

Increasing Customer Purchase Intention through Sales Promotions on Sodai Ramen Yogyakarta's Instagram in 2025

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ABSTRACT

Keywords

Sales Promotion; Purchase Intention;
Instagram; AISAS; Pull Marketing

This study aims to analyze how sales promotions through Sodai Ramen Yogyakarta's Instagram can increase customer purchase intention. The background of this study is the increasing competition in the ramen culinary business in Yogyakarta, which encourages business owners to utilize digital platforms as promotional channels. This study employs a descriptive qualitative method, with data collected through interviews and documentation. The results show that sales promotions conducted via Instagram play a significant role in building attention, interest, search, action, and sharing, in accordance with the AISAS model. Furthermore, the implementation of sales promotion through content strategies reflects the application of pull marketing, where consumers are attracted by engaging content offering bundled packages and high-quality menu options at affordable prices. Consumers actively seek information before making a purchase decision. This study highlights the importance of marketing communication strategies, particularly in sales promotion within the food and beverage industry through social media.

1. Introduction

The rapid growth of Indonesia's culinary scene has introduced a diverse range of international cuisines. A wide variety of international cuisines have entered the market and become popular choices among Indonesians, including Japanese cuisine. Ramen, as an iconic Japanese dish, has become a favorite choice for many people in Indonesia because it offers a delicious culinary experience, where customers can choose appealing and suitable varieties to enjoy, such as *shio*, *miso*, *curry*, *shoyu*, and others (Muhammad Rinaldy N, 2025).

Halal ramen is an interesting example of culinary adaptation from traditional Japanese ramen, serving as a halal food standard for the Muslim community in Indonesia. As a country with a significant Muslim population, halal ramen presents a lucrative economic opportunity, particularly for culinary business operators (Muslim, 2025). Ramen noodles in Indonesia are not much different from those in Japan; however, the ramen available in Indonesia has undergone several modifications tailored to Indonesian tastes, which has fueled its popularity (Fatimah & Panjaitan, 2025).

Google Trends data shows consistent and strong interest in "ramen noodles," which significantly outpaces "instant ramen" and "spicy ramen" in search volume. There are noticeable seasonal fluctuations, with peaks frequently occurring at the beginning of the year. The following graph

compares search volumes based on Google Trends data to provide an overview of public interest trends regarding ramen noodles:

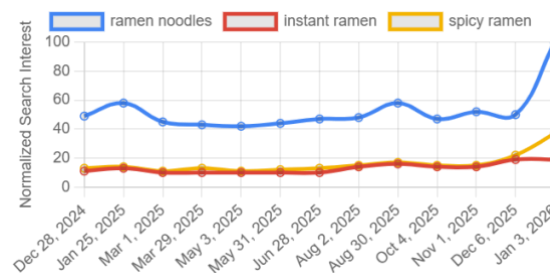


Figure 1. Google Trends Search Volume Graph

(Source: www.accio.com/business/ramen_trend)

This graph illustrates global search interest for “ramen noodles,” “instant ramen,” and “spicy ramen” from December 2024 to January 2026. “Ramen noodles” consistently had the highest search volume, peaking significantly in January 2026. “Spicy ramen” shows a clear upward trend, particularly toward the end of 2025 and the beginning of 2026, indicating growing consumer interest in this specific flavor profile. “Instant ramen” maintains a relatively stable search volume, though it remains lower throughout the period.

On the other hand, according to analysis data from Tripadvisor (2023), there are 600 ramen outlets spread across cities in Indonesia, and this number continues to rise every year. One such example is the city of Yogyakarta, where the ramen culinary business is booming, marked by the emergence of various ramen restaurants, both national and local chains, such as Roka Ramen, Nikkou Ramen, Ramenhead, OTW Ramen, and several other brands, including Sodai Ramen Yogyakarta. This situation also reflects that competition in the ramen industry in Yogyakarta is becoming increasingly fierce, compelling business operators to adopt the right strategies, whether regarding product, service, pricing, or marketing to survive and thrive (Norsita & Hardiyanti, 2014).

Although there is high public interest in ramen cuisine and a variety of ramen eateries are available, Indonesians tend to purchase relatively inexpensive products rather than those of high quality or premium grade. A source from CNBC Indonesia notes that the phenomenon of “downtrading” or purchasing cheaper goods is being adopted by Indonesia’s middle class. The source states that this downtrading trend has intensified in 2024, with consumers now prioritizing the search for the cheapest available options.

