

Marketing Communication Strategy through Instagram social media @meraciklatte to increase consumer purchasing interest

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ABSTRACT

Keywords

Marketing Communication Strategy;
Instagram; Marketing 4.0; AISAS;
Purchase Intent.

This study aims to analyze the marketing communication strategy through the Instagram social media account @meraciklatte in increasing consumer purchasing interest in coffee and matcha sachet products. This study uses a descriptive qualitative method with a phenomenological approach. Data were obtained through in-depth interviews with owners, social media admins, and consumers, and supported by Instagram content documentation. The analysis was conducted based on the stages of content marketing in the Marketing 4.0 concept and the AISAS (Attention, Interest, Search, Action, Share) model. The results show that the marketing communication strategy of @meraciklatte is carried out through setting clear goals, mapping the target market of the younger generation and urban consumers, planning and creating aesthetic and informative visual content, consistent distribution, reinforcement through interaction and collaboration, and evaluation based on Instagram insights. These strategies are able to build attention, interest, information searches, and encourage purchasing actions and sharing activities by consumers. Thus, Instagram plays an effective role as a marketing communication medium in increasing consumer purchasing interest at Meraciklatte.

1. Introduction

The beverage industry in Indonesia has experienced significant development in recent years, particularly in the instant coffee and matcha-based drink segments. Indonesia is one of the largest coffee producers in the world, with production reaching around 789,000 tons per year during the 2022–2025 period. (Kompas.com, 2025). Besides being an export commodity, coffee also becomes part of the daily consumption of the community. GoodStats survey shows that 53% of respondents prefer instant milk coffee and 43% prefer instant black coffee as their main consumption (Ita, 2025). This confirms that sachet coffee remains a popular choice because it is practical and affordable.

On the other hand, the dynamics of the ready-to-drink beverage industry and lifestyle changes have driven the growth of modern coffee variants and ready-to-drink beverages. The 2025 report describes the market for packaged ready-to-drink coffee in Indonesia will continue to grow, with a projected market value of USD 11.58 billion and a CAGR of 3.5% until 2029. This shows the opportunity and space for product innovation beyond traditional sachet coffee, accommodating urban consumer preferences and modern lifestyles (Anitana, 2025).

On the other hand, the matcha trend is also experiencing significant growth among the younger generation and urban consumers. The increase in internet searches for the keyword "matcha"

indicates a growing interest in matcha-based products (Ralali, 2025). Matcha is perceived as a modern and healthy lifestyle drink, making it an alternative to coffee. (Linkumkm, 2025).

The popularity of matcha is also driven by the perception of added value, matcha is often associated with a healthy lifestyle, a "premium" drink, or a contemporary lifestyle, making it an attractive alternative for consumers looking for drinks other than coffee (Linkumkm, 2025). For producers and business owners, this trend opens up opportunities to create new matcha powder and matcha sachet products, targeting urban and young consumer segments.

The competition in the sachet beverage market is becoming increasingly competitive with the presence of various brands in national minimarkets. This situation demands business operators to implement effective marketing communication strategies, especially through digital media. Instagram has become a strategic platform because it allows for two-way interaction and the delivery of engaging visual messages. Research on Kopi Kita confirms that Instagram facilitates product promotion through direct interaction with consumers and can lead to increased brand awareness. (Hamidah et al., 2025). Similarly, a study on the Kopi Keluarga MSME showed that the combination of product innovation and marketing via Instagram through attractive photos and videos, appropriate captions, stories, and hashtags was proven to increase sales (Andini et al., 2022).

The concept of Marketing 4.0 emphasizes the integration of online and offline interactions and the importance of a human-centered marketing approach in the digital era (Hermawan & Iwan, 2017). Marketing is no longer one-way; it now involves active consumer participation in the communication process. In the digital context, the AISAS model (Attention, Interest, Search, Action, Share) explains the stages of consumer response to marketing messages (Kotaru & Andree Tim, 2011).

Previous research has shown that Instagram is effective in building brand image and increasing sales through visual content and interaction (Mulitawati & Retnasary, 2020). Then the research conducted by (Haikal Ibnu Hakim et al., 2022) showing that the marketing communication strategy using Instagram is considered quite effective. Through posts of food and beverage product photos accompanied by interesting and humorous captions. However, previous research tends to focus on general promotional activities and has not yet deeply examined the stages of content marketing based on Marketing 4.0 combined with the AISAS model.

