

The Use of Instagram @Sotobangkongpakubuwono for Branding

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ABSTRACT

This research aimed to identify Analyze the use of social media Instagram @sotobangkongpakubuwono for building brand awareness (brand loyalty). This research was conducted at Soto Bangkong Pakubuwono Restaurant, Jakarta, where this restaurant has implemented online promotions since 2018 via Instagram @sotobangkongpakubuwono. This research is descriptive qualitative research. Researchers used new media theory guidelines in conducting research and the results of the research were the use of Instagram media. In this research, the researcher used 1 key informant, namely the owner of Soto Bangkong Pakubuwono Restaurant, Jakarta, 1 main informant, namely the employee/admin who manages Instagram @sotobangkongpakubuwono, and 3 supporting informants, namely Soto Bangkong Pakubuwono customers. The results of this research concluded that the use of Instagram by @SotoBangkongPakubuwono is highly effective in building brand awareness and recognition among its audience. The majority of respondents showed strong engagement with the content, indicating that Soto Bangkong has successfully created an emotional connection with its customers and built a reputation for quality. However, there is room for further strengthening the emotional bond with some audience members who have not yet fully engaged. Additionally, diversifying the content will help expand the brand's reach and involvement with a broader audience. Overall, Instagram has proven to be a powerful tool for raising Soto Bangkong Pakubuwono's brand awareness.

Keywords: Instagram, New Media, Branding, Brand awareness

ABSTRAK

Penelitian ini bertujuan untuk menganalisis penggunaan media sosial Instagram @sotobangkongpakubuwono dalam membangun kesadaran merek (brand awareness) dan loyalitas merek (brand loyalty). Penelitian ini dilakukan di Restoran Soto Bangkong Pakubuwono, Jakarta, di mana restoran ini telah menerapkan promosi daring melalui Instagram @sotobangkongpakubuwono sejak tahun 2018. Penelitian ini merupakan penelitian deskriptif kualitatif. Peneliti menggunakan pedoman teori media baru (new media theory) dalam pelaksanaan penelitian ini.

Penelitian ini melibatkan satu informan kunci, yaitu pemilik Restoran Soto Bangkong Pakubuwono, satu informan utama, yaitu karyawan/admin yang mengelola akun Instagram @sotobangkongpakubuwono, serta tiga informan pendukung, yaitu pelanggan Soto Bangkong Pakubuwono. Hasil penelitian menunjukkan bahwa penggunaan Instagram oleh akun @sotobangkongpakubuwono sangat efektif dalam membangun kesadaran merek dan pengenalan merek di kalangan audiensnya. Mayoritas responden menunjukkan keterlibatan yang kuat dengan konten yang disajikan, yang mengindikasikan bahwa Soto Bangkong berhasil menciptakan koneksi

emosional dengan pelanggan serta membangun reputasi untuk kualitas yang ditawarkan. Namun, terdapat ruang untuk memperkuat ikatan emosional dengan sebagian audiens yang belum sepenuhnya terlibat. Selain itu, diversifikasi konten dapat membantu memperluas jangkauan dan keterlibatan merek dengan audiens yang lebih luas. Secara keseluruhan, Instagram telah terbukti menjadi alat yang ampuh untuk meningkatkan kesadaran merek Soto Bangkok Pakubuwono.

Kata kunci: Instagram, Media Baru, Branding, Kesadaran Merek

INTRODUCTION

The development of information and communication technology has developed very quickly in recent years. This progress simplifies and streamlines the communication process. With this technology, the internet has become a very popular communication tool among the public, which has caused a shift from conventional communication to modern and completely digital communication (Rafiq, 2020). Along with the development of internet use, social media has also become a global phenomenon that is inseparable from communication activities. Social media is a communication tool that functions to interact with fellow users, share information, collaborate and express oneself (Feroza & Misnawari, 2020). The use of social media also influences economic aspects, where the use of social media can be used as an online marketing communication medium. There are various types of social media that can be used as online marketing platforms such as Facebook, Instagram, Twitter,

WhatsApp, and TikTok. Instagram is one of the most popular social media today and focuses on communication through images and videos.

