

Content Marketing Strategy At Kedai Kopi Kebun To Increase Instagram Followers

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Abstract

This study aims to analyze the content marketing strategies implemented by Kedai Kopi Kebun in increasing the number of followers on its official Instagram account. The background of this research is based on the phenomenon of increasing competition among coffee shops, which not only relies on product quality but also on the ability to utilize social media as a medium for promotion and communication with consumers. This study uses a qualitative approach. Qualitative research is a method that focuses on gaining a deep understanding of a phenomenon or problem by using descriptive (non-numerical) data such as text, video, or audio. Data collection techniques include interviews, observation, and documentation on the Instagram account @kedaikopi_kebun. The findings indicate that the content marketing strategies implemented include consistent posting, the use of visually engaging content, Storytelling through captions, the utilization of interactive features such as Instagram Stories and Reels, as well as collaborations with local influencers. These strategies have been proven to enhance audience engagement and contribute to the growth of followers. The study concludes that the implementation of appropriate content marketing strategies can be an essential factor in expanding marketing reach and strengthening brand image on social media.

Keywords: Content Marketing Strategy, Increase Followers, Instagram

INTRODUCTION

The field of marketing continues to expand, particularly with the emergence of various approaches to implementing marketing strategies. Today, marketing communication is no longer limited to conventional methods; instead, other approaches are

being utilized, such as the implementation of content marketing. According to Fadillah & Setyorini (2021), The first step in content marketing is developing, delivering, and promoting material that is interesting, useful, and attractive to the target demographic. The goal of this material is to spark a firestorm of debate. Through the distribution of interesting material pertaining to their goods or the business itself, content marketing allows businesses to entice and reach their target audience.

According to Chandra & Sari (2021), Multiple criteria must be satisfied for the material to be produced, including reader cognition, sharing motivation, persuasiveness, and decision-making. By establishing content marketing as a marketing strategy where sellers and buyers do not meet face-to-face, efforts are needed to convince potential customers by consistently creating engaging content and covering up-to-date information to build customer engagement.

The sheer number of users has made Instagram one of the primary platforms for product marketing, serving as a crucial element in building positive user feedback (Az-Zahra, 2021). It is essential for businesses to prepare a social media marketing strategy that will be disseminated to their Instagram followers in the form of content or content marketing (from a marketing perspective).

According to data cited from Tahyudin et al. (2022), In 2021, with 86.6% of the population using it, Instagram was third most popular in Indonesia among social media platforms, behind WhatsApp and YouTube.

According to Violeta, Hengky Kosasih, Supriyanto, Ngajudin Nugroho, Carren (2023), social media marketing has a partial, positive, and significant influence on consumer purchasing decisions at PT. Chansa Group Indonesia, though these decisions are also influenced by other factors such as pricing, product quality, service quality, and others. According to Saddha Yohandi, Yuliana, Arwin, Lisa, Ivone (2022), social media marketing has a significant influence and has a strong relationship with purchasing interest at Fortunate Coffee Cemara Asri, Deli Serdang.

According to Violin Wibowo, A. Mahendra, Mangihut Tampubolon, Anggia Arif (2024), Partially, brand image and product quality have a significant influence on purchasing decisions on products. Brand image, price, trust, and value significantly influence purchase intention. A positive brand image will attract more potential customers to use a company's products or services. (Adinda Putri Patricia, Dewi Anggraini, Sutarno Sutarno, 2024). According to Yuliana and Arwin (2023), MSMEs can increase sales with more thorough planning, such as active promotions on social media. MSMEs have the potential to achieve high sales in the future due to the consistent quality of their bread and the limited variety of vegan bread available in Medan. Kedai Kopi Kebun is a beverage business that has leveraged



Instagram as a platform for communication and promotion. To date, the Kedai Kopi Kebun Instagram account has over 5,312 followers. This number serves as a solid foundation for building digital engagement and expanding market reach. However, based on observations conducted, several issues were identified in social media content management, particularly regarding content planning and production consistency.

