



CONSUMER INSIGHT-BASED SOCIAL MEDIA MARKETING STRATEGY TO INCREASE BRAND AWARENESS: A CASE STUDY OF JUMPA ASA COFFEE SHOP

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ABSTRACT

Brand awareness had become one of the key challenges for local coffee shops operating in highly competitive markets. Jumpa Asa Coffee Shop experienced relatively low brand recognition despite offering a distinctive brand concept and quality products. This study aimed to develop and implement a consumer and market insight-based social media marketing strategy through content and campaign deliverables to improve brand awareness. This project employed interviews, observations, questionnaires (n=165 respondents for main survey, n=41 for pre-survey, n=45 for post-survey), competitor analysis, and social media analytics to identify consumer behavior, market characteristics, and audience preferences. The findings informed a structured content strategy and digital campaign on Instagram over a 4-week period (18 May – 15 June 2026), during which 20 content posts were published (13 Reels, 5 Feeds, and 2 Stories), including a campaign challenge that attracted 12 participants. The implementation demonstrated significant improvements in digital marketing performance, including reach increasing from 924 to 6,064 accounts (555.6% increase), impressions rising from 25,495 to 41,455 (62.6% increase), profile visits growing from 1,306 to 2,387 (82.8% increase), engagement rate jumping from 3.63% to 12.2% (236% increase), and followers increasing from 422 to 446 (5.7% increase). The results indicated that integrating consumer and market insights into content planning enabled more relevant communication with target audiences and strengthened brand awareness among local consumers. This study contributed practical evidence that consumer insight-based social media marketing could serve as an effective branding strategy for small and medium-sized coffee shop businesses operating in competitive environments.

1. INTRODUCTION

The rapid growth of the coffee shop industry has intensified competition, requiring businesses to differentiate themselves beyond product quality and pricing. The global coffee market reached approximately USD 269.27 billion in 2024 and was projected to exceed USD 369 billion by 2030 (Grand View Research, 2024). In Indonesia, the number of coffee shops surpassed 2,950 in 2019, nearly triple from approximately 1,000 in 2016 (Toffin Indonesia, 2020). This growth contributed to an estimated market value of Rp4.8 trillion, demonstrating the sector's significant contribution to the national economy (Toffin Indonesia, 2020). Consumer behavior analysis revealed that younger generations, particularly Millennials and Gen Z, exhibited a high tendency to purchase coffee from coffee shops, with both generations showing 43% preference for coffee shops as their source of coffee (Statista, 2025). This consumption pattern indicated that coffee drinking had evolved from a daily beverage need into a social experience, especially among young consumers (Dwi Ghazali, 2024; Malini, 2021). In West Java, approximately 15,011 coffee shops were recorded as of October 2025, with the highest distribution in urban areas such as Depok, Bandung, and Bekasi, indicating strong market penetration (Smartsrapers, 2025). Jatiningor District had experienced rural-urban transformation characterized by land use conversion, increased population density, and growing economic activity due to the rapid development of educational institutions (Dachi et al., 2023; Mufida & Jawoto Sih Setyono, 2025). The high concentration of university students in Jatiningor had driven "studentification," a phenomenon where the social and economic character of an area changes due to the dominance of the student population (Fazrin et al., 2024; Situmorang et al., 2021).

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Jumpa Asa Coffee Shop was established in 2022 as a local coffee shop in Jatinangor, offering a comfortable space with quality coffee products. Despite its strong concept, Jumpa Asa faced significant challenges in building brand awareness. A pre-survey conducted with 41 respondents revealed that only 29.3% recognized Jumpa Asa as a coffee shop in Jatinangor, while a substantial 70.7% remained unaware of its existence. This low recognition was attributed to the shop's location not being on the main road, which reduced visibility to passing potential customers (Salsabila, 2023). This condition was exacerbated by Jumpa Asa's marketing activities, which still relied heavily on word-of-mouth and occasional promotions, lacking a structured digital strategy to effectively reach a wider audience (Darmawan & Jojok Dwiridotjahjono, 2025). The suboptimal digital presence was further confirmed by Instagram analytics, which showed that Jumpa Asa's account (@jumpa.asa) had an engagement rate of only 3.63% with an average of merely 10 likes per post, alongside inconsistent posting patterns and only 422 followers indicating that content creation had not been audience-centric or data-driven. Moreover, sales data for 2025 indicated significant fluctuations, with declining revenue during academic holiday periods when students left Jatinangor, demonstrating that existing marketing strategies were insufficient to maintain consistent demand beyond peak visiting periods.