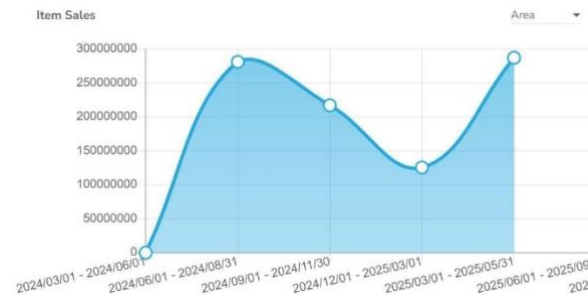
According to data published by Liputan6, there are 11 recommended ramen restaurants in Yogyakarta that are a must-try. These recommendations cover several categories, ranging from premium ramen like Golden Geisha to currently popular options like Roka Ramen and Sugoi Ramen, as well as other spots such as Tokyo Rock Ramen, Nikkou Ramen, OTW Ramen, Hakata Ikkousha, Nikkou Ramen, Joffi Ramen, Ganku Rice & Noodles, and Sapporo Ramen. However, Sodai Ramen Yogyakarta is not included in the list of recommended ramen spots in the article.

Sodai Ramen Yogyakarta is a ramen restaurant that has been in operation since 2023. In early 2025, Sodai Ramen Yogyakarta experienced a significant decline in revenue and engagement on its Instagram account. However, Sodai Ramen Yogyakarta successfully overcame this challenge through sales promotion efforts on Instagram. This is evidenced by the fact that by mid-2025, Sodai Ramen Yogyakarta began to see an increase in revenue and consumer interest. The following is a revenue data graph for Sodai Ramen Yogyakarta showing sales trends over a specific time period.

Based on the revenue data graph for Sodai Ramen Yogyakarta in 2025, there is a noticeable degree of sales volatility. In early 2025, particularly around March, revenue declined compared to the previous period. This decline may indicate a weakening of customer purchasing power or a decrease in foot traffic at the beginning of the year. However, by mid-2025, specifically around May–June, Sodai Ramen Yogyakarta’s revenue saw a sharp increase again. This rise indicates a recovery in sales

and growing customer interest, likely influenced by sales promotions, increased market demand, or seasonal factors. Overall, the 2025 data shows that despite a temporary decline, Sodai Ramen Yogyakarta's revenue returned to positive growth. This can be seen in Figure 2 below.

Figure 2. Graph of Sodai Ramen Yogyakarta's Revenue Data in 2025



(Source: Data Archives of Sodai Ramen Yogyakarta)

Of course, this is closely tied to social media marketing strategies. Currently, social media is highly sought after by business owners for business development. Social media offers benefits for businesses to enhance product marketing. It also helps build connections with customers, thereby creating opportunities for business growth. Additionally, social media provides opportunities to introduce a brand, assist in product marketing, and communicate with customers, making it an effective marketing tool (Seisu et al., 2023).

One of the social media platforms frequently used for marketing is Instagram. Instagram is a type of social media that allows users to upload photos and videos, add captions and hashtags, and utilize various other features. Instagram can be used as an effective marketing strategy through several features that support businesses in promoting their product sales, such as the Ads feature and the Instagram feed. Instagram also enables collaboration with influencers who have the ability to shape opinions and influence behavior online, thereby impacting product reputation (Ramadhanni & Rochmaniah, 2024).

A previous study conducted by Farhan Fawwaz, Silviana Purwanti, and Fareis Althalets titled "Marketing Communication Strategies for Janji Jiwa Coffee in Samarinda via Instagram to Increase Customer Purchase Interest." The role of Instagram in sales promotion involves utilizing various Instagram features, such as the Instagram feed, Instagram Stories, and Reels videos. Additionally, sales promotion is conducted through endorsements by Indonesian celebrities like Desta and collaborations with companies such as Grab, Gojek, and ShopeeFood, which have successfully increased customer purchase interest in Kopi Janji Jiwa Samarinda (Fawwaz et al., 2023).