The main issue that has arisen is the suboptimal content strategy currently in place. This is evident in the lack of content planning, which should include aspects such as defining key themes, creating a content calendar or schedule, and allocating time and resources for the production process. Currently, Kedai Kopi Kebun is only able to produce content about twice a week. This frequency remains relatively low given the importance of consistent posting to maintain audience engagement on Instagram.

When the café is busy with customers or engaged in daily operations, the content creation process is often neglected. This indicates that there is currently no established structure or system to ensure the continuity of content production, particularly during peak periods. The limited availability of staff dedicated to content creation is also a significant factor contributing to this issue. Yet, the consistent presence of creative and relevant content is essential for maintaining the shop's visibility on social media, as well as strengthening its brand image and fostering a closer connection with customers.

One type of content that Kedai Kopi Kebun has produced is field trip content, which essentially has great potential to capture the audience's attention because it offers a more intimate and enjoyable experience. However, the lack of a comprehensive content strategy means that this potential has not yet been fully realized. The absence of other supporting content types could also cause the audience to lose interest over the long term.

LITERATURE ANALYSIS

In January 2025, there were 143 million active social media users in Indonesia, which is about 50.2% of the entire population. The same statistics also show that the typical Indonesian spends up to 3.8 hours daily on social media. The aforementioned social media sites allow users to share both written and visual information, making them ideal venues for content marketing campaigns. Producing, distributing, and promoting information that is interesting, useful, and engaging to a target demographic is known as content marketing (Fahimah & Ningsih, 2022).

According to Saputra et al. (2024), the content to be created must address the dimension of reader cognition, which emphasizes that every audience member has a different way of understanding content; therefore, varied presentation methods such as visual, audio, and kinesthetic are necessary to ensure the content is easily understood and



remembered. Sharing motivation relates to the audience's drive to share content to build identity, add value, join a community, expand their network, and raise awareness, with the primary indicators being the ability to educate and maintain communication. Persuasion focuses on the content's ability to capture the audience's attention and encourage them to move from one piece of content to another until they become consumers, characterized by consistency and relevance. Meanwhile, decision-making emphasizes that decision-making is influenced by trust, facts, emotions, and efficiency, so good content is that which helps the audience make decisions.

The role of social media refers to the function, contribution, or utility of social media in the lives of individuals, groups, or organizations to achieve specific goals, whether in the aspects of communication, information, education, entertainment, business, or the formation of public opinion. In the context of digital marketing, social media is supported by various features such as Instagram Insights, hashtags, location tags, and user-generated content, which make it easier for businesses to build engagement and measure the effectiveness of their strategies.

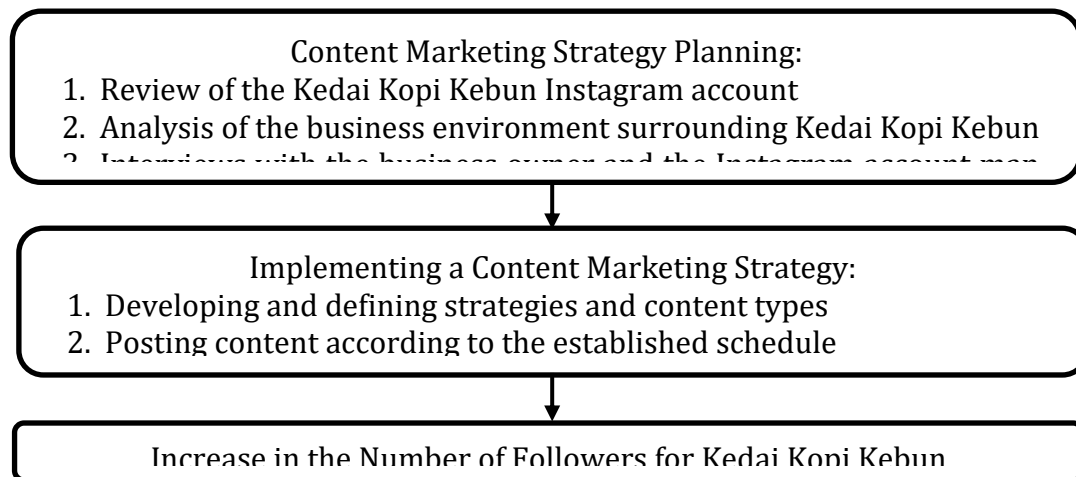
The number of followers serves as an initial indicator of the success of a marketing strategy on Instagram, although the primary metric is the engagement rate the ratio of interactions to the number of followers (Mala et al., 2025). Follower growth is influenced by several factors, including posting consistency, direct interaction through comment replies or DMs, and collaborations with micro-influencers. Additionally, the right content marketing strategy can boost engagement and conversions, which ultimately leads to an increase in organic followers (Octaviana et al., 2024).

