

Online Promotions Strategy Through the PESO Model Approach on Instagram @akkarjuicebar in Increasing the Number of Consumers in 2025

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ABSTRACT

Keywords

Online Promotions; Communication
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Changes in modern society's lifestyle shows a significant shift toward healthier living patterns. This study aims to analyze the online promotion strategy through the PESO model approach on the Instagram @akkarjuicebar in increasing the number of consumers in 2025. Akkar juice bar is business that sells healthy fruit-based beverages and relies on Instagram as its primary promotional medium. This research uses a descriptive qualitative method with data collection techniques through in-depth interviews and documentations. The study applies the PESO model proposed by Gini Dietrich. The results show that Instagram promotion conducted by akkar juice bar aims to reach a wider range of consumers while introducing the brand identity to new audiences, the target consumers are individuals aged 19-35 years, particularly students and workers who are concerned about a healthy lifestyle. The implementation of the PESO model includes the use of Paid media through endorsements by Instagram creators @belindapermata and @putufahru. Earned media appears through consumers voluntarily activities in sharing their experiences, such as posting Instagram stories, uploading product photos, and tagging the account @akkarjuicebar. Shared media is implemented through interactive features including comments, direct messages, and reposting costumers' stories. Owned media is realized through the management of the Instagram account @akkarjuicebar, wich is fully controlled by the Akkar team. This study shows that the PESO elements most relied upon are owned and earned media. However, their utilization still needs improvement so that they not only generate interaction but also encourage purchasing decisions more effectively.

1. Introduction

A healthier lifestyle has become a dominant trend in modern society, marked by increased attention to physical fitness and the consumption of natural ingredients. Based on data from Herbalife's Asia Pacific Health Priority Survei, 77% of people in the Asian Pacific region, including Indonesia, have become more concerned about their health following the COVID-19 pandemic. In addition, approximately 70% of respondents have shifted their priorities toward an active lifestyle with a holistic approach to health (Herbalife, 2023).

The increasing public awareness of a healthy lifestyle has contributed to the growth of the healthy beverage bussiness sector, including fruit juice outlets. In Yogyakarta, there ar various juice bars and cafe that utilize social media as a promotional tool, one of which is Akkar Juice Bar. Social media, particularly instagram, has become a widely used platform for businesses to introduce their products and reach a boader audience. According to Armayani et al., (2021), instagram provides convenience

for businesses to build more personal communication with consumers, understand their habits, and create stronger emotional connections. In the context of marketing, consumers are the parties who act as decision maker in purchasing activities as well as the users of the products or services they obtain (Lombart et al., 2020).

Akkar Juice Bar is a local brand engaged in providing healthy food and beverages. Unlike most cafes that primarily offer coffee based drinks, Akkar Juice Bar presents a variety of healthy options such as fresh fruit and vegetables juices, smoothies, and range of food and beverages made from nutritious fruit and vegetables. Based data on the data collected by the researcher, Akkar Juice Bar utilize social media particularly Instagram and TikTok to carry out its promotional activities. However, the performance of its instagram account @akkarjuicebar appears to be more prominent compared to its TikTok account. This can be seen from the number of instagram followers, which has reached 9.179 accounts, while TikTok has only around 745 followers. Akkar Juice Bar actively makes use of various features available on instagram, such as Feed, Reels, and Stories, to introduce its products and deliver the latest information to its audience. In addition, the instagram account @akkarjuicebar has the highest number of followers compared to other juice bar in Yogyakarta. This condition indicates that Akkar Juice Bar is quite active in building communication and interaction with its audience. Based on research findings, in 2025 Akkar Juice Bar recorded an increase in sales compared to previous years, with total sales reaching 53.886 bottles. This increase suggests that the promotional strategies implemented especially through instagram have contributed to increasing the number of consumers for Akkar Juice Bar's products.

According to Kotler & Keller, (2019) in marketing management, online promotional strategy is part of marketing communication activities that utilizes digital technology and internet networks to deliver marketing messages to consumers in a broad, fast, and interactive manner. Through digital media, companies can build relationships with consumers, increase brand awareness, and encourage purchasing decisions. The use of various online platforms such as social media, digital content, and interactive communication enables companies to reach audiences more effectively while also fostering consumer engagement (Kotler & Keller, 2019). Based on this the study employs the PESO model introduced by Gini Dietrich as an analytical framework to examine the online promotional strategy carried out by Akkar Juice Bar through instagram. The PESO model classifies four main categories of media: Paid media, Earned media, Shared media, and Owned media (Gini Dietrich, 2020). The purpose of the PESO model is to maximize the effectiveness of marketing campaigns by integrating these four elements so they support one other, thereby helping to increase brand awareness and consumer engagement (Amalia Batubara et al., 2022).

