



# Analysis of marketing communication strategies maintaining brand image (Study on Instagram @lestaricorner.coffee)

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## ABSTRACT

### Keywords

Communication Strategy  
Brand Image  
Instagram

Internet media has the potential for media growth that will continue to develop in the long term because it has advantages in terms of time, cost and effectiveness. According to DataIndonesia.Id, through the We Are Social report, the number of active social media users in Indonesia will be 167 million in January 2023, which is equivalent to 60.4% of the total population of Indonesia. This has a big influence on the business activities carried out by a company in marketing products. The communication strategy planned by a company can be easily channeled to consumers via internet social media. Lestari Corner Coffee under the auspices of PT. Arta Lestari is a business that operates in the world of FnB (Food and Beverage) utilizing internet social media, especially tending to Instagram social media. Through the features provided by the Instagram application itself, they develop ideas to attract consumers and interact with each other. The features provided by Instagram are also varied, such as feeds, reels, stories, direct messages, tag in, location, hashtags, mentions, comments, likes, explore, and even special buying and selling features. Lestari Corner Coffee develops a communication strategy by relying on SWOT analysis (Strengths, Weakness, Opportunities, and Threats) in maintaining its brand image. Then, after going through these stages, they will evaluate the results they have obtained.

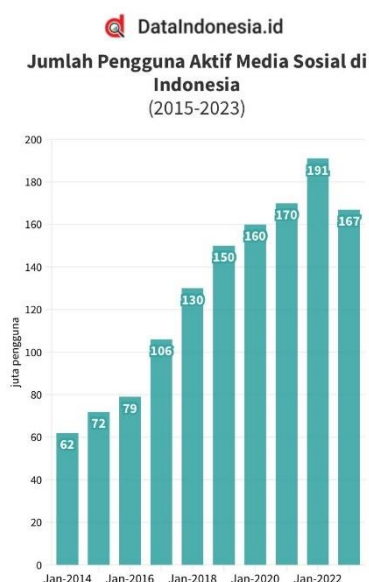
## 1. Introduction

Currently, many entrepreneurs use internet-based TV, radio and social media platforms to advertise their services or products. Really see that the developments taking place on these platforms, especially in the field of social media, are very fast and have a great opportunity to achieve the intended targets. This developing information technology has an impact on work system patterns, communication and also people's lifestyles. According to Nasrullah (2015) social media is a medium on the internet that allows users to represent themselves and interact, collaborate, share, communicate with other users to form virtual social bonds.

Visual communication applications in new media are in the form of digital visual symbols. These digital visual symbols include images, photos, animations, typography and videos. Visual communication in new media can be concluded as a multimedia product based on the processing principles of static digital images and moving digital images or audiovisual (video). Through this process, communicators can package many messages in one visual product (Adiloglu, 2011). From the opinion above, even if we don't meet directly, interactions can occur. Virtual interactions in the form of writing content styles, making videos, and also the interactions built into them can make it easier for audiences to share information and communicate. A unique content style is able to attract the attention of the audience to be interested in what is being introduced. Social media also has many platforms according to its use to achieve the goals of each audience. Instagram, Whatsapp, Twitter,

Blog, Tiktok, LinkedIn, Facebook, Youtube, Snapchat, and Pinterest are some examples of social media that are widely used by the public.

Internet media has the potential for media growth that will continue to develop in the long term because it has advantages in terms of time, cost and effectiveness. According to DataIndonesia.Id, through the We Are Social report, the number of active social media users in Indonesia will be 167 million in January 2023, which is equivalent to 60.4% of the total population of Indonesia.



Instagram, as a media that is familiar among the public, is the place most often used in the field of promotion. Instagram has features that support carrying out these activities, such as features reels, feeds, instastory, shop, private messages, sponsors, and most recently threads. Interaction is built through the comments column and private messages provided by Instagram. Promotional activities by sharing content feeds in the form of videos and photos to attract interest. Instagram is not only a medium that simply provides entertainment for the public, but is also a more serious and professional focused social network. Becomes a place for promotional activities to build and improve the image of a business. In its implementation, it requires a targeted marketing communication strategy to get maximum results.

**Definition of Communication Strategy:** Strategy is the planning, implementation and execution of an activity within a certain period of time to achieve a predetermined goal. So a marketing communications strategy can be interpreted as a design for carrying out business activities through expanding information and developing a brand image over a period of time determined. Marketing communications can be defined as marketing activities using communication techniques which aim to provide information to the public so that company goals are achieved, namely increasing income from the use of services or purchasing products offered (Kennedy and Soemanagara, 2006: 5). Marketing communication strategy according to Tjiptono (2008) defines marketing activities that aim to disseminate information, influence or persuade, and remind the target market about the company and its products so that people can accept, buy and be loyal to the products offered by the company in question.