Previous studies have demonstrated that Instagram plays an important role in building brand image and increasing sales through visual content and interactive communication. However, most of these studies tend to focus on general social media marketing practices without deeply examining the strategic process behind content development which is carried out systematically.

Furthermore, although the concept of Marketing 4.0 emphasizes structured content marketing stages and the AISAS model explains consumer response behavior in the digital era, research that integrates these two frameworks remains limited, especially in the context of small and medium enterprises (SMEs). Most prior studies analyze these concepts separately rather than as a unified analytical framework.

In addition, there is still a lack of studies that specifically explore how Instagram-based marketing communication strategies are systematically implemented through the stages of Marketing 4.0 and how these stages influence consumer behavior across the AISAS process, particularly in shaping purchase intention.

Therefore, this study aims to fill this gap by analyzing the integration of Marketing 4.0 content marketing stages and the AISAS model in the context of Instagram marketing communication, focusing on how these strategies contribute to increasing consumer purchase interest in SME products.

Based on that background, this research aims to analyze the marketing communication strategy through the Instagram account @meraciklatte in increasing consumer purchase interest migration.

2. Method

This study employs a qualitative research approach with a phenomenological method to explore and understand the experiences, perceptions, and interpretations of informants regarding the

marketing communication strategy implemented through the Instagram account @meraciklatte in increasing consumer purchase interest. The phenomenological approach is chosen because it allows the researcher to capture the meaning of participants' lived experiences related to digital marketing activities and consumer responses (Robert C. Bogdan & Sari Knopp Biklen, 1982).

The research was conducted from January–March 2026. The research subjects were determined using a purposive sampling technique, which involves selecting informants based on specific criteria relevant to the research objectives. The informants in this study consisted of three key individuals: (1) the brand owner, (2) the social media administrator, and (3) active consumers who have seen, interacted with, and purchased the product. These criteria ensure that the data obtained comes from participants who have direct experience with the marketing communication activities being studied.

Interview techniques (Yusuf Muri, 2014) is an event or process of interaction between the interviewer and the information source or the person being interviewed. The informants selected for this study must be individuals who have a direct role in managing social media and marketing communication activities, and who have seen, interacted with, or purchased Meraciklatte products.

Documentation technique is a method of data collection by tracing and utilizing data or information that is already available (Hikmat, 2014). The documentation data collection technique was carried out by the researcher to obtain information through various forms of documents related to the marketing communication activities of Meraciklatte. The documentation collected in the study regarding the marketing communication strategy through the Instagram social media @meraciklatte includes archives of Instagram post content, insights and interaction statistics on the content, and buyer social media.

Data analysis refers to the interactive analysis model by Miles and Huberman, which includes three stages: (1) data reduction, (2) data presentation, and (3) conclusion drawing and verification. The analysis process is carried out simultaneously from data collection to the final stage of the research. Data reduction is carried out by grouping findings based on the eight stages of content marketing in the Marketing 4.0 concept and the five stages in the AISAS model. Data presentation is done in the form of narrative descriptions, while conclusion drawing is done gradually by considering the relationship between theory and field findings. To ensure data validity, this study applied source triangulation, by comparing information obtained from different informants (owner, admin, and consumers) as well as supporting documentation. This technique aims to increase the credibility and reliability of the research findings by ensuring consistency across multiple data sources.

3. Result and Discussion

This study presents significant results based on data collected from interviews and documentation with three main sources: the owner, social media admin, and consumers, along with documentation in the form of Instagram content archives, account insights, and consumer interactions. The analysis is conducted based on the content marketing stages in the Marketing 4.0 concept (Hermawan & Iwan, 2017), namely:

1. Setting goals:

Before starting content marketing, the first step is to clearly define marketing objectives. These objectives include the targets you want to achieve through content creation, such as increasing brand awareness or driving sales. Clarity of objectives will simplify the process of content planning, production, and distribution. Furthermore, content objectives must align with business objectives so that content marketing results can be evaluated effectively and make a tangible contribution to the company's growth.

2. Market target mapping:

Once marketing objectives are established, the next step is to specifically map your target market. This involves understanding who your potential customers are, their needs and challenges, and their desires and preferences. For example, your target market could be middle- to upper-class consumers who tend to be consumptive and enjoy purchasing luxury products. Proper target market mapping

will narrow your focus, allowing your content marketing strategy to be more effective and have a higher chance of success.