METHOD

This study uses a descriptive quantitative approach to analyze the content marketing strategies of the Kedai Kopi Kebun Instagram account, which has 5,314 followers. The research focuses on how published content influences follower growth. To help readers better understand the issues to be studied, it is necessary to present them in a schematic format, this will provide the direction for this research. The conceptual framework of this study can be seen in the variables that the author has organized schematically

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study can be seen in the variables that the author has organized schematically, as shown in the following figure:



Picture 1. Theoretical Framework

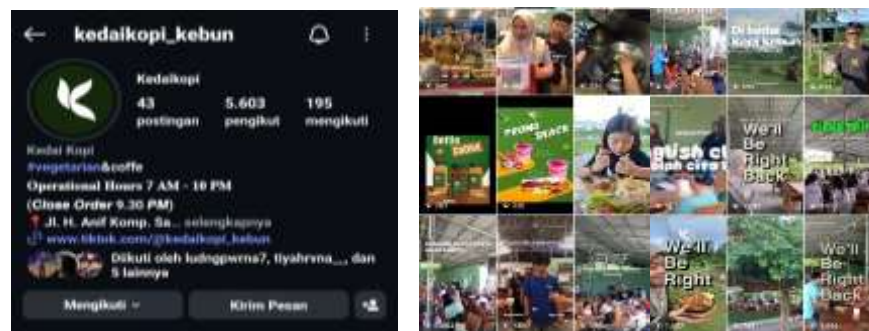
In this study, the hypothesis is formulated as a temporary answer to the research problem regarding content marketing strategies at Kedai Kopi Kebun. The hypotheses are stated as follows: Content marketing strategies do not significantly increase the number of followers on the Kedai Kopi Kebun Instagram account (H_0), and Content marketing strategies significantly increase the number of followers on the Kedai Kopi Kebun Instagram account (H_a).

Secondary data is supplemented with primary data in this research. Interviews with Kedai Kopi Kebun's social media managers provided the primary data, while publications, reports, papers, and Instagram insight data were the secondary sources of information. The population of this study consists of all Instagram activity data from the Kedai Kopi Kebun account during June–August 2025, including the number of followers, likes, comments, shares, saves, and views. The sample consists of selected Instagram insight data from posts uploaded during the same period that are relevant for analysis.

Data were collected through in-depth interviews with social media managers to understand the content strategies used, non-participatory observation of the types, frequency, and engagement of posted content, and documentation such as screenshots, Instagram insights (likes, shares, comments), and archives of content uploaded over the last three months.