The steps in developing a communication strategy are mentioned by Anwar Arifin (1984: 72-78) in his book entitled *Communication Strategy: A brief introduction*, mentioning several steps that must be carried out to develop a communication strategy, namely: (a) Getting to know the audience is the first step for communicators in an effort to achieve effective communication. Audience selection must be based on proper knowledge and understanding. (b) Composing the message the main requirement for influencing the audience with the message is being able to arouse the audience's attention. The beginning of a message's effectiveness in communication is the arousal of the audience's attention to the message conveyed. (c) Determining goals Communication goals determine the focus of the strategy that will be used. By having clear goals, implementing the strategy can also be on target. (d) Determining the methods and media used to achieve the effectiveness of a communication, apart from

depending on the content of the message which is aligned with the conditions of the audience and so on, is also influenced by the delivery method chosen. As in the preparation of messages, the choice of media must also be selective, and adapt to the conditions and circumstances of the audience.

After carrying out thorough and strategic communication planning, the company then communicates the marketing concept to consumers collectively, which is called the marketing mix, which consists of advertising, sales promotion, public relations, personal selling and direct marketing. (a) Advertising: Advertising is all costs that must be incurred by sponsors to carry out non-personal presentations and promotions in the form of ideas, goods or services. (b) Sales Promotion: Sales promotion is a short-term sales strategy to encourage consumers to buy or use products or services. (c) Public Relations: Building good relations with the community with the aim of building a good image of the company. (d) Personal Selling: Personal selling is a marketing communication strategy carried out directly to consumers with the aim of getting responses and making purchase transactions at the company. (e) Direct Marketing: Communication carried out directly with consumers to obtain immediate responses.

Communication is basically a process that explains who, says what, by what channel, to whom and with what consequences or results are produced. This explanation represents the elements that exist in communication. The following is a description of the elements of communication according to Laswell, quoted by Mulyana (2007:69): (a) Source (source) The source itself is a party who has a need, interest or initiative to communicate. Sources can be individuals, groups, organizations, companies and even countries. (b) Message is a set of symbols, both verbal and non-verbal, that represent feelings, values, ideas or intentions from the source. (c) Channel (channel, media) Is a tool or medium used by a source to convey messages or information to recipients. (d) Receiver: Another name for the recipient is the communicant, decoder, audience, listener, interpreter where the recipient is the person who is the target of the message. (e) Effect is the result or result of receiving information sent from a source and through certain media. Meanwhile, the characteristics of communication according to Effendy in the book entitled "Communication Science, Theory and Practice" are as follows: (a) Face to face (face to face) This means that the communicator and the communicant in this activity meet each other face to face. Examples of face-to-face communication contexts are interpersonal communication, group communication and organizational communication. (b) Mediated (mediated) Communication that is carried out using an intermediary or certain media to send messages. Examples include mass communication and media-based communication. (Effendy, 2001: 32).

**Definition of Brand Image:** An image formed in the minds of the public greatly influences a company. This image was formed with the aim of instilling awareness of the existence of a brand by positioning it *brand* them well and highlight the advantages of the products they present to the public. *Brand image* or brand image is consumer trust in a particular brand. With the wide range of competitors in the business field, companies must build a strong brand image. In building a brand image, several supporters are needed, one of the most important of which is the communication strategy implemented. A communication strategy carried out by looking at several opportunities has great opportunities. Brand Image is a component that greatly influences a product or service. The brand image created by a product or service influences the consumer's mindset or perception regarding interest and interest in the product or service. Definition of brand image according to (Keller, 2009: 47): (a) Perceptions about the brand that consumers reflect that stick to consumer memories. The way people think about a brand abstractly in their thinking, even when they think about it, they are not dealing directly with the product. Building a positive brand image can be achieved with a strong marketing program for the product, which is unique and has highlighted advantages, what differentiates it from other products. A good combination of supporting elements (as explained previously) can create a strong brand image for consumers.