3. Content planning:

The next step is to determine the content theme and its presentation format, including the type of content, visual or written format, storyline, and content calendar. When determining a theme, two important aspects must be considered. First, good content must be relevant to customers' lives, meaning it can address their concerns and help them achieve their desires or goals. Second, effective content must have a story that reflects the brand's character and identity. This way, each piece of content can serve as a bridge connecting the brand's values and story with customers' needs, concerns, and aspirations. Content creation can also be presented in various formats, including written content, articles, case studies, and even short films.

4. Content creation:

Determining the content creation timeline and who is responsible for the creative process is a crucial step in a content marketing strategy. Content can be created by a company's internal creative team or through collaboration with an advertising agency. Following this, a consistent production schedule is essential for effective content creation. Creating your own content requires a significant commitment, both in terms of time and budget. Poor-quality content not only risks wasting resources but can also harm a brand's image. Therefore, some companies choose to produce their content in-house, while others partner with marketing agencies or third-party organizations to produce more professional and impactful content.

5. Content distribution:

The next step is determining where the content will be distributed. Even high-quality content can be less effective if it doesn't reach the right audience due to poor distribution channel selection. Therefore, content marketing must ensure that content is easily discovered by consumers through appropriate placement and distribution. Although content marketing has evolved in the digital era, content in non-digital formats remains relevant under certain circumstances. The distribution process can be carried out through paid media or organic media.

6. Content reinforcement:

The power of media distribution relies heavily on the right content amplification strategy. Content that successfully reaches influential individuals within a community has a much greater chance of going viral and spreading widely. Therefore, the first step marketers need to take is to identify these influential figures. One common approach is to collaborate with popular influencers on various social media platforms.

7. Content evaluation:

Evaluation is a post-marketing phase that encompasses both strategic and tactical aspects. At the strategic level, evaluation is conducted to assess whether the content marketing strategy has successfully achieved its stated objectives, such as increasing sales or increasing brand awareness. Meanwhile, at the tactical level, evaluation focuses on content performance metrics relevant to its format and distribution results, such as number of impressions, interactions, or conversion rates.

8. Content improvement:

Because content is dynamic and constantly changing based on trends and audience behavior, regular refinements to your content marketing strategy are essential. These updates are essential for assessing the extent to which the content produced has achieved its stated objectives and ensuring that the marketing strategy remains relevant and effective in capturing consumer attention and engagement.

The Aisas model (Kotaru & Andree Tim, 2011) is as follows: (Attention, Interest, Search, Action, Share).

1. Attention:

The Attention stage is the initial phase when consumers first become aware of a brand, product, or communication message. This awareness arises through exposure to communication stimuli such

as advertisements, social media content, packaging visuals, or recommendations from others. At this stage, communication plays a key role in capturing consumers' attention amidst the high flow of information.

2. Interest:

Once attention is generated, consumers enter the Interest stage, where they develop a keen interest in the brand or product being offered. This interest is characterized by a deeper curiosity about the product's benefits, brand values, and the message being conveyed. At this stage, communication messages must be able to establish relevance and closeness to the consumer's needs.

3. Search:

The Search stage demonstrates active consumer behavior in independently seeking additional information. Consumers utilize digital media such as search engines, social media, consumer reviews, and online forums to obtain information perceived as more objective. This stage is the main difference between AISAS and previous models, as consumers are no longer passive recipients of information.

4. Action:

The Action stage is the phase when consumers take action after going through the information search process. This action isn't limited to purchasing, but can also include trying the product, visiting the brand's official account, placing an order, or other forms of interaction. Decisions at this stage are heavily influenced by the evaluation of the information obtained during the Search stage.

5. Share:

The Share stage is when consumers share their experiences, assessments, or opinions with others after taking an action. This sharing activity typically occurs through social media, online reviews, or interpersonal communication. The Share stage plays a crucial role in expanding a brand's communication reach because the information consumers share can influence other consumers' AISAS processes.

3.1 Marketing Communication Strategy Based on Marketing 4.0

Based on the research results, the brand has established clear communication objectives: building brand awareness and strengthening its position as a practical beverage relevant to the target market's lifestyle. This objective not only serves as the primary foundation but also serves as a strategic guideline for designing and managing all content activities. With a structured direction, each product aligns with the core message it wants to convey to the audience, resulting in more consistent and effective communication.

In its implementation, the brand also systematically mapped its target market, identifying the younger generation as its primary audience, particularly those who actively use social media. Market segmentation was conducted based on demographic characteristics such as age, as well as digital behaviors such as content consumption habits and interactions on digital platforms. This approach enabled the brand to craft communication messages that were more relevant, engaging, and aligned with audience preferences. Thus, the implemented strategy was not only targeted but also able to increase audience engagement and strengthen the relationship between the brand and its consumers.