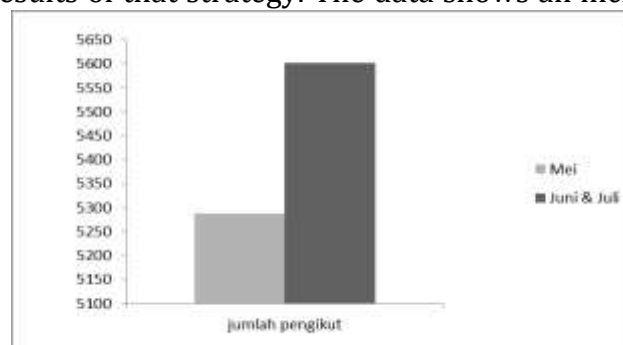
Data analysis was conducted using a content analysis approach to identify content patterns that contribute to follower growth, such as visual aesthetics, brand narrative, hashtag use, and interactive engagement. The instruments used include a semi-structured interview guide focusing on content objectives, planning (schedule, themes, and use of Instagram features such as feed, Stories, and Reels), interaction strategies (quizzes, Q&A, community tags), and perceptions of follower growth. In addition, a content observation sheet was used to analyze posts from the last 1–3 months based on content format (photos, videos, carousels), themes (promotion, education, interaction), use of Instagram features (Stories, Reels, hashtags, geotags), and audience engagement (likes, comments, shares). The analysis was also supported by documentation such as screenshots of feeds, Stories, and Reels, as well as insight data including impressions, reach, engagement, and follower comments or mentions.

RESULTS



Picture 2. Profile and Instagram Content Kedai Kopi Kebun

After implementing the Content Marketing Strategy at Kedai Kopi Kebun, the author obtained data on the results of that strategy. The data shows an increase in the number of



Picture 3. Chart of the Number of Followers of Kebun Coffee Shop

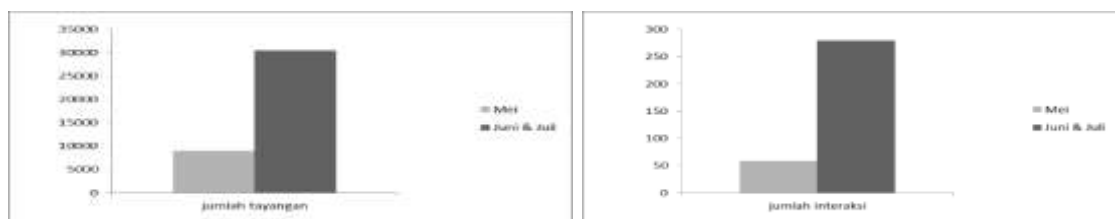
followers and views on Kedai Kopi Kebun's Instagram account. The results of implementing the content marketing strategy at Kedai Kopi Kebun can be seen in the following image:

From the image above, it can be seen that the "Kedai Kopi Kebun" Instagram account has 43 posts. In this case, the account administrator deleted several photo posts, and it turns out that the recorded post count includes only photos excluding Reels while the author uploaded Reels. The number of followers increased to 5,603, an increase of 315 followers, or 6%. The comparison can be seen in the graph below:



Picture 4. Instagram Insights for June and July: Kedai Kopi

From the chart above, we can see that Reels videos are generating a fairly high number of views over 500 views per Reel. The insights for June and July are as follows:



Picture 5. Chart of Views and Chart of Engagements for Kedai Kopi Kebun

From the chart above, it can be seen that Kedai Kopi Kebun's Instagram Insights for June and July totaled 30,445 viewing hours; divided by two, this amounts to 15,223 viewing hours per month a 70% increase each month. The account received 280 interactions; divided by two, this amounts to 140 interactions per month a 139% increase each month.

The graph shows that after implementing a content marketing strategy at the garden coffee shop, the number of views, followers, and interactions increased. This increase can

also be presented in a table to show the weekly details. Below is a comprehensive overview of the data from July through August:

