

Appetizing Digital Strategies: Optimizing Social Media Marketing to Enhance Brand Awareness of Café Klambir Kupi

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Abstract

This study examines the role of social media marketing, particularly through Instagram, in enhancing brand awareness of Café Klambir Kupi in Medan City. The background of this research is grounded in the rapid growth of the culinary industry, especially cafés, which has intensified competition and necessitated effective and efficient marketing strategies. Instagram was selected as the primary platform due to its widespread use among younger audiences, who represent the main target market of the café. A descriptive qualitative approach was employed, with data collected through questionnaires, interviews, and observations. The study involved 50 respondents consisting of the owner, employees, and customers of Café Klambir Kupi. The data were analyzed to describe how Instagram is utilized, the extent of its contribution to brand awareness, and the challenges encountered in implementing digital marketing strategies. The findings indicate that Instagram plays a significant role in enhancing brand awareness of Café Klambir Kupi, particularly in terms of brand recognition and brand recall. However, the café has not yet achieved a top-of-mind position among consumers due to inconsistent posting, limited variation in promotional content, and minimal interaction with customers. These limitations reduce the overall effectiveness of Instagram as a marketing tool. The implications of this study highlight that the success of social media marketing is strongly influenced by consistency, content creativity, and active engagement with the audience. The results are expected to provide practical insights for Café Klambir Kupi in improving its digital marketing strategy, as well as serve as a reference for future studies exploring additional variables such as customer loyalty and customer engagement.

Keywords: Social Media Marketing, Instagram, Brand Awareness, Café Klambir Kupi

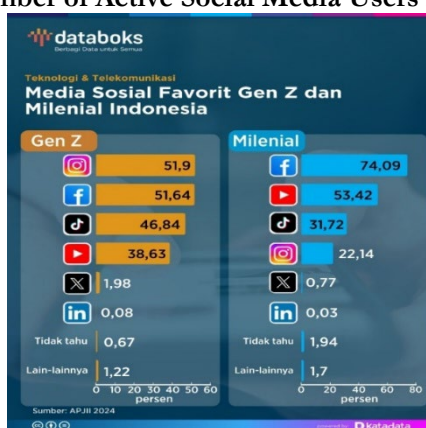
Introduction

The advancement of information and communication technology in the era of globalization has transformed the way individuals interact, communicate, and carry out daily activities (E. H. Sihombing et al., 2023). One of the most significant outcomes of this technological progress is the emergence of social media. Initially, social media functioned as a platform for building social connections and facilitating interpersonal communication (Taherdoost, 2023). Over time, however, it has evolved into one of the most effective tools in the business environment, particularly in the field of marketing (E. H. Sihombing et al., 2024).

According to a report by We Are Social and Hootsuite (2024), the number of active social media users in Indonesia reached 167 million, representing approximately 60.4% of the total population. This figure reflects a consistent increase compared to previous years. The report also indicates that Indonesians spend an average of 3 hours and 11 minutes per day accessing social media. The most widely used platforms include WhatsApp (95%), Instagram (80%), Facebook (77%), TikTok (68%), and YouTube (94%). These conditions position social media as a highly promising communication channel for marketing activities.

Based on the 2024 survey conducted by Asosiasi Penyelenggara Jasa Internet Indonesia, Generation Z predominantly uses Instagram (51.9%), Facebook (51.64%), and TikTok (46.84%), while Millennials are mainly active on Facebook (74.09%) and YouTube (53.42%). This indicates that social media serves as an effective medium to reach both market segments. In this study, the utilization of social media marketing—particularly Facebook, Instagram, and TikTok—constitutes a key strategy for Café Klambir Kupi to enhance its brand awareness amid the competitive culinary industry in Medan City.