A subsequent study conducted by Rafli Aditya Wara and Dani Fadillah, titled "Marketing Communication Strategies of the Familias Brand via Instagram to Increase Customer Purchase Interest," highlights that interactive features on Instagram, such as polls and live streaming, can also be leveraged. Additionally, the Familias brand employs visual strategies and product backstories in its latest collection, where the brand highlights the "Nice Place" concept, symbolizing that one's home is a comfort zone, and conducts direct marketing through other Instagram accounts to provide detailed and transparent product information. Attractive discount programs such as the Midnight Sale, special price cuts during events featuring repeating numbers (e.g., 11.11, 12.12), and year-end promotions are strategies employed by the Familias brand to create appeal for consumers (Wara & Fadillah, 2025).

Previous research shares similarities with this study as both discuss marketing communication strategies via Instagram to increase customer purchase interest. The difference lies in the research focus and approach, where this study focuses on the sales promotion of Sodai Ramen Yogyakarta and examines how such promotions are analyzed through the pull marketing approach and the AISAS model, which is more relevant for the current application as it focuses on digital consumer behavior.

2. Method

The method used in this study is qualitative, employing a descriptive analytical approach. According to Moleong, qualitative research aims to gain an in-depth understanding of perceptions, motivations, actions, and other aspects by describing them in words or language within a specific natural context and utilizing various scientific methods (Noor Zulkifli Zulki, 2020). Data collection methods included interviews and documentation. The interview technique involved gathering information or data from informants, namely the owner of Sodai Ramen Yogyakarta, the marketing representative of Sodai Ramen Yogyakarta, and followers of the @sodairamen Instagram account. Documentation consisted of insights from the Sodai Ramen Yogyakarta Instagram account in 2025 and a screen capture of the Sodai Ramen Yogyakarta Instagram account. Data validity was tested using source triangulation by comparing interview data with other supporting data, which was then systematically organized to draw a conclusion.

3. Result and Discussion

Sales promotions are one of the strategies used by businesses to enhance marketing success, particularly in attracting consumer attention and driving purchases. With the advancement of technology, sales promotions are increasingly conducted through social media, as it is considered more effective and efficient in reaching consumers (Purnomo Cahyo Eko, 2025).

Conducting online sales promotions via social media has become a powerful tool for businesses as it effectively helps provide information or attractive offers to customers. Sales promotions conducted through social media are also relatively easy to implement, involve low promotional costs, and have a wide reach, enabling the general public to recognize and become interested in purchasing the products (Radini et al., 2021).

In this context, Sodai Ramen Yogyakarta utilizes Instagram as its primary platform for sales promotions. Based on an interview with the owner of Sodai Ramen Yogyakarta, it was revealed that Instagram was chosen because it offers higher engagement metrics and a larger follower base compared to other platforms like TikTok. Additionally, using a single social media platform helps avoid exceeding the budget during promotional activities.

Sales Promotions via Instagram (Pull Marketing Approach)

Based on the interview results, the most common form of sales promotion conducted by Sodai Ramen Yogyakarta via Instagram is bundled package promotions and seasonal promotions or promotions tied to specific occasions, such as major holidays. However, before launching a sales promotion campaign, Sodai Ramen Yogyakarta first identifies its target audience. This is done to ensure that sales promotion activities are on target.

The first step in understanding the target market is to divide the market into several segments based on common characteristics, such as age, lifestyle, behavior, and other factors. Segmentation provides an opportunity to focus on the groups most likely to be interested in the product (Dimas, 2024). Regarding the statement made by the owner of Sodai Ramen Yogyakarta, the target audience is always tailored to the needs of the sales promotion, ranging from prices adjusted for each demographic to specific occasions. For instance, during National Education Day, the target audience is focused on students or college students. The sales promotions conducted demonstrate a well-planned strategy to attract consumer interest.

Based on the research findings, the bundled package promotions implemented provide added value for consumers while maintaining cost efficiency for the company. One form of bundled package promotion conducted by Sodai Ramen Yogyakarta is the “Go Gatsu Go Ramen” promotion, which offers a deal where purchasing two ramen dishes of any variety entitles customers to a free *Satsuki sushi* set for 56,000 IDR, as well as seasonal promotions like the “Ramendeka” (Ramen Merdeka) promotion, which capitalizes on Indonesia’s Independence Day by offering a promotional package where purchasing two best-selling ramen dishes gets customers free strawberry and vanilla

mochi ice cream for 66,000 IDR. The strawberry and vanilla mochi ice cream is featured as the icon in the Ramendeka promo visuals. The Student Promo is also utilized during National Education Day to increase students' interest and enthusiasm for purchasing ramen.