At the planning and content creation stage, the brand does not produce content spontaneously; instead, it adopts a strategic and deliberate approach by considering current trends, audience needs, and specific momentum to ensure continued relevance in a dynamic digital environment. This process allows the brand to stay connected with its target audience while also adapting to changing consumer preferences and platform dynamics. By aligning content with timely issues and popular formats, the brand increases the likelihood of engagement and visibility.

The production process is carried out internally, enabling greater control over the quality and consistency of the content. Particular attention is given to visual elements, messaging, and the overall representation of brand identity. Visual consistency, such as color schemes, typography, and style, plays a crucial role in strengthening brand recognition among audiences. At the same time, the messaging is carefully crafted to reflect the brand's values and positioning as a practical and lifestyle-oriented product. This approach demonstrates a strong commitment to maintaining a cohesive brand

image across social media platforms. As a result, every piece of content produced not only attracts attention but also reinforces the brand's identity and ensures alignment with the previously established communication objectives and positioning strategy.

Content distribution is primarily focused on Instagram as the main channel, as it closely aligns with the characteristics of the target market, particularly younger audiences who actively engage with visual and interactive content. The selection of this platform reflects a strategic consideration of where the audience is most active, ensuring that the brand's message is delivered effectively and efficiently. By utilizing Instagram, the brand is able to leverage features such as stories, reels, and interactive tools to maximize visibility and engagement.

Furthermore, this choice demonstrates a strong alignment between the distribution strategy and the audience's media consumption habits, allowing the brand to remain relevant within the digital landscape. In addition to platform selection, content reinforcement is carried out through the utilization of internal public figures, such as the brand owner or key representatives, who help build authenticity and trust. Active interaction on social media, including responding to comments, engaging in conversations, and participating in trends, further strengthens the relationship between the brand and its audience. This combined approach not only enhances credibility but also expands reach and deepens audience engagement, ultimately supporting the brand's overall communication objectives.

Next, the brand regularly evaluates the performance of published content, taking into account various indicators, such as engagement rate, number of interactions, and audience response to the message. This evaluation process not only serves as a measure of success but also serves as a crucial basis for determining future content improvements and development. By understanding the most popular content types, effective publishing times, and the most relevant forms of communication, brands can optimize their content strategies more effectively.

Furthermore, the strategies implemented are dynamic and adaptive, adapting to changing digital trends and evolving market needs. This flexibility allows brands to remain relevant amidst increasingly fierce and rapidly changing competition. Brands not only focus on consistency but are also open to innovation and experimentation in creating more engaging content that aligns with audience preferences. Therefore, a continuous evaluation process and an adaptive strategic approach are key to maintaining the effectiveness of digital marketing communications and strengthening the brand's position in the minds of consumers.

3.2 Model AISAS

Based on research findings analyzed using the AISAS model, the attention stage begins to form when a brand becomes active again and consistently produces and publishes content on social media. This consistency is a key factor in rebuilding a brand's presence amidst the highly dynamic flow of information. Furthermore, the presence of owners or internal figures through the tag feature and collaborative posts also significantly impacts brand visibility. These activities create an authentic impression and strengthen the relationship between the brand and its audience, thereby recapturing previously declining attention.

Furthermore, this strategy demonstrates that intensity and continuity in content presentation play a crucial role in reactivating a previously passive audience. Audiences are more likely to become aware of a brand's existence when they are regularly exposed to relevant and engaging content. Furthermore, the use of interactive features on Instagram supports this process by encouraging initial audience engagement. Thus, the attention stage in the AISAS model is influenced not only by content quality but also by frequency, consistency, and the presence of influencers who can strengthen the brand's appeal and credibility in the eyes of the audience.

At the interest stage, audience interest begins to increase when they learn that the product is now available in several cities. This distribution expansion not only demonstrates business growth but also builds the perception that the brand has greater credibility and is able to compete in a broader market. Audiences tend to be more attracted to brands that demonstrate growth and desire, as these are associated with quality and trust. Furthermore, easy access to purchase, whether through physical stores or digital channels, also strengthens audience interest. The more accessible a product is, the more likely the audience is to consider and try it.

Entering the search phase, audiences begin to exhibit more active behavior in exploring product information. They are no longer passively interested, but consciously seek out details that can assist them in their decision-making process. In this context, social media, particularly Instagram, serves as a primary source of information. Audiences monitor brand accounts to confirm product availability, learn about offered variants, and view reviews and responses from other users. For example, interest in a particular variant, like caramel macchiato, prompts audiences to seek confirmation that the product is available and meets their preferences.