Figure 1. Number of Active Social Media Users in 2025



Source: Databoks

In the culinary industry, especially cafés and coffee shops, social media has become one of the primary tools for attracting consumers (Huddin et al., 2026). Data from the Asosiasi Eksportir dan Industri Kopi Indonesia show that domestic coffee consumption has increased by an average of 8% per year. This growth has been accompanied by the rapid expansion of café businesses across various regions, including Medan (Imamsyah et al., 2022). As one of Indonesia's major cities, Medan has a strong café culture, particularly among young people and students. This trend has driven the proliferation of new cafés competing to attract consumer attention. The intensifying competition requires business actors to adopt innovative marketing strategies. Social media marketing is widely regarded as a viable solution, as it enables businesses to reach a broad audience at a relatively lower cost compared to conventional promotional methods (Amelia & Tambunan, 2025). Moreover, social media provides opportunities for direct interaction between consumers and brands through comments, likes, and shares, which indirectly contribute to increasing brand awareness.

According to (Kotler & Armstrong., 2018), brand awareness is a fundamental component of brand equity. It serves as the basis for consumers in the decision-making process. Consumers are more likely to choose products or brands that are familiar to them rather than those that are unknown. Therefore, enhancing brand awareness represents a crucial initial step in marketing strategy.

In this context, Café Klambir Kupa represents a local culinary business operating in Medan City. Located on Jalan Kelambir 5 Pasar IV No.21, Tanjung Gusta, Medan Helvetia, the café offers a comfortable atmosphere along with a variety of coffee and food products. Its target market includes young people, workers, and the general public who enjoy socializing or spending time in cafés.

Café Klambir Kupa utilizes social media, particularly Instagram and TikTok, to introduce its products and engage with consumers. The uploaded content includes coffee product images, short videos showcasing the café ambiance, and promotional materials for specific events. However, the effectiveness of this strategy has not been fully established. One of the key issues is that the use of social media as a marketing tool has not been optimized. The content remains relatively simple, lacks consistency in posting schedules, and shows limited interaction with the audience. As a result, the level of brand awareness of Café Klambir Kupa remains relatively low compared to other cafés in Medan that demonstrate greater creativity and consistency in managing their social media presence.

Given this background, this study is significant in examining the extent to which social media marketing contributes to enhancing brand awareness at Café Klambir Kupa. It is also expected to provide insights into how social media can be effectively utilized by small and medium enterprises in the culinary sector. Based on these considerations, the study is titled: "Appetizing Digital Strategies: Optimizing Social Media Marketing to Enhance Brand Awareness of Café Klambir Kupa"

LITERATURE REVIEW

Social Media Marketing

Social media marketing is a component of digital marketing strategy that utilizes social media platforms to establish communication, interaction, and long-term relationships with consumers

(Widy & HS, 2021). According to (Kotler, 2009), digital marketing enables companies to reach a broad audience through interactive, two-way communication channels. Furthermore, (Nofriza, 2022) defines social media marketing as marketing activities conducted through social media platforms to achieve branding, engagement, and conversion objectives by utilizing relevant and interactive content. Therefore, social media marketing functions not only as a promotional tool but also as a medium for building emotional connections between companies and consumers (Nasib et al., 2024). In its implementation, social media marketing consists of several key indicators that reflect its effectiveness. According to (A. Z. Siregar & Maulana, 2022), these indicators include content creation, which refers to the ability to produce engaging and informative content; content sharing, which involves distributing content to reach a wider audience; connecting, which emphasizes building communication and relationships with consumers; and community building, which focuses on creating a loyal audience or community. These indicators serve as benchmarks in assessing how effectively social media marketing strategies are executed within a business context.

Brand Awareness

Brand awareness refers to the ability of consumers to recognize and recall a brand in various situations. According to (J. Sihombing et al., 2023), brand awareness is a crucial element of brand equity that influences consumer purchasing decisions. Meanwhile, (Pebri et al., 2020) defines brand awareness as the extent to which consumers are able to recognize or recall a brand as part of a specific product category. This implies that higher levels of brand awareness increase the likelihood of consumers choosing a particular brand over its competitors (Rezeki et al., 2024). Brand awareness can be measured through several indicators. According to (Dzulfriansyah, 2023), these indicators include brand recognition, which refers to the ability of consumers to identify a brand when they encounter it; brand recall, which reflects the ability to remember a brand without assistance; top of mind, which represents the first brand that comes to consumers' minds; and brand dominance, which indicates the extent to which a brand outperforms its competitors in consumer memory. These indicators demonstrate that brand awareness is not only about recognition but also about the strength of a brand's position in consumers' minds.

