

Digital Marketing Communication Strategy Through Instagram in Enhancing Brand Awareness: An AISAS Perspective Study of Nasi Bebek Bahagia (2025)

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ABSTRACT

Keywords

Digital Marketing Communication;
Instagram; AISAS; Brand Awareness;
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Instagram, as a visual based social media platform, has become a primary medium for young consumers in seeking references before making purchasing decisions. In Yogyakarta's culinary industry, Instagram plays a strategic role in enhancing brand awareness and building relationships with consumers through interactive features such as Feed, Stories, and Reels. Increasing market competition encourages businesses to implement adaptive digital marketing communication strategies aligned with consumer behavior. This study aims to describe the digital marketing communication strategy of @nasibebek.bahagia on Instagram in enhancing brand awareness using the AISAS approach (*Attention, Interest, Search, Action, Share*). The research employs a descriptive qualitative approach within a post-positivist paradigm. Data were collected during the 2025 operational period through in-depth interviews with the business owner, customers, and content marketing, as well as documentation of Instagram content. The findings indicate that the *Attention* and *Interest* stages are developed through consistent visual aesthetics and content relevant to the student segment. The *Search* stage is facilitated by providing clear information through the feed and highlights features, which subsequently encourages the *Action* stage in the form of store visits and purchasing decisions. The *Share* stage emerges through consumer participation in sharing their experiences on social media. The findings demonstrate that this strategy plays a significant role in strengthening *brand recognition* and enhancing *brand recall* among the target consumers. Overall, although the strategy has not been formally structured through a fixed content calendar, the consistent utilization of Instagram features has proven effective in building and strengthening Nasi Bebek Bahagia's brand awareness.

1. Introduction

The rapid development of digital technology has significantly transformed consumer behavior, especially in the culinary industry. Social media platforms have become essential tools for marketing communication, enabling businesses to interact directly with consumers. Instagram, as a visual-based social media platform, plays a strategic role in influencing purchasing decisions and shaping brand perception. Consumers, particularly younger generations, tend to search for references through Instagram before deciding to visit or purchase from a culinary brand.

Marketing communication strategy refers to a series of activities designed to inform, persuade, and remind consumers about products or services offered by a company (Kotler & Keller Lane, 2019). In the digital context, communication is no longer one-way; consumers actively engage,

respond, and even redistribute information through online platforms. Digital marketing allows businesses to measure engagement, analyze consumer behavior, and optimize promotional strategies based on data driven insights (Chaffey & Ellis-Chadwick, 2024). Social media, therefore, functions not only as a promotional medium but also as a platform for building longterm relationships with consumers (Widada, 2018).

In Yogyakarta, the culinary sector continues to grow rapidly, creating intense competition among local businesses. As a student city with a high concentration of young consumers, Instagram has become a primary reference source for exploring food options. Consumers commonly evaluate food visuals, pricing, reviews, and overall brand identity before making purchasing decisions. This shift reflects the transformation from traditional word of mouth communication to digital-based consumer journeys.

Nasi Bebek Bahagia represents one of the local culinary businesses that actively utilizes Instagram as its main marketing communication channel. Through the account @nasibebek.bahagia, the brand showcases visually appealing food content, promotional campaigns, menu innovations such as Mie Bebek Kuah Ramen or Es Tape Gosrok, and interactive engagement with followers. The business positions itself as an affordable culinary option targeting students, offering distinctive value such as free rice and sambal refills. These elements contribute to strengthening brand visibility and differentiation within a competitive market environment.



Figure 1. Official Instagram Account of Nasi Bebek Bahagia (Source: Instagram @nasibebek.bahagia, accessed January 16, 2026).

Before analyzing consumer behavior through the AISAS framework, it is important to understand the stages of digital marketing communication strategy. Digital marketing communication is generally implemented through several interconnected stages, including determining marketing objectives, identifying target audiences, selecting appropriate digital platforms, developing digital content, distributing and publishing content, interacting with consumers, and evaluating marketing performance. These stages guide businesses in delivering marketing messages effectively and building sustainable relationships with consumers in digital environments (Novia, 2024).