The use of bundled package promotions is considered more effective, particularly in calculating the cost of goods sold, because ramen is perceived as having a relatively higher price; thus, through bundled package promotions, consumers feel they are getting a more affordable price. Additionally, the bundled package promotions featured still include best-selling menu items, so even though they are part of a promotion, the products offered remain aligned with consumer preferences. This aligns with the view of Kotler and Keller (2016), who state that sales promotions are short-term incentives aimed at driving quick purchases (Purnomo Cahyo Eko, 2025). This form of sales promotion serves as an initial attraction capable of drawing customers' attention. Attractive pricing offers and product combinations that align with customer preferences foster interest that can lead to a purchasing decision.



Figure 3. Screen Capture of Sodai Ramen Yogyakarta's Instagram

(Source: Instagram of Sodai Ramen Yogyakarta)

The use of the Instagram platform as the primary medium for sales promotions at Sodai Ramen Yogyakarta was analyzed using a pull marketing approach. Pull marketing is a strategy that focuses on the optimal use of marketing communications to attract consumers, including through sales promotions, so that consumers actively seek out information and make purchases (Hapsari Radhita, Ayuni Fitri Risca, 2024).

In addition to sales promotions, content presentation plays a crucial role in capturing customers' attention at Sodai Ramen Yogyakarta. The content shared by Sodai Ramen Yogyakarta on Instagram includes product visuals, pricing information, the restaurant's ambiance, and promotions presented clearly and attractively. Furthermore, the use of authentic, non-exaggerated content demonstrates an effort to build consumer trust, encouraging them to try the products. Sodai Ramen Yogyakarta also follows content creation trends to remain relevant to its audience. This aims to make the content easier to discover and more attention-grabbing on social media, particularly Instagram.

Based on interview results, the content presented by Sodai Ramen Yogyakarta via Instagram does not directly focus on sales promotions but begins with an explanation of product quality and the implementation of proper standard operating procedures (SOP). Information regarding promotions

is typically conveyed at the end of the content. This strategy aims to build customer interest and trust first before encouraging a purchase. Eye-catching visuals can grab attention, while highlighting product quality builds interest in the products being offered (Rukiah, Cahyani Evy Utari, 2025).

In one of Sodai Ramen Yogyakarta's posts containing promotional information, the content begins by showcasing authentic Japanese ramen already available in Yogyakarta, specifically at Sodai Ramen Yogyakarta. The content also explains the preparation of the ramen broth, which is simmered for 48 hours, and the use of chicken, beef bones, and smoked fish to create a savory and flavorful ramen broth. Sodai Ramen Yogyakarta also provides its own homemade chili oil and ramen seasoning, which is one of the key strengths highlighted in the content. Additionally, the content showcases Sodai Ramen Yogyakarta's clean and hygienic production facilities and kitchen. Finally, Sodai Ramen Yogyakarta shares information about available promotions while maintaining affordable prices for everyone and upholding high-quality standards.

Caption usage is also tailored to the type of content created; informative captions are used for promotional posters to clarify details about the offered promotions, while captions for video content or Instagram Reels employ persuasive language to maximize consumer interest and engagement.

Additionally, to support sales promotion efforts, Sodai Ramen Yogyakarta utilizes Instagram Ads and collaborates with influencers to expand the reach of its sales promotions. According to the owner of Sodai Ramen Yogyakarta, Instagram Ads are used to directly increase content views through the official Sodai Ramen Yogyakarta account, and are considered more cost-effective compared to using influencers. Meanwhile, influencers are selected based on criteria such as follower count, engagement rates, location, and content relevance to the food and beverage sector.

Influencers are typically engaged during specific events, such as major holiday promotions, to boost exposure and the appeal of sales promotions. Based on interview results, in an effort to increase customer purchase interest, Sodai Ramen Yogyakarta also created a special brief for collaborating with influencers. One of these briefs explained that influencers were asked to deliver an open letter of apology from Sodai Ramen Yogyakarta to the public if, during a visit to Sodai Ramen Yogyakarta, they had ever experienced an unpleasant experience regarding service, price, or taste. Furthermore, the brief also explains that Sodai Ramen Yogyakarta has made improvements and is committed to providing the best possible service. The use of advertisements and influencers serves to expand the reach of the appeal that has been built through content.