Based on the above explanation, the researcher is interested in further examining the promotional strategy implemented by Akkar Juice Bar through instagram. This topic is worth investigating, considering that instagram is not only used as a platform to introduce products, but also as a medium to build interaction with consumers and deliver various types of content related to a healthy lifestyle. Based on the background described above, the research problem can be formulated as follows "How is the Online Promotional Strategy Through the PESO Approach on Instagram @akkarjuicebar in Increasing the Number of Consumers in 2025?". Therefore this study aims to analyze in greater depth how the online promotional strategy through the PESO approach on instagram @akkarjuicebar contributes to increasing the number of consumers in 2025.

The study entitled "Increasing the Number of Consumers Through Social Media Instagram JRN Coffee and Records Yogyakarta as a Marketing Communication Tool" conducted by Putri et al., (2024) shows that the use of marketing strategies through social media is able to help JRN Coffee and Records attract consumer interest. Through promotional content that showcases the cafe's facilities and ambiance in an appealing way on instagram, the business is able to increase audience attention and encourage the growth in the number of consumers. Another study conducted by Labibah Y & Mutiah, (2023) entitled "The Promotion Strategy of Rvang Cafe Through Instagram as an Effort to Increase Visitors" reveals that marketing communication through instagram is influenced by three main aspects the context of the message delivered, the story or narrative constructed, and the relationship built with customers. The study indicates that a well-directed digital communication strategy is essential for creating engaging promotional narratives while maintaining strong relationships with the audience. In addition, a study entitled "The Use of Instagram in Promoting

Kopiluvium Coffee Shop in Pamulang, South Tangerang City” conducted by Anggraini et al., (2024) shows that instagram serves as an effective promotional medium for Kopiluvium. The various features available on the platform help build closeness with customers through the use of communicative language, active interaction with the audience, and activities such as collaborations, Q&A sessions, promotions, educational content, and quizzes, all of which receive positive responses from the account’s followers.

The three studies share similarities with this research, as they all examine the use of instagram as a promotional medium. However, the difference lies in the research object and the analytical approach used. This study focuses on Akkar Juice Bar as the research object, specifically analyzing its online promotional strategy through instagram @akkarjuicebar in increasing the number of consumers in 2025. In addition, this research also examines the promotional strategy using the PESO model approach proposed by Gini Dietrich.

2. Method

The method used in this study is qualitative, with a descriptive approach. Qualitative research aims to understand phenomena that occur within the research subjects in depth, using data in the form of written or spoken words. Meanwhile the descriptive approach seeks to describe and interpret the research object objectively. Descriptive qualitative research is highly suitable when the researcher intends to explain real world facts in detail, including social interactions and communication patterns within a community (Rita Fiantika et al., 2022). Data were collected through in depth interviews and documentation. The interview technique was conducted with the owner of Akkar Juice Bar, the Brand and Marketing Communication of Akkar Juice Bar, and consumers who are followers of the instagram account @akkarjuicebar. The data analysis technique in this study employed qualitative data analysis, which includes data reduction, data display, and conclusion drawing. Data reduction was carried out by selecting and focusing on data relevant to the research, followed by presenting the data systematically in the form of narrative descriptions to facilitate analysis, and finally drawing conclusions based on the research findings. To ensure data validity, this study applied source triangulation by comparing interview results with various supporting data, so that valid and reliable data could be obtained.

3. Result and Discussion

3.1 Presenting the Results

3.1.1 Online Promotion Strategy

Online promotional strategy is a marketing effort carried out by companies by utilizing the internet and various digital media platforms to promote products or services to consumers more broadly. Its implementation needs to be designed through systematic stages so that promotional messages can be delivered effectively to the target audience (Kotler & Keller, 2016). The first stage is identifying the target audience. Based on the research findings, the main target of Akkar Juice Bar is women aged 19-35, consisting of students and working professionals with middle to upper income levels who have an interest in a healthy lifestyle. The next stage is setting promotional objectives. Akkar Juice Bar establishes several promotional goals through social media, particularly to expand brand awareness to a wider audience and to deliver operational information in an informative and persuasive manner. In the media planning stage, the primary platform used by Akkar Juice Bar for promotional activities is Instagram. This choice is not random but is based on the alignment between the platform’s characteristics and the previously defined target audience. In the stage of developing promotional messages, Akkar Juice Bar creates content that not only focuses on product promotion but also conveys messages about a healthy lifestyle and environmental awareness. During the implementation stage, promotions are carried out actively through the publication of product photos, information about healthy lifestyle, environmental education, and product promotions. Story content generally includes information about available juice products, ongoing promotions or discounts, and repost of consumers generated content. In the evaluation stage, Akkar Juice Bar utilizes social media

analytics features, particularly Instagram insights. The data analyzed include content reach and impressions, engagement matrices (likes, comments, shares, saves), follower growth, and audience responses through direct messages.