Based on this perspective, it becomes important to examine how digital marketing communication strategies are implemented in real business practices to build brand awareness among consumers. Brand awareness refers to the ability of consumers to recognize and recall a brand within a specific product category, which represents an essential outcome of effective marketing communication strategies (Kotler & Amstrong, 2018). In digital environments, brand awareness can be strengthened through consistent visual identity, engaging content, and continuous interaction between brands and

consumers through social media platforms (Wardhana, 2024). In this context, the present study focuses on examining how Nasi Bebek Bahagia utilizes Instagram as its primary marketing communication platform to strengthen brand awareness among its target audience. By analyzing the implementation of Instagram-based communication strategies, this research seeks to understand how digital marketing activities contribute to the formation of brand awareness among consumers.

Previous studies indicate that Instagram plays a significant role in digital marketing communication strategies to enhance brand awareness. Nur (2024), in a study on Mochio-Mochio, found that Instagram effectively increases brand awareness and consumer engagement, although some weaknesses remain, such as inconsistent product quality. Mindyananda (2024), focusing on SMEs Dapur Sesa and Jang Jang Fruitbar, revealed that digital marketing strategies are implemented through social media, collaborations, and endorsements, with varying results depending on supporting factors such as digital platforms and product offerings. Meanwhile, Azizah (2020), in a study on Waroeng SS, showed that Instagram serves as the main marketing medium through consistent and informative visual content, which strengthens brand awareness and maintains the brand's position in consumers' minds. However, these studies generally have not examined in depth digital consumer behavior based on specific stages such as the AISAS model.

To analyze digital consumer behavior more comprehensively, this study applies the AISAS model (*Attention, Interest, Search, Action, Share*). Unlike traditional models such as AIDA, AISAS emphasizes active consumer behavior in searching for information and sharing post-purchase experiences in digital environments (Sugiyama & Andree, 2023). The inclusion of "Search" and "Share" stages reflects contemporary online behavior where consumers validate information before purchasing and contribute to electronic word-of-mouth after consumption.

This study offers several contributions to the existing literature on digital marketing communication. While many previous studies have examined social media marketing strategies for enhancing brand awareness among small and medium enterprises, most of them primarily focus on general promotional activities or marketing mix approaches. The novelty of this research lies in the use of the AISAS (*Attention, Interest, Search, Action, Share*) model as the primary analytical framework to examine consumer behavior within digital marketing communication practices. Unlike traditional models such as AIDA, AISAS emphasizes active consumer behavior in searching for information and sharing post-purchase experiences in digital environments (Sugiyama & Andree, 2023).

Furthermore, this study specifically explores how a local culinary business utilizes Instagram-based communication strategies to build brand awareness among student consumers in Yogyakarta, providing contextual insights into the dynamics of digital marketing within local culinary industries. Although the marketing activities analyzed were implemented in 2024, this research was conducted in early 2025 to evaluate their effectiveness within the evolving digital landscape. Therefore, this study aims to examine how Nasi Bebek Bahagia implements Instagram based digital marketing communication strategies across the AISAS stages and how these strategies contribute to the development of brand awareness.

2. Method

This research applies a qualitative descriptive design grounded in a post-positivistic paradigm (Sugiyono, 2020). The approach enables in-depth understanding of digital marketing practices and consumer perceptions. The study was conducted between December 2024 and early 2025. The analysis focuses on marketing communication activities implemented during the 2024 operational period of Nasi Bebek Bahagia and evaluated in 2025. Primary data were obtained through In-depth interviews with: (1) The business owner, (2) The Instagram content manager and (3) Active followers who had visited the restaurant at least twice. Secondary data were collected from Instagram documentation, including feed posts, reels, captions, highlights, engagement interactions, and tagged content. Data analysis involved categorization based on the AISAS framework, followed by interpretation of how each stage contributes to brand awareness formation.