The competitive landscape in Jatinangor further intensified these challenges, with established competitors such as Djoeroe Coffee and Toleransi Kopi having stronger top-of-mind awareness and more active social media engagement. Competitor benchmarking showed that Djoeroe Coffee (5,489 followers) and Toleransi Kopi (5,570 followers) consistently published content with higher engagement, averaging 61 to 124 likes per post compared to Jumpa Asa's 10 likes, indicating a clear gap in digital marketing effectiveness. While businesses could adopt price-based strategies such as price wars or aggressive promotions to compete, these approaches risked eroding profit margins and often failed to build substantial customer loyalty (Kotler et al., 2021; Nugraha et al., 2025). Therefore, a consumer and market insight-based approach implemented through social media marketing content and campaign deliverables offered a more relevant and sustainable alternative. Consumer and market insights help identify "why" consumers behave in certain ways, enabling companies to align product value with customer expectations across segments (Stremersch et al., 2024). With university students and young adults as dominant consumers having high social media usage (Wulandari et al., 2025), Instagram became the appropriate platform as 84.6% of survey respondents used it, and it had been proven to influence brand awareness (We are social, 2025; Yudha et al., 2024). Consumer behavior data from the target market indicated that these audiences were highly price-sensitive, prioritized product quality (81.8%) and comfortable atmospheres (75.2%), and typically visited coffee shops for studying (85.4%), socializing (84.2%), and working (29.7%), with 87.3% discovering new coffee shops through social media.

Although various studies had discussed the effectiveness of social media marketing in improving marketing performance, most previous research had not systematically examined how consumer and market insights such as taste preferences, visit times, content consumption patterns, and customer perceptions could be processed as actionable outputs for designing targeted social media marketing strategies (Rasmikayati et al., 2020; Sharabati et al., 2024). Communicative content that built emotional connections increased purchase intention while strengthening brand loyalty (Jovanus et al., 2025), and social media marketing had a positive and significant effect on consumer purchase intention (Putra et al., 2024). However, there remained a clear gap in empirical evidence explaining the relationship between measurable consumer and market insights and the systematic design of social media marketing deliverables, particularly for local coffee shop businesses operating in competitive environments.

The novelty of this study lies in the systematic translation of empirical consumer and market data into a structured, replicable social media marketing framework tailored for a local coffee shop such as Jumpa Asa. Unlike previous studies that primarily examined the general effectiveness of social media marketing, this research operationalized consumer insights including audience demographics, behavioral patterns, content format preferences, posting timing, and competitive positioning into five distinct content pillars (education, promotion, entertainment, storytelling, and testimonials), a 4-week content calendar, and measurable campaign deliverables. This approach moves beyond conventional price-based promotions and offers a sustainable, data-driven alternative for building brand awareness in competitive local markets.