Thus, customer interest is gradually built through the promotional strategies implemented by Sodai Ramen Yogyakarta, demonstrating the application of a pull marketing approach, in which consumers are encouraged by the content presented and actively seek information before making a purchase, in accordance with the principles of pull marketing. This is evidenced by an increase in Sodai Ramen Yogyakarta's Instagram insights following sales promotions on Instagram, as follows:

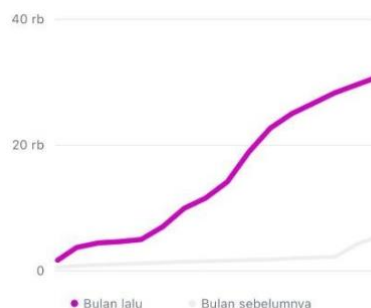


Figure 4. Instagram Insights of Sodai Ramen Yogyakarta in May–June 2025

(Source: Archive Data of Sodai Ramen Yogyakarta in 2025)

These Instagram insights indicate a significant surge in views. Reels and posts increased by 485% compared to the previous month. However, the sales promotions conducted by Sodai Ramen Yogyakarta have not yet been fully optimized. This may be due to inconsistencies in posting content on the Instagram account, leading to a decline in engagement, as well as some previous content deliveries that were not fully effective, which may have impacted the effectiveness of promotions in attracting consumer interest.

Description of Customer Purchase Intention (Model AISAS)

The results of the study indicate that sales promotions conducted via Instagram influence consumers' purchasing interest. Consumers tend to be more inclined to purchase after viewing promotional content that displays pricing information, product details, and ongoing promotions.

Consumer behavior in this study was analyzed using the AISAS model (Attention, Interest, Search, Action, and Share). AISAS is a communication model relevant for application in today's digital era because it focuses on consumer behavior, as proposed by Dentsu in 2004 (Atmojo Sastro Sunarno, 2025).

Based on interviews with Instagram followers of @sodairamen, it was found that affordable prices, particularly in the student promo package and the bundled package in the "Go Gatsu Go Ramen" promo, are one of the main factors driving purchase interest. Additionally, visually appealing product displays and clear information also contribute to increasing consumer interest in the products offered.

According to statements from Instagram followers of @sodairamen, purchases made at Sodai Ramen Yogyakarta do indeed begin with viewing information about promotions on the @sodairamen Instagram account. During the attention stage, consumers begin to notice the promotional content displayed on Instagram, particularly the promotional information presented, which aligns with their desired needs, ranging from affordable prices, promoted menu items, to an appealing atmosphere worth experiencing. Next, the interest stage emerges when consumers feel drawn to the products offered, primarily due to the affordable prices and promotions that meet their needs.

Following this interest, during the search stage, consumers tend to visit the @sodairamen Instagram profile and seek further information about the available products or promotions. After obtaining information deemed sufficient and aligned with their needs, consumers make a purchase decision (action) regarding the desired promotional package. Additionally, consumers share their experiences (share) with others via Instagram Stories.

This demonstrates that sales promotions conducted via Instagram are effective at driving consumers to make purchases in line with the AISAS model, progressing from the attention stage to the sharing stage. However, purchasing intent is not solely influenced by promotions but also by other factors such as product quality, price, and the consumer experience.

4. Conclusion

The results of this study show that the main objective of Sodai Ramen Yogyakarta in implementing sales promotions through Instagram is to increase consumers' purchase intention. This objective is achieved by utilizing Instagram content management to deliver attractive offers, such as bundling packages and seasonal promotions. The presentation of engaging content, along with the use of Instagram features such as advertisements and influencer collaborations, reflects the application of a pull marketing strategy, where consumers are encouraged to seek information and make purchasing decisions. Furthermore, consumer behavior actively demonstrates attention, interest, search, action, and sharing, in accordance with the AISAS model, in response to promotional messages highlighting quality menus at affordable prices. The success of this sales promotion is supported by sales data and Instagram insights, which indicate an increase in engagement and transactions. However, the effectiveness of the promotion is also influenced by other factors, such as content consistency. Therefore, optimizing sales promotion strategies is essential to further enhance purchase intention.

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