3. Result and Discussion

3.1 Presenting the Results

The implementation of digital marketing communication strategies generally involves several interconnected stages. Based on the findings of this study, the digital marketing strategy of Nasi Bebek Bahagia on Instagram is carried out through a systematic process consisting of determining marketing objectives, identifying target audiences, selecting appropriate digital platforms, developing visual content, distributing and publishing content through Instagram features, interacting with consumers, and conducting evaluation of marketing performance. These stages are designed to ensure that marketing messages are delivered effectively and consistently to the intended audience. In the case of Nasi Bebek Bahagia, Instagram was selected as the primary communication channel due to its strong visual characteristics and its popularity among students and young consumers. Through these stages, the business attempts to build brand recognition and strengthen its presence in the competitive local culinary market before encouraging further consumer engagement and purchasing behavior.

Before analyzing the implementation of the AISAS model, it is important to clarify that Nasi Bebek Bahagia's marketing communication strategy on Instagram was initiated through systematic planning stages. According to (Kotler & Keller, 2016) marketing communication strategy begins with situation analysis, market segmentation and targeting, message formulation, media selection, and communication effectiveness evaluation. In line with this framework, Nasi Bebek Bahagia identified students as its primary target market, formulated messages emphasizing affordable prices and generous portions, and selected Instagram as its main platform due to its visual and interactive characteristics that facilitate two-way communication and consumer engagement (Chaffey & Ellis-Chadwick, 2024). Considering that digital consumer behavior is characterized by active information search and post-purchase sharing tendencies, the strategy is subsequently analyzed using the AISAS model proposed by (Sugiyama & Andree, 2023) to systematically understand the processes of attention, interest, search, action, and share.

This section presents the main findings derived from in-depth interviews and documentation analysis of the Instagram account @nasibebek.bahagia. The findings are structured according to the AISAS framework to reflect the chronological consumer journey identified in this research.

1. Attention

The findings indicate that visual presentation plays a dominant role in attracting audience attention. The Instagram feed is arranged using consistent color tones, close-up food photography, and promotional typography. Short form video content (reels) is regularly uploaded to increase visibility and interaction. Informants reported that the visually appealing presentation of menu items encouraged them to stop scrolling and observe the content more closely. The structured layout of the feed contributes to a recognizable and consistent brand identity. At the *Attention* stage, the digital marketing communication strategy focuses on utilizing visually appealing content to attract audience attention. This was stated by the Content Marketing:

"Instagram content is used as the main medium to attract consumers through food visuals and entertaining concepts to appear natural." (Interview, Reza, Content Marketing of Nasi Bebek Bahagia, January 13, 2026).

This indicates that the business owner emphasizes visual content and creative concepts as the primary strategy to capture audience attention.

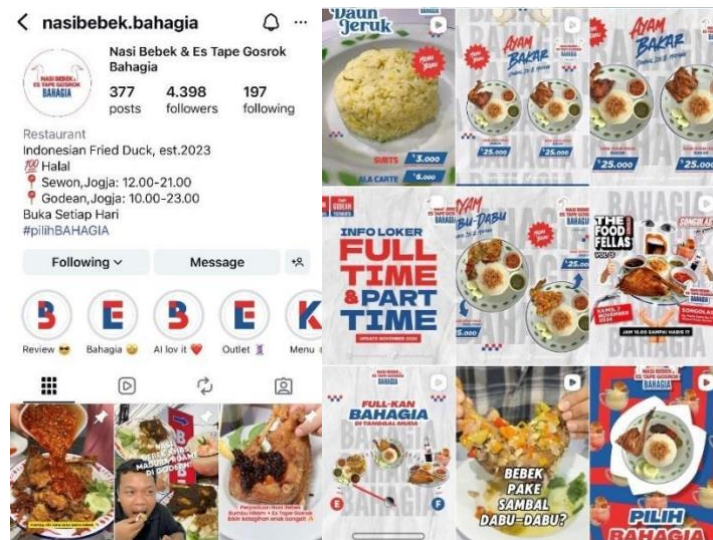


Figure 2. Official Instagram Account of Nasi Bebek Bahagia (Source: Instagram @nasibebek.bahagia, accessed January 16, 2026).