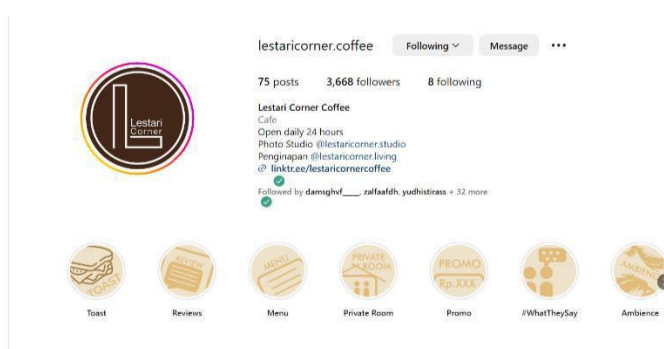
According to Shimp (2003), measuring brand image consists of three parts. The first part is attributes. Attributes are properties or aspects of the advertised brand or things that differentiate and add value. Attributes are also divided into two parts, relevant and irrelevant. Examples of relevant items are color, size, design. Irrelevant attributes include price, packaging, user and user image. The second part of measuring brand image is brand personality, which is a collection of characters contained in a brand. This character is formed from the attitude of consumers who display symbolic expressions and views towards a particular brand. Then the third part of measuring brand image

according to Shimp is benefits. Benefit means the benefits that consumers feel from using the brand. Benefits are divided into three parts, namely functional, symbolic and experiential.

Functional, meaning interests aimed at providing solutions to consumption problems or potential problems that consumers may experience, with the assumption that the brand has certain interests that can solve these problems. Symbolic, namely consistent with consumers' desires for self-improvement, group values, sense of belonging, and affiliation. Experience, namely consumers express a desire for products that can convey pleasure, variety and cognitive stimulation. Finally, the third part of brand image measurement according to Shimp is the overall rating, the subjective value or importance that customers give to consumer outcomes. The benefits of brand image are important because every image created will have a certain impact on the company. If the image displayed is good, then the impact will be good. On the other hand, if the image is bad, the company will have a bad impact. Because it is known that consumer loyalty will be maintained based on the emotional relationship a brand has with its consumers.

Multiple goals *brand image* built in a company, namely: Create awareness of the brand image, Build emotional connections with consumers, Helps to find out product differences, Build credibility and consumer trust in the product. According to (Keller, 2007) there are supporting factors for brand image, namely: (1) Favorability of brand association: One of the factors that form a brand image is product superiority, where the product looks superior to the competition and has benefits for them. (2) Strength of brand association, The strength of the brand image is formed by means of communication strategies through advertising. Brand owners can reveal and introduce the brand by socializing the brand's personality in the form of advertising or other promotional and marketing activities. This will be a link between the brand and consumers. The long-term effect is that the brand will be known and will remain maintained amidst competition from competing brands. (3) Uniqueness of brand association.

This factor is the uniqueness of the product. This uniqueness is a special attraction for consumers. Lestari Corner Coffee is a café operating in the FnB (Food and Beverage) sector under the auspices of PT. Arta Lestari. Lestari Corner Coffee operates specifically in the coffee sector and has a reputation that can be said to be high in the city of Yogyakarta. The high number of entrepreneurs spreading across Yogyakarta is supported by the area's reputation as a tourist and student city. Entrepreneurs don't leave room to just leave it like that, they take advantage of it. Hanging out among young people today is not only entertainment, but has also become a lifestyle *life style*. Lestari Corner has an Instagram account with followers reaching 3,664 as of July 2023. Through this Instagram social media, Lestari Corner Coffee introduces their products through uploads and builds interaction with consumers.



**Definition of Instagram:** They regularly share information about Lestari Corner with consumers via uploading Instagram stories. Instagram media becomes an intermediary for sustainable corners to reach their target consumers. Instagram is a social network that is used to share photos and videos by allowing users to take photos, videos directly. Apart from that, implementing the digital features that Instagram provides, sharing captions (*captions*) which was then uploaded publicly. The word "insta" comes from the word "instant", like Polaroid cameras which at that time were better known as "instant

photos". Instagram can also display photos instantly, like Polaroids in appearance. Meanwhile, the word "gram" comes from the word "telegram" which means spreading information quickly.