The Relationship between Social Media Marketing and Brand Awareness

Social media marketing plays a significant role in enhancing brand awareness due to its ability to reach a wide audience and facilitate direct interaction with consumers. Through engaging, consistent, and relevant content, companies can increase the likelihood that consumers will recognize and remember a brand. According to (Salqaura et al., 2025), social media enables companies to create more personalized and interactive communication, thereby strengthening the brand's position in consumers' minds. Additionally, engagement activities such as likes, comments, and shares help expand information reach and accelerate the process of building brand awareness. Thus, the more optimized the implementation of social media marketing strategies through creative content, consistent posting, and active audience interaction the higher the level of brand awareness that can be achieved (Amelia et al., 2024). This indicates a positive relationship between social media marketing and brand awareness, where improvements in the quality and intensity of social media marketing efforts directly contribute to increased brand awareness among consumers (Sari, 2020).

METHODOLOGY

This study employs a descriptive quantitative approach to examine the role of social media marketing, particularly Instagram, in enhancing brand awareness at Café Klambir Kupi. The research was conducted at Café Klambir Kupi, located in Medan, over a three-month period from June to August 2025. The population consists of 480 active Instagram followers who have interacted with the café's content, from which a sample of 50 respondents was determined using the Slovin formula with a 13.4% error tolerance and selected through simple random sampling. The study utilizes both primary data, obtained through questionnaires distributed to consumers, and secondary data derived from relevant literature and previous studies. Data collection techniques include questionnaires with

a five-point Likert scale to measure social media marketing and brand awareness variables, observations of Instagram marketing activities (such as content consistency, visual quality, interaction, and promotional strategies), and interviews with the owner, employees, and consumers to gain deeper insights. Data analysis is conducted through descriptive and inferential statistical methods, complemented by qualitative analysis techniques following Matthew B. Miles and A. Michael Huberman, including data reduction, data display, and conclusion drawing (Miles and Huberman, 2022). To ensure data validity, source triangulation is applied by comparing findings from questionnaires, observations, and interviews, resulting in more credible and academically accountable conclusions regarding the effectiveness of social media marketing in increasing brand awareness.

RESULTS and DISCUSSION

Respondent Characteristics

Table 1. Respondent Profile

Variable	Category	Percentage
Gender	Male	56%
	Female	44%
Age	18–25 years	54%
	26–30 years	26%
	>30 years	14%
Education	Bachelor (S1)	38%
Occupation	Students	44%
Instagram Usage	2–4 hours/day	40%
Visit Frequency	>5 times	40%

The majority of respondents are young consumers aged 18–25 years, indicating that Café Klambir Kupi successfully targets digital-native audiences. Their high intensity of Instagram usage and frequent café visits suggest strong exposure to social media content and a relatively high level of customer engagement.

Social Media Marketing Results (X)

Table 2. Social Media Marketing Indicators

Indicator	Strongly Agree (%)	Agree (%)	Total Positive
Visual content attractiveness	40%	32%	72%
Posting consistency	36%	36%	72%
Interaction with consumers	30%	42%	72%
Promotion clarity	34%	38%	72%
Logo recognition	44%	36%	80%
Logo recall effect	40%	34%	74%

The findings indicate that social media marketing implemented by Café Klambir Kupi is generally perceived positively by respondents. Visual content is considered attractive and effective in representing the café’s identity. Posting consistency and interaction are also rated fairly well, although some respondents still perceive them as inconsistent. Additionally, the café’s logo demonstrates a strong ability to support brand recognition and recall, highlighting the importance of visual identity in digital marketing.

Brand Awareness Results (Y)

Table 3. Brand Awareness Indicators

Indicator	Strongly Agree (%)	Agree (%)	Total Positive
Brand Recognition	34%	46%	80%
Brand Recall	34%	46%	80%

Top of Mind	34%	46%	Moderate
Brand Relevance	34%	46%	80%

The results show that brand awareness of Café Klambir KUPI is relatively high, particularly in terms of recognition and recall. However, the top-of-mind indicator remains moderate, indicating that the café has not yet become the primary brand in consumers' minds compared to competitors.