Furthermore, informative and responsive content from brands further supports this discovery process. Clear information about products, locations, and purchase methods helps alleviate audience uncertainty. Thus, the discovery stage serves as a crucial bridge between interest and purchase decisions, with information quality and ease of access being key factors in driving audiences to the next stage.

The action stage is clearly visible when published content serves as a trigger that encourages the audience to take concrete action. In this context, exposure to content in feeds and Instagram Stories plays a crucial role in attracting attention and directing audiences to visit the brand profile. Visually appealing, informative, and relevant content has been shown to increase the urge to purchase, particularly for the Eco variant, one of the flagship products. Clarity of product information, ease of access to purchase, and consistent visual appeal are key factors influencing audience decisions at this stage. Thus, content serves not only as a means of communication but also as an effective conversion tool in driving consumption behavior.

Next, in the sharing stage, the audience takes a more active role by voluntarily recommending the product to others. This activity is evident in posts on personal Instagram Stories, where consumers share their experiences after consuming the product. This sharing reflects a high level of satisfaction and trust in the brand. Furthermore, recommendations based on personal experience tend to be more trusted by other audiences than direct brand promotion.

This phenomenon demonstrates that consumers don't just stop at the purchase stage but also transform into promotional agents, helping to organically expand a brand's reach. This digital word-of-mouth effect allows brands to gain broader exposure without incurring significant additional costs. Therefore, the sharing stage is crucial for strengthening the success of a digital-based marketing communications strategy, and increase the trust of potential consumers.

3.3 Discussion

The research results indicate that the marketing communication strategy through Instagram @meraciklatte has been implemented systematically in accordance with the content marketing stages in the Marketing 4.0 concept. The goal-setting focused on increasing brand awareness and purchase interest shows that the marketing communication strategy has been executed in a targeted manner. This is in line with the research (Appel et al., 2020) which emphasizes that the success of social media marketing highly depends on the clarity of the strategic goals to be achieved. However, unlike research that mostly focuses on large companies, this study shows that local SMEs are also capable of effectively adapting theory-based strategic approaches. These findings reinforce that SMEs can also adaptively apply Marketing 4.0 principles through social media (Hermawan & Iwan, 2017).

In terms of market targeting, Meraciklatte targets the younger generation and urban consumers who are active on Instagram. This strategy is relevant to the research (Dwivedi et al., 2021) which states that the success of digital marketing highly depends on the alignment between audience characteristics and the social media platforms used. Compared to the research (Mulitawati & Retnasary, 2020) which highlights the use of Instagram in building brand image, this research shows that not only is the brand image built, but it also targets the stages of consumer response up to the purchase action.

Content planning that considers the type of content, trends, and audience needs shows that communication activities are not done spontaneously. (Kulikovskaja et al., 2023) explaining that a systematically designed content strategy significantly influences audience engagement and marketing outcomes. Therefore, targeted content planning becomes an important factor in enhancing the effectiveness of digital communication. The process of content creation that considers message alignment, audience characteristics, and brand identity is in line with research (Laradi et al., 2024), which states that social media marketing capabilities, including targeted content production, have a

positive impact on brand performance and brand equity. Content created systematically and consistently strengthens brand image and builds long-term relationships with the audience.

Content distribution through Instagram shows the alignment between the character of the visual platform and the needs of the digital audience. In line with (Vries et al., 2012), visual elements increase engagement. However, this research found that owner collaboration through tag features and post collaboration not only expands reach but also enhances perceived authenticity and trust in the brand. This means that content reinforcement plays a role in building emotional connections, not just exposure. Content reinforcement through collaboration and interaction with public figures expands message reach and enhances brand exposure (Benevento et al., 2025) shows that the interaction between influencers and the audience plays a crucial role in strengthening the growth of the brand's social network and significantly increasing brand visibility. This indicates that content reinforcement strategies not only enhance engagement but also organically expand the impact of communication.

Content evaluation is conducted by analyzing the performance of posts through engagement metrics such as the number of likes, comments, shares, and audience response to the conveyed message. This practice aligns with research (Shahbaznezhad et al., 2021) which states that the effectiveness of social media content is not only measured by the quantity of engagement but is also influenced by the format and context of content presentation on specific platforms. The research shows that the quality of content design, visual elements, and alignment with the platform's character play a significant role in enhancing user engagement. Content improvements made adaptively based on evaluation results demonstrate the application of dynamic strategies. (Salonen et al., 2024) explaining that delivering relevant and timely content throughout the customer journey significantly enhances engagement and communication effectiveness. Therefore, continuous content improvement becomes key in maintaining brand relevance in a competitive digital environment.