Reporting from dataindonesia.id, Instagram usage data in Indonesia according to Napoleon Cat data reached 106.72 million as of February 2023. Compared to the previous month's figure of 94.54 million, an increase of 12.9%. Meanwhile, last year it only increased by around 4.9% from the 101.76 million recorded. Instagram usage is dominated by female users with a percentage of 53% and male users with a percentage of 47%. The age range of Instagram users is grouped into three, with the proportions: (a) Age 13-17 years with a percentage of 12.2%. (b) Age 18-24 years with a presentation of 37.8%. (c) Age 25-34 years with a percentage of 29.7%. (d) Age 35-44 years with a presentation of 12.6%. Instagram features used by Lestari Corner Coffee on Instagram @lestaricorner.coffee, that is: *Feeds*, Features for uploading photos and videos that allow users to take photos directly or upload via private album. This feature has a long period of time that uploads are not archived or deleted. *Captions*, Information provided to describe the information in an upload. *Likes*, Likes or liking is a feature to see the number of likes on an upload. This feature is a reference for how interesting the uploaded content is. *Comments*, The comment feature on an upload is to give an impression of the photo or video they upload. Build interaction with followers. *Follower/Followers*, An Instagram system for becoming followers of other users or following each other. *Story*, A feature for uploading photos or videos for a period of 24 hours, after which time the Instagram system will automatically be deleted from the public. *Reels*, Upload longer videos in portrait mode and have their own page. *Photo editing*, Utilize photo effects as an image editing feature. *Hashtag*, Hashtags are useful for finding broad keywords. *Arroba (et/@)*, Instagram users can tag other users so they can be tagged *repost*. *Geotagging*, Geographic identification feature to find a location on the map. *Highlights*, Users can publish old stories through highlights grouped together with captions. *Bio link*, Users can click the link in the user bio displayed on the Instagram profile. *Direct messages*, Direct message feature to communicate privately with other users.

Apart from using the features above, Lestari Corner Coffee also uses promotional media through several influencer Instagram accounts and Instagram accounts that provide references about the cafe. Influencers will provide information in the form of menus, seating, atmosphere, prices and advantages provided by Lestari Corner Coffee in the form of video reels and Instagram stories. Several cafe reference accounts use the photo feature to introduce Lestari Corner Coffee to their account followers. According to the Lestari Corner Coffee marketing team, feedback from the strategy of using promotional media was quite influential in introducing audiences outside the region to the existence of the Lestari Corner Coffee cafe. Information about Lestari Corner Coffee can also be easily obtained via the link provided on the Instagram account (<https://linktr.ee/lestaricornercoffee>). The link contains *menu* information, online foods that work together, reservations, maps, other social media accounts, and contacts who can be contacted for further questions.

Basically, all business activities must have a friendly attitude towards consumers, both directly and indirectly. However, researchers found several cases related to responses by several social media accounts operating in the Food and Beverage sector to consumers that were unfavorable. Apart from that, several social media account uploads were considered quite inappropriate for social media users who were also consumers in several cafes. This makes researchers want to observe directly through this research on Lestari Corner Coffee which is famous for its friendly service to consumers both on social media and directly.

Researchers will use qualitative methods through a qualitative descriptive approach. The qualitative descriptive approach is a research method that uses analysis, clarification, investigation using surveys, observations, interviews and also questionnaires to obtain data. Using the above method, researchers will analyze content from Lestari Corner Coffee's Instagram social media as well as interactions that take place *feedback* or reciprocity obtained. Through the stages that have been determined, the researcher hopes that using this qualitative descriptive study can provide.

## 2. Method

This type of research uses descriptive with a qualitative approach. A qualitative descriptive approach is research that analyzes, clarifies, investigates using surveys, observations, interviews and also questionnaires to obtain data. The method used in this research is a case study, which means that

observations are made by studying patterns or cycles in a unit over a certain period of time. John W. Best (1977) states that case studies are concerned with everything that is meaningful in the history or development of the case which aims to understand the life cycle or part of the life cycle of an individual unit (individuals, families, groups, social institutions of a society).

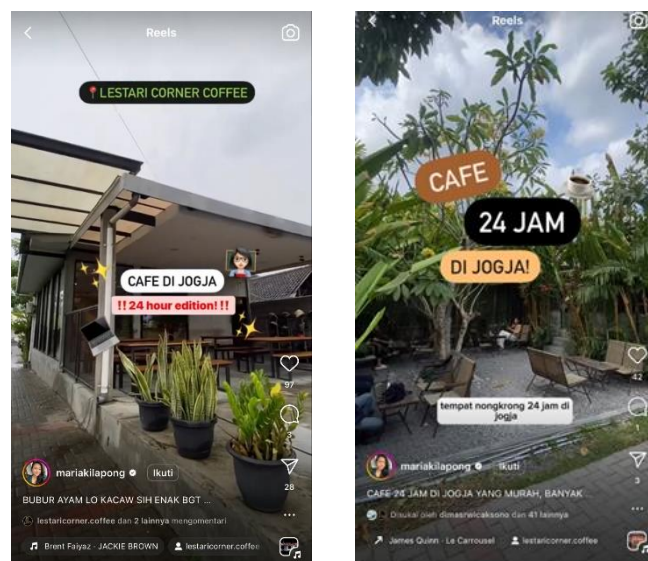
Creswell (2008) defines qualitative research as follows: Qualitative research is a type of educational research in which the researcher relies on the views of participants or informants: the researcher asks questions at length, asks general questions, data collection consists mostly of words (or text) from participants, describing and analyzing the text into themes, and making requests subjectively and biased (provoking other questions). According to Sugiyono (2013), qualitative research is a research method used to examine natural conditions, (as opposed to experiment) where the researcher is the key instrument, data collection techniques are carried out using triangulation (combination), data analysis is inductive, and qualitative research results emphasize meaning rather than generalization. Bongdan and Taylor in Moleong (2013) state that qualitative research methodology is research that produces descriptive data, either in the form of spoken or written words from people or observed behavior.