DISCUSSION

The Role of Social Media Marketing in Promotion and Consumer Interaction

The findings indicate that social media marketing, particularly through Instagram, plays a fairly effective role in promoting Café Klambir KUPI's products and building interaction with consumers. This is reflected in the majority of respondents (approximately 72%) who agreed that the visual content presented is attractive, informative, and capable of representing both the café's atmosphere and its products. Strong visual content is a crucial factor in attracting audience attention, especially on visually driven platforms such as Instagram, where aesthetics and storytelling are key elements in creating initial consumer interest. However, despite the positive evaluation of content quality, the aspects of posting consistency and consumer interaction still show weaknesses. Around 28% of respondents perceived that the café has not been consistent in uploading content and has not optimally responded to comments and direct messages. This condition indicates a gap between the potential of social media as a two-way communication tool and its actual implementation. Theoretically, social media marketing should not only focus on information delivery but also on creating sustainable engagement through active interaction with the audience. From a practical perspective, Café Klambir KUPI has utilized Instagram as its primary platform for marketing products through menu photos, short videos, and promotional content such as discounts and events. However, the absence of a structured content calendar has resulted in inconsistent posting frequency, which may reduce content visibility within Instagram's algorithm. In addition, limited interaction has weakened the emotional connection between the brand and its consumers.

The implication of these findings suggests that the success of social media marketing is determined not only by the quality of visual content but also by consistency and interaction intensity. Therefore, Café Klambir KUPI needs to develop a more structured strategy, such as scheduling content, utilizing interactive features (polls, Q&A, live sessions), and improving responsiveness to consumers. In this way, social media can function not only as a promotional tool but also as a medium for building long-term relationships with customers.

This finding is supported by previous research. Study by (Priani, 2025)(Julsari et al., 2025)(Banerji & Singh, 2024) found that consistency in Instagram content significantly influences audience engagement in culinary businesses, where irregular posting leads to decreased visibility and interaction. Research by (Purnama Sari et al., 2025)(N. W. Siregar et al., 2025)(Rahayu, 2024) found that active interaction between businesses and consumers on social media strengthens emotional relationships and increases customer loyalty. (Amelia, Handayani, et al., 2025) emphasized that social media serves as an effective communication channel that enhances engagement when supported by consistent and interactive content strategies.

The Role of Social Media Marketing in Enhancing Brand Awareness

The results show that social media marketing has a significant influence on enhancing brand awareness of Café Klambir KUPI. This is evidenced by the high level of agreement among respondents on the indicators of brand recognition and brand recall, where approximately 80% of respondents were able to recognize the café's logo and recall its name without assistance. These findings indicate that social media marketing strategies have successfully built the initial foundation of brand awareness in consumers' minds. However, regarding the top-of-mind indicator, the findings reveal that Café Klambir KUPI has not yet become the first brand that comes to consumers' minds when thinking about cafés in Medan City. This suggests that the brand is still positioned at a moderate level within the brand awareness hierarchy, specifically at the recognition and recall stages, but has not yet reached brand dominance.

Theoretically, brand awareness consists of several hierarchical levels that reflect the depth of consumer memory toward a brand (Delgado-Ballester & Munuera-Alemán, 2005)(Lubis, 2025)(Fransiska, 2025). Success at the recognition and recall levels indicates that consumers are familiar with and remember the brand, but achieving top-of-mind awareness requires more intensive and consistent strategies, particularly in terms of brand exposure frequency and content differentiation (Tambunan et al., 2025). In the context of Café Klambir KUPI, social media has served as the primary tool for introducing the brand through visual branding, logo usage, and promotional content delivery. The café's logo, which is easily recognizable and consistently used in every post, has proven effective in strengthening brand recognition. In addition, attractive visual content helps build positive associations in consumers' minds, facilitating the process of brand recall.