2. Interest

Consumer interest is developed through consistent visual exposure and emotionally engaging content. Appetizing food visuals, short videos, promotional messages, and menu variations create curiosity among students as the primary target market. The use of interactive captions and the tagline “Pilih Bahagia” strengthens emotional connection and brand relevance. Informants indicated that repeated exposure to visually appealing content gradually increased their curiosity and intention to try the product. At the *Interest* stage, consumer interest is developed through content that does not feel overly promotional but instead entertaining and relatable. This was expressed by a customer:

“The consistent display of appetizing visuals, short videos, and engaging captions, along with the ‘Pilih Bahagia’ tagline, made me curious. Repeated exposure gradually increased my interest in trying the product.” (Interview, Customer of Nasi Bebek Bahagia, 2026).

This suggests that a soft-selling approach effectively creates emotional engagement and increases consumer interest.



Figure 3. Official Instagram Account of Nasi Bebek Bahagia (Source: Instagram @nasibebek.bahagia, accessed January 16, 2026).

3. Search

The results show that consumers actively seek additional information before making purchasing decisions. The Instagram bio and highlight features provide clear information regarding menu lists, prices, operating hours, and location. Informants indicated that they frequently reviewed comment sections, customer tags, and testimonials before visiting. Direct messages are also used to confirm details such as product availability and ongoing promotions. At the *Search* stage, consumers actively seek additional information before making decisions. This was explained by the marketing team:

“To facilitate consumers in searching for information, we utilize Instagram features such as feed, reels, and highlights to provide details on menus, prices, locations, and customer testimonials, enabling informed decision making.” (Interview, Marketing Team of Nasi Bebek Bahagia, 2026).

This implies that Instagram serves not only as a promotional medium but also as a primary source of information.



Figure 4. Official Instagram Account of Nasi Bebek Bahagia (Source: Instagram @nasibebek.bahagia, accessed January 16, 2026).

4. Action

The action stage is reflected in consumers' decisions to visit the restaurant after being exposed to Instagram content. Informants stated that promotional posts and menu visuals influenced their purchasing decisions. The clarity and completeness of information provided through Instagram reduce uncertainty and support consumer confidence. Instagram functions not only as a promotional channel but also as an informational medium that facilitates purchasing behavior. At the *Action* stage, purchasing decisions are influenced by visual appeal presented on Instagram. This is supported by a customer statement:

“The appealing and tempting visual content strengthened my decision to try it.” (Interview, Customer of Nasi Bebek Bahagia, 2026).

This demonstrates that visual content plays a significant role in converting interest into purchasing decisions.

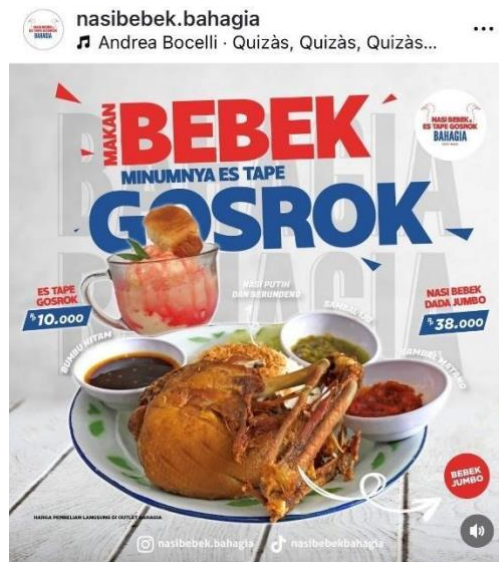


Figure 5. Official Instagram Account of Nasi Bebek Bahagia (Source: Instagram @nasibebek.bahagia, accessed January 16, 2026).

5. Share

Post consumption sharing behavior is evident through customer-uploaded Instagram stories and tagged posts. Customers voluntarily share their dining experiences and tag the official account. The business actively reposts user-generated content, increasing visibility and interaction. This sharing behavior contributes to wider brand exposure beyond direct followers. At the *Share* stage, consumers share their experiences after purchase, contributing to broader brand awareness. This was explained by the content marketing team:

“To encourage customers to share their experiences, we build direct closeness with them, such as asking about their impressions and documenting their moments to be shared on Instagram Stories.” (Interview, Reza, Content Marketing Nasi Bebek Bahagia, January 13, 2026)

This indicates that interpersonal engagement strategies effectively encourage organic electronic word-of-mouth.