Soto Bangkok Pakubuwono faces strong competition in Jakarta's culinary scene, particularly from rivals like Soto Haji Maruf and Soto Kudus Senayan, which operate in the same area with similar menus. To address this challenge, the restaurant has leveraged Instagram (@sotobangkongpakubuwono) as a strategic communication tool since August 2022, amassing 4,687 followers. The account showcases detailed product information through attractive posters featuring menu items and enticing food photos, along with updates on operational hours, the restaurant's address, and admin contact details for easy communication. In the past month, the account has garnered 11K views from 32 posts, with 82.4% of views coming from non-followers. Additionally, there has been a 215% increase in account reach, engaging 2,175 new accounts and achieving 135

interactions with both followers and non-followers.

Social media is a key tool in marketing communication, enabling businesses to effectively promote products and influence consumer behavior (Rizki & Setiawati, 2020). Its accessibility, affordability, and ease of use make it ideal for sharing information, engaging in real-time discussions, and reaching broad audiences (Namira et al., 2022). Creative visuals, such as high-quality images and videos, enhance product appeal and increase visibility, supporting business growth through social media promotion (Untari & Fajariana, 2018).

Based on that this paper aims to analyse the use of social media Instagram @sotobangkongpakubuwono for building brand awareness (brand loyalty).

RESEARCH METHODS

This study employs a descriptive qualitative approach to gain meaningful data and a detailed understanding of social phenomena through narrative descriptions, ultimately aiming to develop theories explaining these phenomena (Sujarweni, 2014). A case study method was chosen to explore specific programs or activities within a defined timeframe (Sugiyono, 2016). This approach is relevant given the shift from conventional to modern marketing strategies, particularly the widespread use of Instagram,

which makes the research issues timely and applicable.

This research collected data from informants categorized as key, main, and supporting, including the restaurant owner, Instagram admin, and customers. Primary data were obtained from interviews with these informants, while secondary data were sourced from documents like articles and company records. Data collection relied on interviews, observations, and documentation, supported by tools such as interview guides, smartphones for documentation, Google Docs, and voice recorders. Observations focused on the Instagram account @sotobangkongpakubuwono, examining its promotions and customer interactions. Documentation included online assessments and recorded research activities to strengthen findings.

THEORETICAL FRAMEWORK

New media refers to digital technology, computers, and communication networks that emerged in the late 20th century, characterized by being editable, networked, compact, interactive, and inclusive of user-generated content. This content, created by the general public, demonstrates that internet media is no longer dominated by specific parties but is accessible to all users (Solomon, 2011).

Branding, derived from "brand," signifies an entity such as a name, symbol, or design that identifies and differentiates a product or service. While a brand represents the identity of a product or company, branding involves communication efforts aimed at building and enhancing that brand (Mujib & Saptiningsih, 2020).

RESULT AND DISCUSSION

Brand Awareness Analysis

Brand awareness in the context of this study refers to how well the Soto Bangkok Pakubuwono brand is recognized the audience on Instagram and how their activities on social media influence brand recognition.

1. Top of Mind Awareness (TOMA)

Top of Mind Awareness measures whether Soto Bangkok Pakubuwono is one of the first choices customers think of when seeking Indonesian cuisine or Soto.

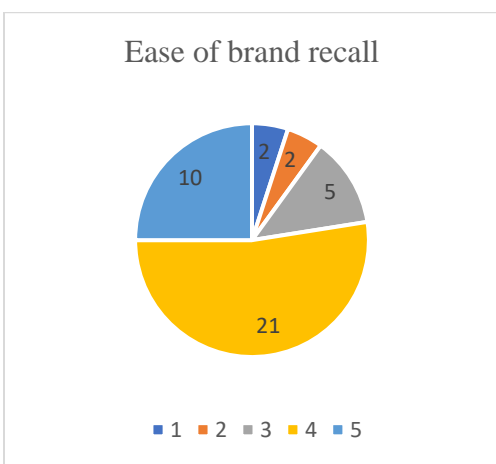


Figure 1. Questionnaire results regarding ease of brand recall Diagram

Customer responses show that most respondents (31 people) rated Soto Bangkok Pakubuwono with scores of 4 and 5, indicating strong brand recall. The highest score of 5 was given by 21 respondents, highlighting the effectiveness of visual elements and branding. However, 5 respondents rated it 3, suggesting moderate recall, and 4 respondents gave lower scores (1 and 2), indicating difficulty in remembering the brand. Hashtags like #SotoBangkong and #Jakarta enhance its visibility.

