, conversion from UGC exposure to in-store visits.

This phenomenon is a manifestation of User Generated Content (UGC) and Electronic Word of Mouth (eWOM). According to Cheung and Thadani (2012), eWOM has a far greater influence on consumer purchasing decisions than promotional content created directly by the brand. In 127.Freshbar's case, the interviewing students function as organic micro-influencers who inadvertently expand the brand's reach without additional costs to the business.

This finding holds significant strategic implications for 127.Freshbar, which could formalize this pattern through an informal brand ambassador program encouraging students to share their experiences. This strategy aligns with a community-based marketing approach, which has been shown to be highly effective for MSME-scale businesses with very limited marketing budgets.

The 127.Freshbar Instagram account is managed by only two people: the business Co-Owner and her husband. As they must focus on business operations, social media management has not been conducted consistently. The respondent stated that the current upload frequency has declined significantly compared to when the business first opened. This situation is experienced by many MSMEs with limited time and human resources.
Consistent posting is important for maintaining Instagram account reach. Active accounts are generally more likely

to appear to other users, supported by Instagram's algorithm. Conversely, accounts that rarely upload content may experience a gradual decline in engagement (Instagram Business, 2023). Although 127.Freshbar is already fairly well known among students at Universitas Andalas and Politeknik Negeri Padang, inconsistent posting can hinder account growth and the expansion of audience reach beyond the surrounding campus area.

Several simple steps can be taken to address this issue. For instance, creating a content calendar to maintain a more regular upload schedule. Business actors can also batch-create multiple pieces of content at once to save time. Additionally, the content scheduling feature in Meta Business Suite can be utilized to ensure content is uploaded routinely. According to Chaffey and Ellis-Chadwick (2019), such strategies can help MSMEs maintain a digital presence even with limited resources.

The respondent rated Instagram as effective as a promotional medium but honestly acknowledged that TikTok is superior in terms of audience reach. The gap between the platform being used and the platform perceived as most effective reflects a common dilemma faced by MSMEs in an ever-evolving social media ecosystem. The co-founder's acknowledgment is consistent with empirical data. TikTok's algorithm, particularly through the For You Page (FYP) mechanism, offers far greater organic exposure opportunities for new content, regardless of the size of an account's follower base. This makes TikTok a more democratic platform for early-stage business actors who do not yet have a large following. For culinary MSMEs with a primary target market of university students, TikTok's potential becomes increasingly significant given the platform's high penetration among 18–24-year-olds in Indonesia.

127.Freshbar's decision to continue prioritizing Instagram despite acknowledging that another platform would be more beneficial reflects a comfort zone bias that prioritizes operational convenience over objective marketing effectiveness. Thinking about long-term effects, a more optimal strategy would involve developing a balanced multi-platform presence leveraging TikTok for new audience acquisition while maintaining Instagram as a tool for community management and engagement with existing customers, as it concentrates on a Padang city, Indonesia, which restricts the generalizability of its findings to other developed and developing countries. It is recommended that future research includes variables beyond those already studied to obtain more varied results that could influence purchasing intention. Furthermore, future researchers could expand the sample size and expand the study beyond Padang City.

Based on the interviews and analysis conducted, it can be concluded that 127.Freshbar has utilized Instagram as the primary medium for promoting its products, with university students in the Universitas Andalas area as its main consumers. 127.Freshbar chose Instagram because the Co-Owner feels more comfortable using this platform. Additionally, Instagram aligns with the characteristics of the target market, which is predominantly young people.

In its implementation, 127.Freshbar applies a marketing strategy through trending content (trend-following) and also leverages AI technology to assist in caption creation and content ideation. Although this strategy is highly helpful in the marketing process, further development toward more authentic content is needed to strengthen the brand identity and establish distinctive characteristics.

127.Freshbar uses Instagram features such as Feeds and Stories but has not yet utilized Reels, which has greater reach potential. Furthermore, 127.Freshbar has not succeeded in optimizing the use of paid advertising (Instagram Ads) due to limited digital literacy in using this marketing feature. This serves as an important lesson for MSMEs to improve their digital capabilities in product promotion.