Therefore, this research is real without any engineering. This research does not contain data manipulation, documentation, and is based on the facts of the research object. The study was carried out by researchers directly on the research object using interview techniques, observation, and supported by documentation during the research.

### 3. Result and Discussion

#### 3.1 Result

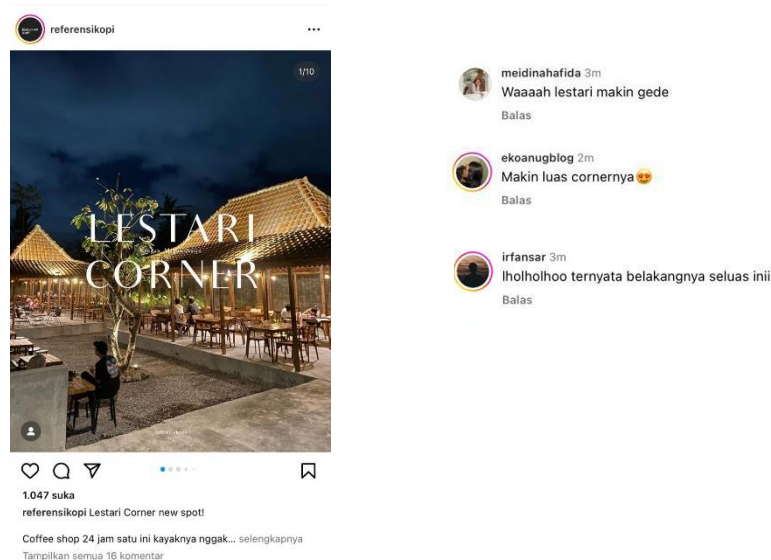
##### ADVERTISING



The Instagram account (@mariakilapong) is one of the influencers used by Lestari Corner Coffee to promote via the Reels feature on March 31 2022, with 97 likes, 3,061 viewers, 3 comments and 28 shares. On these reels, Maria focuses by introducing sustainable chicken porridge products which are Lestari Corner Coffee's morning promo. On September 26 2023, she uploaded a video on Instagram Reels with 1,023 viewers, 42 likes, 1 comment and 3 shares. Apart from using the reels feature, Maria also shared this video on other social media, namely Tiktok. In this reel, Maria introduces the expansion of the area at Lestari Corner Coffee and the new products that have been sold.



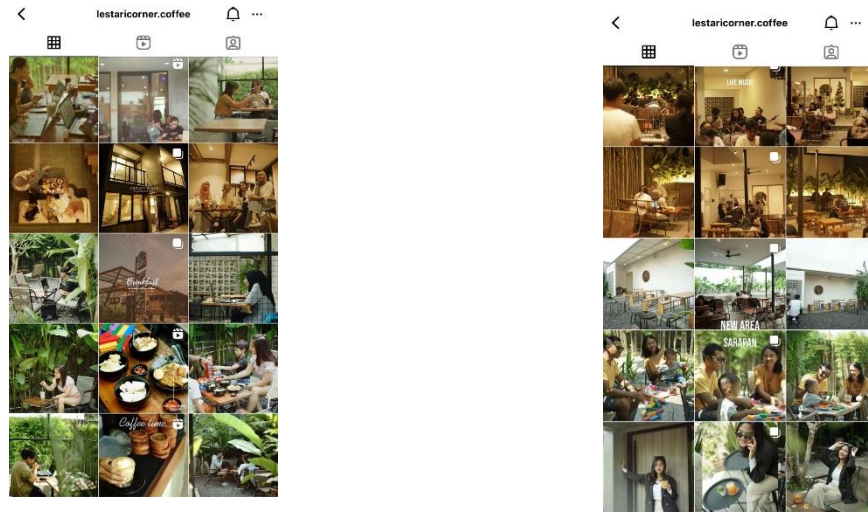
The Instagram account @marcellaul is an influencer account that promotes the Lestari Corner Coffee cafe which is open 24 hours in the Maguwo area, Special Region of Yogyakarta. Through video reels which were shared on May 11 2023, it received 1,551 views, 96 likes, 1 comment and 10 shares. Marcell also introduced new promos that month, namely gemash egg rice and private rooms offered by Lestari Corner Coffee.