2. Perceived Quality

Perceived quality refers to how customers assess the quality of the restaurant based on the image presented on Instagram.

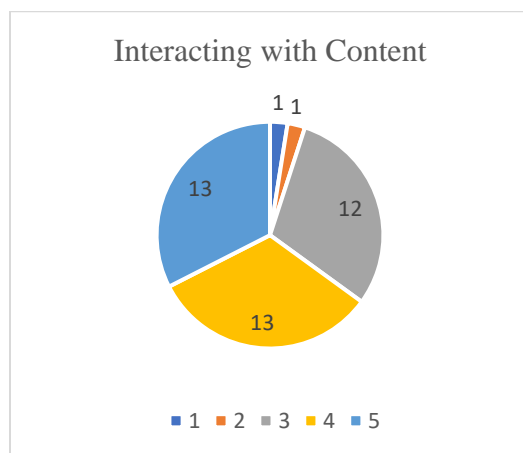


Figure 2. Interacting with the content diagram

The "Interacting with Content" finding shows that most respondents rated their interaction with the @SOTOBANGKONGPAKUBUWONO Instagram content highly, with 13 respondents giving a score of 5 and another 13 giving a score

of 4, indicating strong engagement. Twelve respondents rated it 3, showing moderate interaction, while only two respondents gave scores of 1 and 2, reflecting minimal interaction.

3. Brand Association

Instagram is used to build associations with a particular brand, such as nostalgia, tradition, and family warmth.

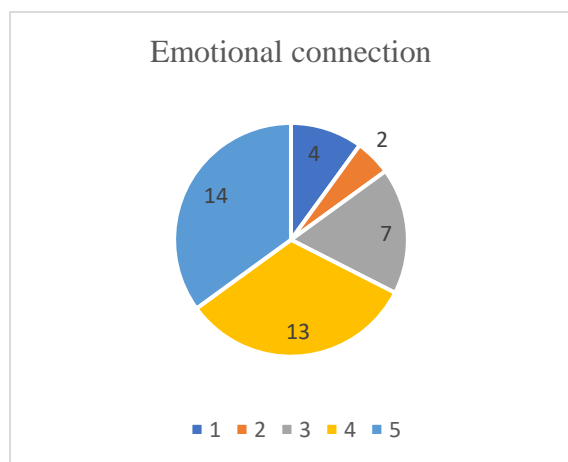


Figure 3 Emotional connection diagram

The majority of respondents (27 people) rated their emotional connection with Soto Bangkong Pakubuwono high (4 and 5), with 14 giving a score of 5. Seven respondents rated it 3, indicating a moderate connection, while 6 gave scores of 1 and 2, reflecting a weak or no emotional connection.

4. Reach dan Exposure di Media Sosial

Reach and exposure measure how wide the audience is that is exposed to the brand through Instagram.

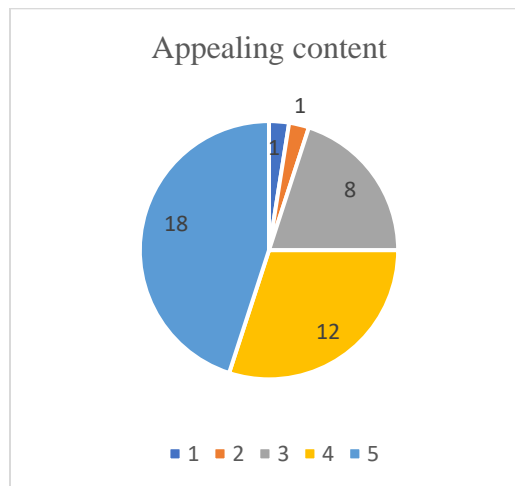


Figure 4. Appealing content diagram

The majority of respondents (30 people) rated the content highly (4 and 5), with 18 giving a score of 5, indicating strong appreciation for the content's appeal. Eight respondents rated it 3, suggesting moderate appeal, while only 2 gave scores of 1 and 2, showing minimal dissatisfaction.