Overall, 127.Freshbar has engaged in digital marketing that has yielded positive benefits in introducing products to their target audience. However, to enhance marketing effectiveness in the future, 127.Freshbar still needs to maximize the use of various Instagram features, such as Reels, Feeds, and other features. 127.Freshbar should also maintain consistency in content creation and develop a strategy through TikTok utilization to reach new audiences and build customer relationships. With these steps, 127.Freshbar has greater opportunities to expand its market reach and enhance its competitiveness in the digital era.

5.1 | Limitations and Future research

This study acknowledges three key limitations. First, as a single-case study concentrated on one micro-scale MSME in Padang City, Indonesia, the findings cannot be directly generalized to culinary MSMEs in other regions, to larger-scale SMEs, or to non-culinary business sectors. The unique local context including the proximity to Universitas Andalas and the specific socioeconomic profile of the target market may have shaped the marketing dynamics observed in ways that are not transferable to other settings. Second, the data collection period of approximately three weeks and reliance on a single primary informant (one of the co-founders) introduces the risk of informant bias and temporal limitation; findings may not reflect seasonal fluctuations in consumer behavior or long-term shifts in content strategy. Third, the absence of verified quantitative metrics such as actual follower growth rates, post impression data, story view counts, or conversion rates from Instagram to in-store visits — means that assessments of marketing effectiveness rest primarily on self-reported accounts rather than empirically

verified performance data.

Future research should address these limitations in the following directions: (1) conducting comparative multi-case studies across culinary MSMEs in different Indonesian cities (e.g., Medan, Makassar, Surabaya) to test whether the familiarity bias in platform selection and digital literacy barriers identified here represent a broader national pattern or are specific to the Padang context; (2) employing mixed-methods designs that combine in-depth qualitative interviews with quantitative Instagram Insights data to provide a more complete and verifiable picture of MSME digital marketing performance; (3) examining the long-term effects of AI-assisted content creation on brand authenticity and audience engagement through longitudinal studies tracking MSME accounts over 12 months or more; and (4) investigating the scalability of informal student ambassador programs as a structured UGC strategy across different MSME types and consumer demographics.

Declarations

Conflict of Interest
The authors declare that they have no conflict of interest.

Ethical approval
Not applicable

Consent to Participate
Informed consent was obtained from all participants prior to data collection. Participation was voluntary, and respondents were assured of anonymity and confidentiality.

Consent to Publish
All authors consent to the publication of this manuscript.

References

Arisandi, D. (2023). Pemanfaatan Instagram sebagai media promosi produk kuliner pada UMKM. Jurnal Manajemen dan Bisnis Digital, 2(1), 45–58.

Arlinda, S., & Hendro, J. (2024). The implementation of digital marketing in attracting consumer buying interest in MSME products in Grogol Petamburan District, West Jakarta. IKRAITH-EKONOMIKA, 7(2), 184-192.

Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. Journal of Service Research, 14(3), 252–271.

Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing: Strategy, implementation and practice (7th ed.). Pearson Education.

Cheung, C. M. K., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. Decision Support Systems, 54(1), 461–470.

Coordinating Ministry for Economic Affairs of the Republic of Indonesia. (2021). UMKM Menjadi Pilar Penting dalam Perekonomian Indonesia.

Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. MIS Quarterly, 13(3), 319–340.

Dwivedi, Y. K., Kshetri, N., Hughes, L., Slade, E. L., Jeyaraj, A., Kar, A. K., Baabdullah, A. M., Koohang, A., Raghavan, V., Ahuja, M., & Wright, R. (2023). "So what if ChatGPT wrote it?" Multidisciplinary perspectives on opportunities, challenges and implications of generative conversational AI for research, practice and policy. International Journal of Information Management, 71, 102642.

Febriyantoro, M. T. (2021). Pemanfaatan digital marketing bagi usaha mikro kecil dan menengah pada era masyarakat ekonomi ASEAN. Jurnal Manajemen Dewantara, 2(2), 55–68.