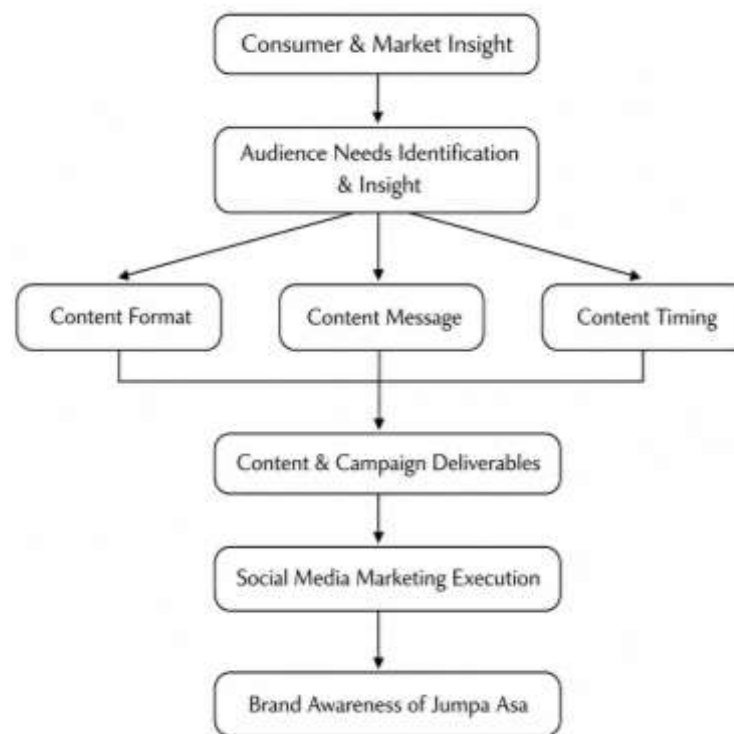


Figure 1. Research Framework

Based on the theoretical review and research gaps outlined, this study was guided by a conceptual framework that served as the foundation for project execution. As presented in Figure 1, the framework consisted of four interrelated stages. The first stage involved the identification of consumer and market insights to understand the needs, preferences, and digital behavior of Jumpa Asa's target audience. These findings then formed the basis for the second stage, which focused on designing content and campaign deliverables, including content format, content message, and content timing tailored to audience characteristics. The third stage encompassed the implementation of the strategy through consistent social media marketing execution on Instagram. This entire process was directed toward the final stage: increasing Jumpa Asa's brand awareness among its target consumers. Thus, this framework provided a structured guide to ensure that every marketing decision was data-driven and aligned with the project's objectives.

2. METHODS

This study employed a project-based research approach to develop and implement a social media marketing strategy grounded in consumer and market insights for Jumpa Asa Coffee Shop. A mixed-method approach was adopted to obtain comprehensive insights by integrating qualitative and quantitative data throughout the project. This study employed a before-after study design, which involved measuring brand awareness and digital marketing performance before (pre-survey) and after (post-survey) the implementation of the social media marketing strategy (Sedek, 2021). This design was appropriate for evaluating the effectiveness of the intervention within a real business context, as it allowed the researchers to compare changes in the targeted indicators without requiring a control group (Bansal, 2022).

2.1 Research Stages

The research was conducted through four systematic stages. The first stage involved identifying business problems and conducting situation analysis to understand the existing marketing conditions of Jumpa Asa Coffee Shop, including baseline brand awareness assessment, Instagram performance

evaluation, and competitor mapping. The second stage focused on analyzing consumer and market insights by examining consumer preferences, audience characteristics, competitor positioning, and digital marketing trends through surveys, interviews, and benchmarking activities. Based on these findings, the third stage involved developing social media marketing deliverables, including content pillars, content planning, campaign concepts, posting schedules, and visual communication strategies. The final stage consisted of implementing the proposed strategy through Instagram over a 4-week period (18 May – 15 June 2026) and evaluating its performance using digital marketing metrics and brand awareness indicators measured through pre- and post-intervention surveys.

2.2 Data Collection

Primary data were collected through three main techniques. First, observations were conducted on Jumpa Asa's Instagram account (@jumpa.asa) and competitor social media profiles to document content types, posting patterns, audience interactions, and visual branding strategies. Second, semi-structured interviews were held with the business owner (Ahsan Alimin) on December 6, 2025, to gain in-depth understanding of the business background, operational challenges, marketing history, and expectations regarding digital marketing strategies. Third, questionnaires were administered to the target market in the Jatinangor area across three phases. The questionnaires were designed to identify consumer demographics, purchasing behavior, coffee consumption patterns, preferred social media content, platform usage, and brand awareness. Secondary data were obtained from company documents (sales data 2025), Instagram Insights (account analytics, reach, impressions, engagement), competitor observations (content strategy and performance benchmarking), industry reports (Toffin Indonesia, Statista, Grand View Research, Smartsrapers), and relevant academic literature related to digital marketing, consumer behavior, social media marketing, and brand awareness.

2.3 Research Instruments

The study utilized three primary research instruments:

1. **Questionnaire (Google Forms).** A structured questionnaire was developed consisting of closed-ended questions using multiple-choice and checkbox formats. The questionnaire was divided into five sections: (a) respondent demographic profile, (b) consumer behavior and coffee consumption patterns, (c) preferences toward coffee shop facilities and atmospheres, (d) social media and content consumption behavior, and (e) brand awareness indicators (including brand recognition and brand recall).
2. **Interview Guide.** A semi-structured interview guide was prepared containing open-ended questions covering business establishment history, target market characteristics, current marketing practices, challenges faced, competitor perceptions, and expectations for digital marketing development. This guide allowed flexibility for the owner to elaborate on responses while ensuring all key topics were addressed.
3. **Observation Checklist.** A structured observation sheet was used to systematically document Instagram content performance (posting frequency, engagement metrics, content formats), competitor benchmarking data (follower count, average likes, comment activity, content strategy), and visual branding elements (color schemes, logo usage, consistency).