To achieve top-of-mind positioning, improvements are needed in content creativity, posting consistency, and engagement strategies. For instance, utilizing viral content, collaborating with influencers, or launching more aggressive digital campaigns could increase brand exposure. Consequently, consumers will not only recognize the brand but also consider it as their primary choice. The implication of these findings indicates that social media marketing plays a strong role in building brand awareness; however, its effectiveness is highly dependent on the quality of the strategy implemented. Without consistency and innovation, the resulting brand awareness will remain at the recognition level rather than progressing to dominance.

These findings are consistent with several previous studies. Research by (Nurhidayah et al., 2025)(Nurhidayah et al., 2025)(Çil et al., 2023) found that consistent use of Instagram significantly improves brand awareness in culinary businesses, particularly in strengthening recognition and recall among consumers. According to (Febrian et al., 2022) reported that social media exposure, especially through visual platforms, plays a crucial role in shaping consumer memory and increasing brand awareness among younger audiences. (Wasiman, 2021) explained that brand awareness develops progressively from recognition to recall and eventually to top-of-mind, which requires continuous exposure and differentiated marketing strategies.

Challenges in Utilizing Social Media Marketing

Although social media marketing has contributed positively to enhancing brand awareness, this study identifies several challenges that hinder its optimal implementation. The main challenges faced by Café Klambir KUPI include inconsistency in content posting, limited interaction with consumers, and constraints in human resources for managing social media. Approximately 28% of respondents perceived that the café has not maintained consistent posting, which has led to a decline in audience engagement at certain times. Furthermore, some respondents indicated that the café is not sufficiently responsive in replying to comments and direct messages, which reduces the quality of communication between the brand and its consumers. In digital marketing, fast and responsive interaction is essential in building consumer trust and loyalty.

Another significant challenge is the limitation of human resources, as social media management is still handled internally without a dedicated digital marketing team (Nurbayan et al., 2025)(Khairani et al., 2025)(Napitupulu, 2025). As a result, the strategies implemented tend to be less structured and lack innovation. In addition, other platforms such as TikTok have not been fully optimized, limiting the café's potential to reach a broader market segment (Girsang & Purba, 2025). Theoretically, the success of social media marketing is influenced by three main factors: consistency, creativity, and interaction (Amelia, Hou, et al., 2025). When one of these factors is not fulfilled, the effectiveness of the marketing strategy decreases (Amelia, Handayani, et al., 2025). In the case of Café Klambir KUPI, these factors have not yet been fully optimized, which impacts the limited improvement in brand awareness.

The implications of these findings suggest that Café Klambir KUPI needs to improve its social media management by developing a content calendar, enhancing the quality and variety of content, and assigning a dedicated team or individual responsible for managing social media activities. Additionally, increasing interaction with consumers through interactive features and engagement programs such as giveaways or digital campaigns is necessary.

CONCLUSION

This study examines the impact of social media on brand awareness for Café Klambir Kupi, focusing on Instagram as the primary platform. The following conclusion highlights key findings regarding the café's social media usage, brand recognition, and challenges faced in optimizing its online marketing efforts:

1. Based on the questionnaire results from 50 respondents, it is found that Café Klambir Kupi utilizes several social media platforms in its promotional activities, with the following usage distribution: Instagram (82%), TikTok (10%), Facebook (6%), and WhatsApp (2%). Among these, Instagram serves as the primary platform used by the café to present various visual content, including photos and videos of its products.
2. Instagram has been proven to contribute positively to enhancing the brand awareness of Café Klambir Kupi. The questionnaire results indicate that the majority of consumers are able to recognize the café's logo (brand recognition) at 80%, recall the café's name without visual stimulus (brand recall) at 78%, and consider Café Klambir Kupi as one of their primary choices in their minds (top of mind) at 70%.
3. Café Klambir Kupi faces several challenges that limit the effectiveness of Instagram as a marketing tool. The main issue lies in the inconsistency of content posting frequency and scheduling, which leads to fluctuations in audience engagement. In addition, limited resources in managing content and interaction across other platforms such as TikTok and Facebook also reduce the potential reach of promotional activities.

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