3.1.2 Implementation of the PESO

The PESO model is an integrated communication strategy framework that combines four types of paid media, earned media, shared media, and owned media to achieve promotional effectiveness and build a sustainable brand reputation.

1. Paid Media

The research findings indicate that Akkar Juice Bar previously utilized Instagram Ads however, its use has not been active since 2023. This is as explained by Katarina Wilhelmina Sudjono, the owner of Akkar Juice Bar, as follows:

“We previously used Instagram Ads in 2023, but did not continue with it. Most of our promotions are carried out organically, and we used creator endorsements at the end of 2025.” (Source: Interview with Katarina Wilhelmina Sudjono, owner of Akkar Juice Bar, January 26, 2026).



Figure 4.1 Creator Endorsement (Source: Instagram @akkarjuicebar, accessed January 27, 2026).

The form of paid media implemented by Akkar Juice Bar in 2025 was realized through endorsement collaborations with Instagram creators @belindapermata and @putufahru as third parties who have their own audiences. This collaboration falls into category of paid media, as the brand provides compensation to the creators to promote its products through content shared on their personal accounts.

2. Earned Media

The implementation of earned media by Akkar Juice Bar primarily emerges from consumer activities in which they voluntarily share their experiences after purchasing the product, such as creating Instagram Stories, uploading product photos, and tagging the Instagram account @akkarjuicebar. These activities indicate that the audience not only acts as message recipients but also as message distributors. This is supported by an interview with one of the consumers, who is also followers of Akkar Juice Bar's Instagram as follows:

“I shared Akkar Juice Bar on my Instagram because the product is delicious and the place is aesthetically pleasing, making it worth recommending.” (Source: interview with Namira, a customer and followers of Akkar Juice Bar, Januari 30, 2026).

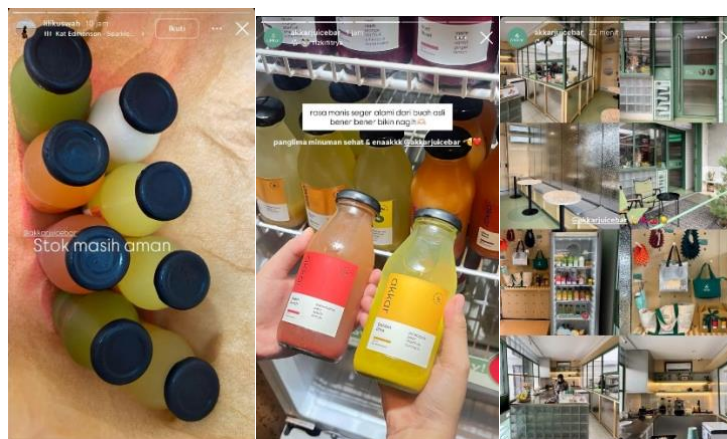


Figure 5.1 Instagram Story Post by Akkar Juice Bar Customers (Source: Instagram @akkarjuicebar, accessed December 11, 2025).

The image above shows an Instagram Story posted by a customer featuring Akkar Juice Bar products. Accompanied by a caption expressing a positive impression, the post reflects the consumption experience while also serving as an indirect form of promotion that can influence audience perception and interest.

3. Shared Media

Shared media at Akkar Juice Bar is realized through various forms of interaction on Instagram between the @akkarjuicebar account and its followers. These interactions include comment activities, direct messages to build engagement with the audience, and reposting Instagram stories, which indicate audience participation in disseminating promotional content on social media. Based on the interview findings, the most frequent forms of interactions between Akkar Juice Bar and its followers occur through the comment section and the reposting of customers stories, as stated by Yasmin Pradopo as the Brand and Marketing Communication Akkar Juice Bar, as follows:

“Interactions with the audience are primarily dominated by comments and consumers story sharing activities, which we then repost.” (Source: Interview with Yasmin Pradopo as the Brand and Marketing Communication Akkar Juice Bar, January 30, 2026).



Figure 5.2 Comments on Instagram Posts (Source: Instagram @akkarjuicebar, accessed January 30, 2026).

The image above illustrates interactions in the comment section of @akkarjuicebar's Instagram between Akkar Juice Bar and its customers. These interactions, in the form of customer responses and replies from the brand, reflect the practice of shared media, as they demonstrate two way communication and audience engagement on social media platforms.