2.4 Sampling Technique and Participants

The target population consisted of consumers and potential consumers in the Jatinangor area, particularly university students and young adults aged 18–35 years who actively visited coffee shops and used social media. A purposive sampling technique was employed, with the following inclusion criteria: (a) domiciled or active in Jatinangor area, (b) aged 18–35 years, and (c) active users of social media, particularly Instagram. This sampling method was chosen to ensure that respondents represented the actual target market of Jumpa Asa Coffee Shop. The sample size for the main survey was determined using the rule of thumb proposed by Hair et al. (2019), which recommends a minimum of 10 respondents per indicator (Hair et al., 2019). With 16 indicators used in the main questionnaire, the required minimum sample was 160 respondents. The study successfully collected 165 valid responses for the main survey. Additionally, 41 respondents participated in the pre-survey conducted in the initial diagnostic phase, and 45 respondents participated in the post-survey conducted after the implementation phase to measure changes in brand awareness. All three samples were drawn from the same target population using the same purposive

sampling criteria, with different respondents across phases to avoid testing effects (respondent reactivity) as recommended by prior methodological studies (Bansal, 2022; Sedek, 2021).

Data Collection Period

Table 1. Data collection was conducted across several phases aligned with the project timeline:

Phase	Activity	Period	Sample Size
Phase 1	Pre-survey	December 2025	n = 41
Phase 2	Main survey	March 2026	n = 165
Phase 3	Campaign implementation	18 May – 15 June 2026	20 content
Phase 4	Post-survey	16 – 20 June 2026	n = 45

Campaign Procedures

The social media marketing campaign was implemented through the following structured procedures:

1. Consumer and Market Insight Analysis. The findings from the main survey (n=165) were analyzed to identify audience profiles, behavioral patterns, content format preferences (Reels 66.1%, Feed 23%, Story 10.9%), optimal posting times (evening 68.5%), preferred content types (entertainment 29.3%, promotion 27.3%, storytelling 14.1%, testimonials 15.1%, education 13.9%), and communication tone (casual and easy to understand 71.5%).
2. Content Planning. Based on the insights, five content pillars were established: Education, Promotion, Entertainment, Storytelling, and Testimonials. A content calendar was developed for the 4-week period (18 May – 15 June 2026), scheduling 20 posts comprising 18 feed posts and 2 interactive stories, published consistently at 18:30 WIB (based on audience active hours).
3. Visual Asset Production. Content production involved photographing and filming at Jumpa Asa's premises, capturing product displays, shop atmosphere, customer activities, and supporting elements. Editing was performed using Canva for graphic design and CapCut for video editing to ensure visual consistency with Jumpa Asa's brand identity.
4. Publication and Monitoring. Content was published according to the content calendar through Instagram's native posting feature. Engagement metrics (likes, comments, shares, saves, reposts, reach, impressions, profile visits) were monitored daily using Instagram Insights. A campaign challenge, "Jumpa Asa Frame the Moment Challenge," was launched during the period, offering vouchers as incentives to encourage user-generated content and participation, attracting 12 participants.
5. Evaluation. Post-implementation measurement was conducted through post-survey (n=45) and Instagram analytics comparison to assess improvements in engagement rate, reach, impressions, profile visits, and brand awareness indicators.

2.5 Data Analysis Techniques

Qualitative Data Analysis. Qualitative data from semi-structured interviews and open-ended survey responses were analyzed using thematic analysis. The process involved: (a) transcribing interview recordings, (b) coding the data to identify recurring themes related to business challenges, consumer behavior, and marketing practices, (c) categorizing themes into broader patterns (e.g., brand awareness challenges, digital marketing limitations, competitive pressures), and (d) interpreting findings to support the development of content strategy and campaign deliverables. Competitor benchmarking was conducted against Djoeroe Coffee and Toleransi Kopi as identified competitors in Jatinangor. Analysis included content strategy, posting frequency, campaign types, engagement patterns, and visual branding approaches.