The Instagram account @reringankopi is an account that shares several cafe references with its followers. Through uploads in the form of photos from Instagram feeds, the @reringankopi account shares 10 photos of the Lestari atmosphere and the products being sold. Raising the caption "Lestari Corner new spot" with a number of likes of 1,047 to 16 comments. This upload gave several positive responses as seen through the comments on the post.

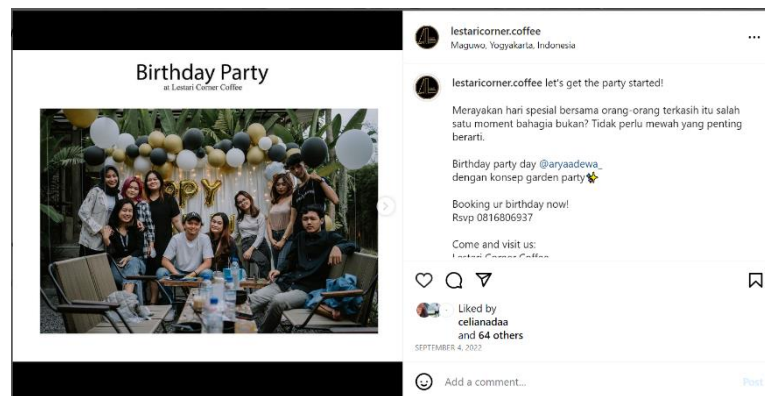
## PUBLICITY

### Feeds



The Instagram account @lestaricorner.coffee has feeds with consistent color tones. The marketing team uses this strategy to make the feeds look neater and easier to look at. Has a fixed photo upload pattern for each row. The upload in the middle will contain several photos, such as information, promos and ambience. The Instagram feature makes it easy by not taking up a lot of feed space by uploading several photos on one page. Warm tones are Lestari Corner's choice to be the color of their feeds by giving a warm feel so it doesn't dazzle the eyes. The marketing team considers the neatness of the feed to be an added value for a social media account.

### Captions



Captions are used to provide information on an upload. This information can explain the meaning of the upload. Interesting captions are considered to build good feedback with followers. In one of Lestari Corner Coffee's feeds, it depicts a customer celebrating a birthday. This upload is accompanied by captions that Lestari accepts reservations for certain events.



### Likes



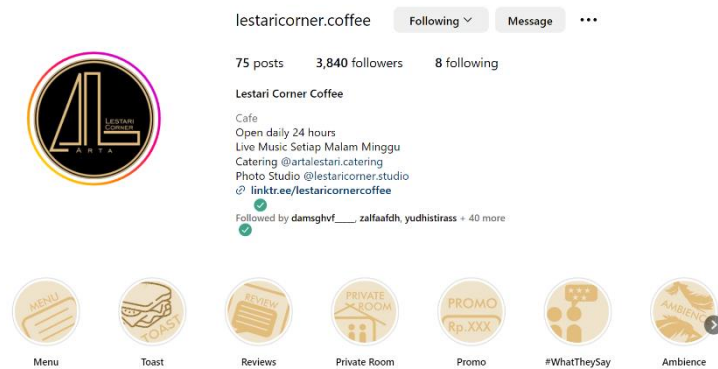
Likes is an assessment of how interesting content uploaded by a social media account is. The Lestari Corner Coffee marketing team uploaded several content with comedy and parody themes to increase the number of likes. This also affects the wide distribution of reels that go to the homepage of Instagram social media accounts.