If analyzed through the AISAS model introduced in the book *The Dentsu Way*, the @meraciklatte strategy shows a consistent flow. The consistency of posts and owner collaborations increases brand visibility and recaptures audience attention, so as to strengthen the brand's position in the market. (Voorveld et al., 2018) explaining that consistent exposure to social media content increases brand recall and attention. The intensity of digital communication plays a crucial role in building initial consumer awareness. Information about product availability and flavor variations increases audience interest. (Schivinski & Dabrowski, 2014) found that brand-related content on social media has a positive influence on brand attitude and purchase intention.

The behavior of the audience monitoring Instagram before making a purchase indicates the function of social media as a primary source of information. (Stephen, 2016) stating that social media serves as an information discovery channel in the consumer decision-making process. The action stage shows that content acts as a purchase trigger. This finding is supported by (Kumar et al., 2010) which states that customer engagement in the digital ecosystem has a direct contribution to conversion behavior, as well as strengthening purchasing decisions.

Consumer behavior that shares experiences through Instagram stories reflects the practice of electronic word of mouth (e-WOM). This is in line with the research (Putri & Azhar, 2025) which emphasizes that the organic sharing activities are a form of electronic word of mouth that significantly influences the expansion of brand reach. This indicates that it not only succeeds in generating attention and interest but also in creating social interactions that strengthen the brand's position in the digital space

4. Conclusion

Based on the research findings, it can be concluded that the marketing communication strategy implemented through the Instagram account @meraciklatte has been carried out in a structured and systematic manner in accordance with the stages of the Marketing 4.0 concept. The brand does not merely focus on content production, but also emphasizes strategic planning processes, including setting clear communication objectives, identifying and mapping the target market, and designing content that is relevant to the characteristics of younger and urban consumers.

Furthermore, the strategy involves careful content planning that aligns with current trends and audience preferences, ensuring that each piece of content delivers both informational and emotional

value. The implementation process is also supported by consistent content distribution and active interaction with the audience, which strengthens engagement and builds closer relationships with consumers. In addition, continuous evaluation is conducted using performance indicators such as engagement metrics and audience responses, allowing the brand to identify effective strategies and areas for improvement.

This overall approach indicates that the marketing communication activities carried out are not incidental or spontaneous, but are instead based on a well-defined strategy that integrates business objectives with the dynamic behavior of digital audiences. As a result, Instagram functions as an effective platform for supporting sustainable brand growth and increasing consumer purchase interest.

If analyzed using the AISAS model as introduced in The Dentsu Way, the marketing communication strategy implemented is able to gradually shape the consumer response process in a structured manner. The process begins at the attention stage, where consistency in content publishing and the use of visually appealing elements successfully capture audience awareness amid the high intensity of information on social media. This is followed by the interest stage, where consumers begin to show deeper curiosity driven by clear information regarding product availability and the variety of flavors offered, which are relevant to their preferences and needs.

At the search stage, consumers demonstrate active behavior by exploring further information through the brand's Instagram account, which functions as the primary source of product-related information. This indicates a shift from passive to active information processing. Furthermore, the action stage is reflected in consumers making purchase decisions after being influenced by informative and engaging content. Finally, at the share stage, consumers voluntarily disseminate their experiences through recommendations and reposts on social media platforms.

Overall, this research emphasizes that the success of the marketing communication strategy of @meraciklatte is determined by the consistency of the strategy, the relevance of the message, and audience response-based evaluation. The scientific contribution of this research lies in the integration of the eight stages of content marketing in Marketing 4.0 and the AISAS model as an analytical framework for consumer purchase interest on social media. For future research, a quantitative approach is recommended to more specifically measure the influence of each AISAS stage on the increase in purchase conversion, as well as to expand the research object to other digital platforms to obtain a comparison of the effectiveness of marketing communication strategies.

5. Acknowledgement

The researchers express their gratitude to Universitas Muhammadiyah Yogyakarta for its support in the publication of this journal and Meraciklatte for the opportunity given to conduct the research. The researchers also thank Erwan Sudiwijaya S.Sos., MBA., MA, for his guidance in this research, and for valuable insights throughout the study process.

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