Quantitative Data Analysis. Quantitative data from surveys and Instagram analytics were analyzed using two complementary approaches. First, descriptive statistics were employed to summarize respondent demographic profiles, consumer behavior patterns, content preferences, and brand awareness distributions, all of which were presented using frequency distributions and percentages. Social media performance metrics including engagement rate, reach, impressions, profile visits, and follower growth were calculated using standard digital marketing formulas, with the engagement rate determined by

dividing total interactions by total reach and multiplying the result by 100 percent (Engagement Rate = (Total Interactions / Reach) × 100%).

2.7 Key Performance Indicator

The study established KPIs including engagement rate (target: 5% increase), brand recognition (target: ≥45% increase), brand recall (target: ≥30% increase), profile visits (target: ≥20% increase), reach (target: ≥20% increase), and impressions (target: ≥25% increase), based on benchmarks from previous studies (Anjari et al., 2025; Cokki et al., 2025; Junaedi et al., 2025; Raffaelli et al., 2025).

3. RESULTS AND DISCUSSIONS

Consumer and Market Insight Analysis

The development of the social media marketing strategy began with identifying consumer and market insights to understand the characteristics, preferences, and digital behavior of Jumpa Asa's target audience. Survey results revealed that 93.3% of respondents were aged 18-25 years, 72.7% were female, and 92.7% were university students. A total of 66.1% resided in Jatinangor, with monthly spending in the Rp1,000,000-3,000,000 range. In terms of behavior, 56.4% visited coffee shops 1-3 times per month and 39.4% visited 1-3 times per week.

Key insights included:

- Primary activities at coffee shops: studying (85.4%) and socializing (84.2%)
- Most important facilities: power outlets (91.5%), Wi-Fi (87.3%), and restrooms (80%)
- Purchase decision factors: price (83%), product taste (81.8%), and atmosphere (75.2%)
- 87.3% of respondents were interested in trying new coffee shops after seeing them on social media
- Preferred content format: Reels (66.1%), followed by Feed (23%) and Story (10.9%)
- Optimal posting time: evening (68.5% of active users)
- Preferred language style: casual and easy to understand (71.5%)

Competitor analysis showed that Jumpa Asa had differentiation in its warm, quiet atmosphere and coffee quality, but lacked optimal digital promotion compared to competitors who were more active on social media.

Development of Social Media Marketing Strategy

Based on the consumer and market insight analysis, a social media marketing strategy was developed. The strategy included five content pillars: Education (13.9%), Entertainment (29.3%), Promotion (27.3%), Storytelling (14.1%), and Testimony (15.1%). A content calendar was developed with posts scheduled for 18:30 WIB (evening) from Monday to Friday, consistent with audience activity patterns. A "Frame the Moment Challenge" campaign was launched with prizes totaling Rp520,000 in vouchers.

Implementation Results

During the four-week implementation period from May 18 to June 15, 2026, a total of 20 content pieces were published, consisting of 13 Reels, 5 Feed posts, and 2 Stories. Prior to the implementation, Jumpa Asa's Instagram account recorded an engagement rate of 3.63%, reach of 924 accounts, impressions of 25,495, profile visits of 1,306, and 422 followers. Following the implementation of the consumer insight-based strategy, all performance indicators improved substantially.

Tabel 2. Comparison of Instagram Performance Before and After Strategy Implementation

No	Indicator	Before	After	Improvement
1	Engagement Rate	3.63%	12.20%	+236%
2	Reach	924	6064	+555.6%
3	Impressions	25,495	41,455	+62.6%
4	Profile Visits	1,306	2,387	+82.8%
5	Followers	422	446	+5.7%

Source: Instagram Insights, 2026

Based on Table 1, all indicators showed significant improvements. the engagement rate increased from 3.63% to 12.20%, representing a 236% improvement. This increase indicates that audiences

responded positively to content that reflected their interests, preferences, and digital behavior. Reach showed the highest growth, increasing from 924 to 6,064 accounts (+555.6%), demonstrating that the content successfully expanded its visibility to a wider audience. Impressions increased from 25,495 to 41,455 (+62.6%), suggesting that users were exposed to Jumpa Asa's content more frequently during the campaign period. Profile visits also increased significantly from 1,306 to 2,387 (+82.8%), indicating stronger interest in exploring the brand after interacting with campaign content. In addition, the number of followers increased from 422 to 446 (+5.7%), reflecting the campaign's ability to attract new audiences and strengthen the account's digital presence.