Discussion

The Instagram strategy for @SOTOBANGKONGPAKUBUWONO effectively builds both brand awareness and loyalty through a combination of active audience engagement, consistent posting, and emotional connection. The account team fosters two-way communication by responding to comments, direct messages, and tagged posts in a friendly and personable manner. This approach creates a strong sense of connection between the brand and its followers, enhancing brand loyalty. The reposting of user-generated content (UGC) also

plays a key role, showcasing positive feedback while making customers feel valued and appreciated. By sharing photos of customers enjoying their Soto, the brand nurtures an emotional bond with its community, turning followers into advocates who willingly share their experiences.

Moreover, the use of Instagram's interactive features, such as polls, quizzes, and Q&A sessions, further deepens customer involvement. These tools not only increase engagement but provide valuable insights into customer preferences, enabling Soto Bangkok to tailor its offerings more effectively. By involving customers in this way, the brand fosters a sense of ownership, which enhances long-term loyalty. Consistency in posting also contributes significantly to brand recall. By posting 3 to 5 times a week, particularly during peak meal times and events like Ramadan, Soto Bangkok ensures its presence in followers' minds. This consistent presence, coupled with strategic posting times, aligns the brand with specific moments in the consumer's daily life, solidifying its position as a go-to choice for comforting meals. Regular updates and promotions build trust and reliability, encouraging repeat visits and reinforcing long-term loyalty.

At the heart of the Instagram strategy is the creation of an emotional connection with followers. Through storytelling, customer

engagement, and consistent visual identity, Soto Bangkok creates an experience that transcends the product itself. The brand shares its rich cultural heritage and history, transforming Soto Bangkok from a mere meal into a part of customers' lives and memories. This emotional resonance, combined with the quality of the food, plays a crucial role in cultivating brand loyalty.

The variety of content shared on Instagram, including photos, videos, reels, and stories, enhances brand awareness. Visually appealing images of Soto Bangkok showcase its authentic ingredients and traditional preparation, while warm, inviting colors help reinforce the brand's visual identity. Videos and reels provide deeper engagement, offering behind-the-scenes glimpses and customer testimonials that highlight the brand's authenticity and cultural roots. Instagram stories, with their real-time updates, further strengthen the brand's connection with followers and foster a sense of community.

The visual identity of @SOTOBANGKONGPAKUBUWONO is also a key factor in building brand recognition. Elements such as batik patterns, wooden furniture, and traditional utensils communicate the brand's Javanese heritage, positioning Soto Bangkok as an authentic and culturally-rich dining experience. The consistent use of warm hues evokes comfort and nostalgia, appealing to

both new and loyal customers. This visual consistency not only makes the brand easily recognizable but also differentiates it in a competitive market, reinforcing Soto Bangkok's identity as a brand rooted in tradition and cultural authenticity.

In conclusion, @SOTOBANGKONGPAKUBUWONO's Instagram strategy successfully combines engaging content, consistent visual identity, active audience interaction, and emotional storytelling to create a strong connection with its audience. This integrated approach enhances brand awareness, fosters brand loyalty, and positions Soto Bangkok as both a cherished culinary tradition and a modern, accessible experience.

CONCLUSION

Instagram has proven to be a powerful tool for raising a branding for Soto Bangkok Pakubuwono's brand awareness. However, to maintain long-term customer loyalty, ongoing content development and consistent interaction with the audience are necessary to keep the brand fresh and appealing.

Soto Bangkok could consider adding more variety in the content, such as video tutorials, behind-the-scenes footage, or customer stories to add depth and attract a wider audience segment. To maintain high engagement, it is crucial to

continue interacting actively with followers. Soto Bangkok can increase the use of interactive features on Instagram Stories, such as polls, quizzes, or Q&A sessions, which can create a sense of involvement and deepen the two-way communication with the audience.

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