### Comment



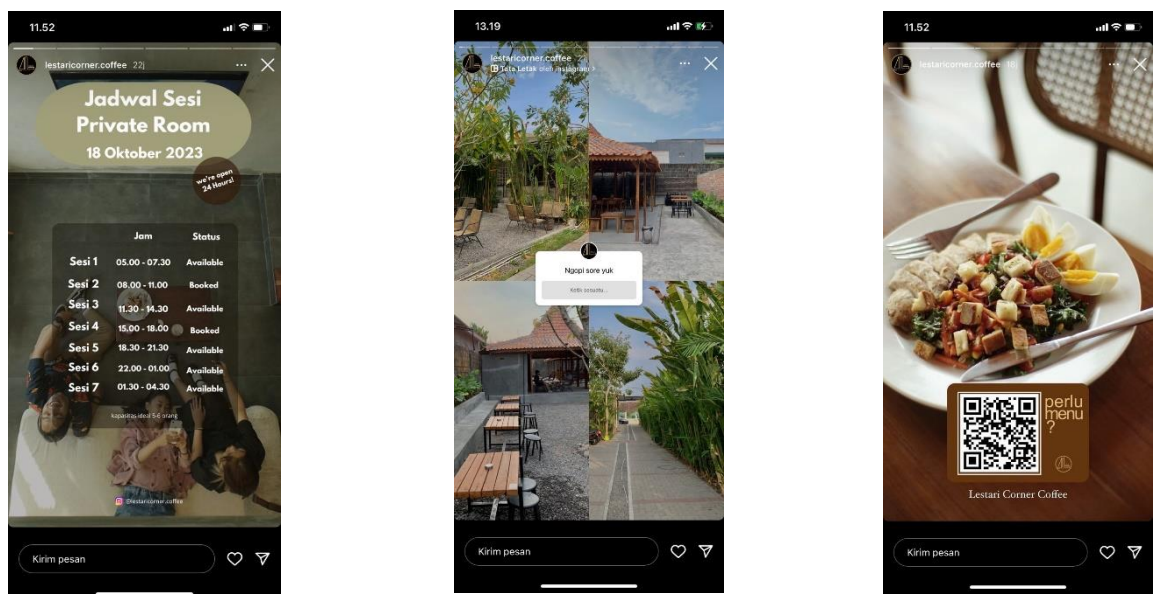
In an interesting upload with the aim of building interaction between followers and social media admins. Through reel content with a sarcastic comedy theme, it builds a positive response from followers who think Lestari has good service.

### Followers



Lestari Corner Coffee is recorded as having 3,840 followers as of October 19 2023. Followers of the Instagram account are considered support for Lestari Corner Coffee after the start of this business.

### Story Instagram



Lestari Corner Coffee actively uploads Instagram stories containing information to followers. The marketing team has a daily content update schedule to increase interaction with followers. Updated private room schedule for those who will make reservations for several sessions, interaction via the question and answer feature on Instagram stories, as well as a barcode that will display the Lestari menu. The marketing team revealed that they prioritize showing a Lestari atmosphere when uploading Instagram stories.

**Reels**



The Lestari Corner Coffee marketing team considers that social media users are more interested in uploading content in the form of videos because of the interesting visual movements compared to photos. Lestari also often actively shares video reels containing comedy, education and information with followers. Interestingly, the interaction is quite active with followers and the insight reel is quite high compared to other uploads.

**Hashtag/#**

Upload photos and videos to the Lestari Corner Coffee Instagram account using fixed hashtags, such as:

#cafejogja #cafeyogyakarta #cafemaguwo #coffeeshopjogja #coffeeshopsleman #coffeesho pmaguwo #coffeeshomaguwoharjo #coffeeshopmurahjogja #coffeeshopjogja #buburayamjogja #coffeeshop24jam #coffeeshop24jamjogja #jogja24jam #breakfastjogja #breakfastmaguwo #coffee maguwo #kop ijogja #buburayamjogja #buburayammaguwo #lontongsayurjogja #lontongsay urmaguwo

These hashtags have an influence on the audience that will be covered with a wide reach. This hashtag is used to make it easier for Instagram users to search for certain objects with keywords using hashtags. These hashtags will display references related to those keywords.

**Geotagging**



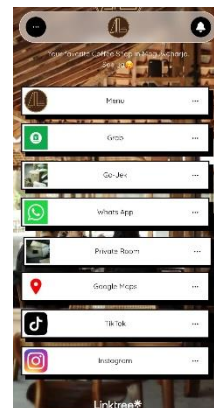
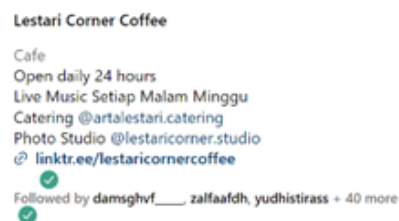
Geotagging is one of Instagram's features for identifying a place on a map so that it can be covered by Instagram users. The geotagging of the Lestari Corner account is adjusted to the location where this cafe is located, namely Maguwoharjo. Instagram account users will find the location of an uploaded photo or video via the geotagging feature.