4. Owned Media

Based on the research findings, Akkar's official Instagram account is managed independently by the internal team, covering content planning, caption writing, hastag selection, and publication scheduling. In certain situations, the production of high quality visual content, such as product photos or professional videos, is carried out with the assistance of external parties, such as freelancers or creative studios however, the strategic management remains under the brand's control. As explained by Katarina Wilhelmina Sudjono, the owner of Akkar Juice Bar, as follows:

"Our content management is handled independently, while the production of high quality content such as photos and video is carried out through collaboration with freelancers or studio as needed". (Source: Interview with Katarina Wilhelmina Sudjono, owner of Akkar Juice Bar, January 26, 2026).



Figure 6.1 Official Instagram Account of Akkar Juice Bar (Source: Instagram @akkarjuicebar, accessed February 1, 2026).

Based on the interview findings, the owned media of Akkar Juice Bar is realized through the management of its official Instagram account @akkarjuicebar, which is directly controlled by the brand's internal team. As an owned media channel, this account functions as the main communication hub, allowing the brand to have full control over all promotional activities, including content planning, post scheduling, visual selection, caption writing, hastag usage, and the management of audience interactions.

3.2 Create a Discussion

The research findings indicate that Akkar Juice Bar's promotional strategy through Instagram has implemented all elements of the PESO model (Paid, Earned, Shared, Owned) introduced by Dietrich, (2014). In the paid media element, promotion is carried out through endorsement collaborations with instagram creators, which help expand audience reach. This finding is consistent with the study by Putri Rohmawati et al., (2024), which states that influencer marketing strategies have a positive effect on brand awareness and brand perception on social media, thereby increasing product exposure to consumers. The study shows that collaboration with influencers can strengthen digital marketing communication, as influencers possess closeness and credibility in the eyes of their followers, making promotional messages more easily accepted by the audience. However, the implementation of paid media at akkar remains limited, as the use Instagram Ads has not been active since 2023, meaning the potential of paid promotional reach has not been fully optimized. According to Kotler & Keller, (2019), the use of diverse promotional media is essential to enhance marketing communication effectiveness and expand market reach. In the earned media element, promotion is reinforced by consumer activities in which they voluntarily share their experiences after purchasing the product, such a creating Instagram stories and uploading product photos while tagging the @akkarjuicebar account, allowing product related information to spread organically. This finding

supports the argument of Kotler & Keller, (2019) that consumer recommendations and experiences can increase trust in a brand. It is also in line with the study by Aditya et al., (2024), which found that electronic word of mouth on social media has a significant influence on consumer purchase intention, as information and experiences shared by other users can shape perceptions and decision making processes regarding a product.

In the shared media element, interactions between Akkar Juice Bar and its audience are reflected through activities such as comments, mentions, and reposted instagram stories, indicating audience participation in redistributing promotional content on social media. These activities demonstrate that the audience not only acts as information recipients but also contributes to disseminating promotional messages to other users. This finding aligns with the research by Vanel et al., (2025) which states that the use of shared media in digital communication strategies can enhance audience engagement and create more authentic interactions in social media marketing campaigns. However, audience engagement in Akkar Juice Bar's shared media is still not optimal, as interactions are predominantly in the form of comments, while content sharing activities by users remain limited. According to Kotler & Keller, (2019) active audience involvement in sharing content plays a crucial role in expanding information reach and improving the effectiveness of marketing communication on social media. Meanwhile, in the owned media elements, Akkar Juice Bar utilizes its instagram account @akkarjuicebar as the primary platform to consistently deliver information about product, menus, and promotions. The management of this account helps strengthen the brand's identity on social media. This finding is in accordance with Kotler & Keller, (2019), who argue that media directly managed by a company plays an important role in building brand awareness and maintaining relationships with consumers.

Overall, the implementation of the PESO model in Akkar Juice Bar's promotional strategy has been carried out by utilizing all four media elements. However, several limitations remain, such as the suboptimal use of paid media, the relatively limited amount of earned media, the need to enhance shared media engagement, and the lack of content variation in owned media. This indicates that the integration of digital communication strategies can still be optimized to make promotional efforts more effective in reaching and retaining consumers.

4. Conclusion

This study shows that the online promotional strategy implemented by Akkar Juice Bar through Instagram @akkarjuicebar has applied the PESO model, which includes paid, earned, shared, owned media. Among these four elements, owned media and earned media are the most relied upon, as they are able to build audience engagement and trust through content management and customer participation in sharing their experiences on Instagram. Owned media is reflected in the independent management of the Instagram account, while earned media is obtained from consumers who voluntarily share their experiences, thereby enhancing public trust. Overall, this strategy has been effective in increasing engagement and the number of consumers, although there is still room for further development. Therefore, future research is recommended to examine the use of other social media platforms and to incorporate quantitative approaches, such as engagement and conversion analysis, in order to produce more comprehensive and in depth findings.

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