Febriyantoro, M. T., & Arisandi, D. (2023). Pemanfaatan digital marketing bagi usaha mikro, kecil dan menengah pada era masyarakat ekonomi ASEAN. Jurnal Manajemen Dewantara, 1(2), 62–76.

Hapsari, R., Purwanto, A., & Santoso, B. (2024). Hambatan adopsi teknologi digital pada UMKM Indonesia. Sketsa Bisnis, 11(2), 296–318.

Hartini, S., Nuryakin, N., & Wahyudi, L. (2022). The influence of Instagram content and caption quality on consumer purchase intention.

Hootsuite. (2023). Social media marketing benchmark report 2023. Hootsuite.

Instagram Business. (2023). How Instagram's algorithm works. Meta Platforms. https://business.instagram.com

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media.

Business Horizons, 53(1), 59–68.
Kementerian Koperasi dan Usaha Kecil dan Menengah Republik Indonesia. (2023). Data perkembangan UMKM dan usaha besar. Kemenkop UKM.
Kotler, P. (2006). Marketing management (12th ed.). PT Indeks.
Kotler, P., & Armstrong, G. (2021). Principles of marketing (18th ed.). Pearson Education.
Manuharani, N. N. (2022). Comparison of the effectiveness of digital marketing and conventional marketing on consumer buying interest in MSME products: A case study of Kuta Metelu Herbal (Undergraduate thesis). Politeknik Negeri Bali Repository.
Miles, M. B., Huberman, A. M., & Saldaña, J. (2014). Qualitative data analysis: A methods sourcebook (3rd ed.). SAGE Publications.
Nurhaliza, K. F., Zawawi, & Warmana, G. O. (2024). Pemanfaatan Media Sosial Instagram Sebagai Sarana Pemasaran Digital Guna Mengembangkan Branding UMKM Rusunawa Penjaringan Sari. Jurnal Pengabdian kepada Masyarakat Nusantara, 5(1), 892-898.
Nurzaman, F., Sari, D. P., & Kusuma, R. (2024). Analysis of marketing strategies in culinary MSMEs (Case study: Bubur Ayam Abah Oong). Jurnal Manajemen Pemasaran.
Pramudya, A., Savitri, C., & Pramudita Faddila, S. (2025). Analisis Strategi Konten Marketing Media Sosial Instagram pada UMKM Food Familys. Indonesian Journal of Digital Business, 5(3), 759-772.
Pulizzi, J. (2012). The rise of storytelling as the new marketing. Publishing Research Quarterly, 28(2), 116–123.
Rahayu, R., & Day, J. (2015). Determinant factors of e-commerce adoption by SMEs in developing country: Evidence from Indonesia. Procedia Social and Behavioral Sciences, 195, 142–150.
Strong, E. K. (1925). Theories of selling. New York, NY: McGraw-Hill Book Company.
Sutanto, A. C. (2024). Efektivitas Penggunaan Instagram dalam Proses Branding pada UMKM di Kemanggisan. Jurnal Manajemen dan Pemasaran Digital.
Tuten, T. L., & Solomon, M. R. (2017). Social media marketing (3rd ed.). SAGE Publications.
Venkatesh, V., & Davis, F. D. (2000). A theoretical extension of the Technology Acceptance Model: Four longitudinal field studies. Management Science, 46(2), 186–204.
Veranita, M., Susilowati, R., & Yusuf, R. (2021). Utilization of Instagram social media platforms as promotional media for the culinary industry during the COVID-19 pandemic (Case study of @kolakcampurkolaku). Jurnal Bisnis dan Kewirausahaan, 17(3), 279–290.
Haryani, D. S., & Fauzar, S. (2021). The effectiveness of Instagram social media as a promotional medium for MSMEs. Manajerial dan Bisnis Tanjungpinang, 4(1), 12–20.
We Are Social & Hootsuite. (2024). Digital 2024: Indonesia. DataReportal. https://datareportal.com/reports/digital-2024-indonesia
Yin, R. K. (2018). Case study research and applications: Design and methods (6th ed.). SAGE Publications.