Figure 6. Official Instagram Account of Nasi Bebek Bahagia (Source: Instagram @nasibebek.bahagia, accessed January 16, 2026).

6. Brand Awareness Outcome

Based on interview findings, consumers are able to recognize and recall the Nasi Bebek Bahagia brand when discussing affordable duck based culinary options in Yogyakarta. The brand has achieved recognition and recall levels among its target market. However, it has not yet consistently occupied the *top of mind* position compared to more established competitors.

3.2 Discussion

The findings indicate that Instagram functions as a structured communication channel guiding consumers through the AISAS stages. The consistent visual presentation identified in the Attention stage strengthens brand recognition by creating repeated visual exposure. This finding supports (Wardhana, 2024) argument that consistent visual identity plays a crucial role in enhancing memorability and brand awareness formation.

In the Interest stage, value based positioning through affordable pricing and unique menu variations generates both rational and emotional appeal. This aligns with (Kotler & Keller Lane, 2019), who emphasize that effective marketing communication must communicate clear value propositions to stimulate consumer engagement and preference formation.

The active Search behavior observed among followers confirms the relevance of the AISAS model in digital contexts. Consumers verify information through highlights, comments, and peer-generated content before making purchasing decisions. This behavior directly reflects the “*Search*” component proposed by (Sugiyama & Andree, 2023), which highlights the shift from passive to active consumer behavior in digital environments.

The Action stage demonstrates that structured digital communication can effectively convert awareness into purchasing decisions. When promotional clarity and informational accessibility are present, consumer uncertainty decreases, increasing transactional outcomes. This supports the broader marketing communication principle that persuasive clarity enhances consumer decision confidence (Kotler & Keller Lane, 2019).

Finally, the Share stage emphasizes the importance of electronic *word of mouth* in sustaining brand visibility. *User generated* content strengthens credibility and reinforces *brand recall*. This stage represents a distinctive characteristic of the AISAS framework, where post purchase communication contributes to ongoing awareness cycles (Sugiyama & Andree, 2023).

Overall, the findings demonstrate that AISAS based digital marketing strategies contribute significantly to strengthening brand recognition and recall levels. The integration of visual identity, value communication, and interactive engagement confirms the theoretical relevance of AISAS in contemporary culinary marketing contexts.

4. Conclusion

This study demonstrates that Instagram-based digital marketing communication strategies analyzed through the AISAS framework contribute significantly to strengthening brand awareness within the local culinary sector. The findings confirm that each AISAS stage *Attention, Interest, Search, Action, and Share* functions as an interconnected process guiding consumers from initial exposure to post-purchase sharing behavior.

Consistent visual identity enhances brand recognition, while value-oriented positioning and emotionally engaging content stimulate consumer interest. Clear and accessible digital information supports active search behavior and reduces uncertainty, ultimately encouraging purchasing decisions at the Action stage. Furthermore, post-consumption sharing amplifies electronic word-of-mouth and reinforces brand recall among broader audiences.

However, although the implemented strategy aligns with AISAS characteristics, it has not been formally structured through a fixed content calendar or systematically designed sequence. Its effectiveness largely emerges from the consistent and adaptive utilization of Instagram features. Although the marketing activities analyzed were primarily implemented during the 2024 operational

period, preliminary observations in early 2025 indicate that the strategy remains relevant within the evolving digital environment. The integration of visual consistency, student oriented positioning, and interactive engagement continues to strengthen brand recognition and brand recall among the target consumers.

This study confirms that the AISAS model remains relevant in explaining contemporary digital consumer behavior, particularly within competitive local culinary markets. Future research may incorporate quantitative engagement metrics or comparative analysis with competing brands to further examine strategic effectiveness and long-term brand positioning development.

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