Although the campaign challenge attracted a relatively modest number of participants (12 participants) it encouraged the creation of user-generated content that contributed to increasing organic visibility and audience interaction during the campaign period. This finding suggests that interactive campaign activities can complement regular content by encouraging active consumer participation and strengthening engagement with the brand.

To assess changes in brand awareness, a comparison was conducted between based pre-campaign and post-campaign survey results. The evaluation focused on two dimensions of brand awareness: brand recognition and brand recall.

Tabel 3. Comparison of Brand Awareness Before and After Strategy Implementation

No	Indicator	Pre	Post	Improvement
1	Brand Recognition (BR1)	29%	93%	+64%
2	Brand Recognition (BR2)	44%	84%	+40%
3	Brand Recall (BL1)	64%	93%	+29%
4	Brand Recall (BL2)	41%	92%	+51%

Source: Survey Results, 2026

The results in table 2 show significant gains in every brand awareness metric used. Before the campaign, only 29% of respondents could identify Jumpa Asa. Nonetheless, a post-campaign survey found that 93% of participants could name the brand, a 64 percentage point increase. Similarly, Jumpa Asa's visual identity awareness improved from 44% to 84%, indicating that brand identification was enhanced by the campaign's consistent use of visual elements. Additionally, there were improvements in brand recall. Jumpa Asa's spontaneous recall rate increased from 64% to 93%, while consistency-based recall climbed from 41% to 92%. These results imply that the campaign boosted consumers' recall and association of Jumpa Asa with the coffee shop category, in addition to increasing audience exposure to the brand.

The findings demonstrated that consumer and market insights played a fundamental role in developing an effective social media marketing strategy. Rather than relying solely on promotional content, the strategy translated consumer preferences and market conditions into content that was more relevant and aligned with audience expectations. The substantial improvements in Instagram performance indicators and brand awareness suggest that content designed according to audience interests and digital behavior generated stronger engagement and brand recall. These findings support previous studies that identified content relevance as a key driver of brand awareness and highlighted the effectiveness of consumer insight-based social media marketing in improving brand performance (Achmad et al., 2024; Faisal et al., 2021; Suryani et al., 2022)

The success of content pillars based on consumer preferences demonstrated that understanding what content formats (Reels being most preferred at 66.1%) and what types of content (entertainment at 29.3% being most preferred) resonated with audiences was crucial for effective social media marketing. This finding aligns with previous research, which found that content format plays an important role in determining audience engagement (Shahbaznezhad et al., 2021). However, the finding that the "Frame the Moment Challenge" campaign (promotion pillar) received relatively lower participation was attributed to its timing coinciding with the Idul Adha holiday period, when students were less active. This highlighted the importance of timing and momentum considerations in campaign planning. Overall, these results indicated that the insight-driven approach provided a practical framework for local coffee shop businesses seeking

to strengthen their branding performance in highly competitive markets. Consistent visual identity, appropriate content format selection based on audience preferences, and the use of diverse content pillars proved effective in expanding audience reach and strengthening brand positioning in consumers' minds.

4. CONCLUSION

This study showed that social media marketing strategies to raise Jumpa Asa Coffee Shop's brand awareness can be effectively developed using consumer and market knowledge. The creation of content and campaign deliverables that matched the requirements and interests of the target audience in Jatinangor was made possible by the analysis of consumer traits, preferences, and digital behavior. The strategy's adoption on Instagram led in improvements in all important digital marketing performance indicators, such as engagement rate, reach, impressions, profile visits, and follower growth. Furthermore, a comparison of pre- and post-implementation survey findings revealed significant gains in both brand recognition and brand recall, demonstrating that the strategy effectively reinforced Jumpa Asa's position in the minds of customers.

The findings suggest that integrating consumer and market insights into content planning and campaign execution can improve the relevance of marketing communication and enhance brand awareness for local coffee shop businesses. However, the results should be interpreted within the context of this study, which was conducted over a relatively short implementation period and focused on a single social media platform. Future research may extend the evaluation period, examine other digital platforms, and explore the impact of insight-driven social media marketing strategies on additional outcomes such as brand image, customer engagement, purchase intention, customer loyalty, and sales performance.

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