## Highlight



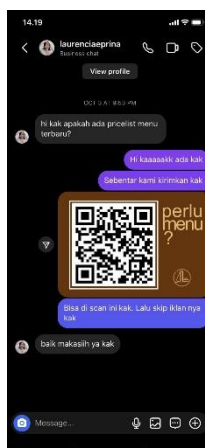
Highlights are Instagram story archives that can be displayed on the Lestari Corner Instagram page. Highlights can be grouped according to the information provided. Several highlights provide information for followers regarding Lestari Corner Coffee, such as promos, menus, reviews, private rooms and ambience.

## Bio link



The bio link will display a page containing further information regarding Lestari Corner Coffee, such as social media accounts Tiktok, Grab, Go-jek, Whatsapp, Private room, Google Maps and Menu.

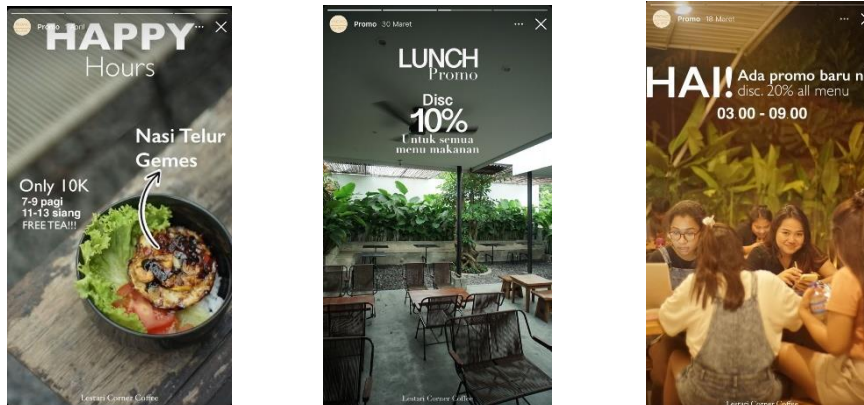
## Direct message



Direct messages are a feature that will interact directly with followers in a private way. This interaction is a form of service to customers who want to give impressions, messages, suggestions and complaints to Lestari Corner Coffee. For the marketing team and Instagram social media admin, actively interacting with followers is one way of increasing brand awareness. Apart from that, several brands are also discussing offers to collaborate with Lestari Corner.

## PROMOTION

Increasing consumer interest in a product or brand through promotions provided. The promotion referred to here is sales by getting discount prices on certain products and certain hours. The marketing team conducted a study of the period of time the cafe did not receive many visits in a day. The promotion carried out by Lestari Corner Coffee has two conditions, namely a fixed promo and a term promo. Fixed promotions are discount prices that are given every day at certain times.



The term promo is a discount program that is given to commemorate certain days, such as Valentine's Day, major religious holidays, Independence Day, and also the anniversary of Lestari Corner Coffee. Apart from the promos given, Lestari Corner Coffee also celebrates by decorating the atmosphere of certain commemorations.



This promotion is shared via Instagram social media as well as paid advertising and influencers.

## PERSONAL INTERACTION

Basically, it is an obligation for every business to be friendly to every customer they get. The Lestari Corner Coffee marketing team explained that they are obliged to reply to every message, comment and response given by consumers. Followers do not determine whether they will become consumers for Lestari due to the reach of social media broad. However, this is considered to be an additional value for a business when it can provide a positive response to followers of a social media account. The Sustainable Marketing Team provides services in the form of delivering customers to directing them to table numbers when they visit.

The marketing team explained that consumers who visit will give a positive impression when they are given friendly service. Not only that, they will be involved in a small chat about responses to Lestari Corner Coffee. This is a personal marketing communication strategy to maintain a good image not only with the product, but also with the service. The following is a template for questions to consumers: (1) Have you visited Lestari before?, (2) What products are usually ordered?, (3) Which area do you prefer to sit in?, (4) Do you know about the Lestari promo?, (5) Are you already a follower of the Lestari Corner Coffee Instagram account?, (6) What do consumers think is the rate for products and services here?. Some of the questions above will be interspersed with some jokes so as not to be too stiff. The marketing team considers this to be very rarely done by other cafes.

#### 4. Conclusion

Based on the results of the previous discussion, it was found that the marketing communication strategy used What Lestari Corner Coffee does is use a mix marketing strategy. The main activity of communication Lestari Corner Coffee's marketing is done through Instagram social media. Via Lestari's Instagram social media Corner Coffee uses promotional mix elements such as advertising, direct marketing, sales promotion, interactive marketing, personal selling, and publicity/public relations. Photos uploaded by the account @lestaricorner.coffee is a message containing product promotions, new menus, sponsors, how to order online, to special events such as giveaways. All these messages are packaged in every uploaded photo and Instagram story via the Instagram account @lestaricorner.coffee.

#### 5. Acknowledgement

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