Table 1. Weekly Views of Followers and Non-Followers

Date	Impressions	From Followers	From Non-Followers
June 18–24 (Week 1)	7,199	4,175 (58%)	3,024 (42%)
June 25–30 (Week 2)	5,15	1,845 (36%)	3,296 (64%)
July 1–7 (Week 3)	4,084	2,491 (61%)	1,593 (39%)
July 8–14 (Week 4)	3,936	2,204 (56%)	1,732 (44%)
July 15–21 (Week 5)	4,78	2,629 (55%)	2,151 (45%)
July 22–31 (Week 6)	12,551	7,907 (63%)	4,740 (37%)
August 1–7 (Week 7)	14,202	7,811 (55%)	7,786 (45%)
August 8–14 (Week 8)	9,721	6,416 (66%)	3,305 (34%)
August 15–21 (Week 9)	19,176	8,054 (42%)	11,122 (58%)
August 22–31 (Week 10)	28,772	14,961 (52%)	13,811 (48%)

Based on the table, the number of views on the Kedai Kopi Kebun Instagram account fluctuates from week to week, with a significant upward trend from late July through August. Generally, most views come from followers, although during certain periods such as late June and mid-August views from non-followers were more dominant. This indicates that the uploaded content not only reaches the account's existing audience but also attracts new users, particularly during periods with high view spikes. Here is a line chart of the data:



Picture 6. Line Chart of Weekly Views by Followers and Non-Followers

The Instagram view line graph shows that views were initially low (around 3,900–7,000 in June–early July). The number of views began to increase sharply in late July (12,551) and continued to rise throughout August, reaching a peak between August 22–31 (28,772 views). Overall, the trend indicates a steady increase in views from both followers and non-followers on the Kedai Kopi Kebun Instagram account, which is likely due to the account becoming more active and subsequently being recommended more frequently by Instagram’s algorithm.

Below is a table showing the number of accounts reached and the distribution of reach based on content type.

Table 2. Line Chart of Accounts Reached and Distribution by Content Type

Date	Accounts Reached	By Content Type		
		Stories	Posts	Reels
June 18–24 (Week 1)	1,168	537 (46%)	423 (37%)	208 (17%)
June 25–30 (Week 2)	756	375 (50%)	210 (28%)	171 (22%)
July 1–7 (Week 3)	495	282 (57%)	134 (27%)	79 (16%)

Date	Accounts Reached	By Content Type		
		Stories	Posts	Reels
July 8–14 (Week 4)	704	444 (63%)	190 (27%)	70 (10%)
July 15–21 (Week 5)	706	374 (53%)	169 (24%)	163 (23%)
July 22–31 (Week 6)	1,935	812 (42%)	658 (34%)	465 (24%)
August 1–7 (Week 7)	2,059	865 (42%)	638 (31%)	556 (28%)
August 8–14 (Week 8)	1,996	818 (41%)	719 (36%)	459 (23%)
August 15–21 (Week 9)	2,332	1,119 (48%)	956 (41%)	257 (11%)
August 22–31 (Week 10)	1,662	698 (42%)	632 (38%)	332 (20%)

Based on the table, the number of accounts reached by Kedai Kopi Kebun's Instagram fluctuated from week to week. Reach decreased from late June to early July, then increased again from mid-July and peaked in early to mid-August before declining in late August. Overall, Stories generated the highest reach, followed by posts, while Reels had the lowest reach. This shows that Stories are the main medium for reaching the audience, although posts and Reels also contribute to increasing overall reach. When viewed as a line chart, it appears as follows:



Picture 7. Viewing Chart and View Distribution by Content Type

From the line chart, the number of accounts reached was initially low (around 495–1,168 accounts) from June to early July. Reach then increased significantly in late July (1,935 accounts) and peaked between August 15–21 at 2,332 accounts, before declining slightly in August 22–31 (1,662 accounts). Overall, the trend shows an increase in accounts reached through views, Stories, posts, and Reels, indicating that the Kedai Kopi Kebun Instagram account was increasingly recommended to a wider audience.

The following also displays the number of views and their distribution based on the type of content viewed:

Table 3. Weekly View Distribution by Stories, Posts, and Reels

Date	Impressions	By Content Type		
		Stories	Posts	Reels
June 18–24 (Week 1)	7,199	3,312 (46%)	2,664 (37%)	1,223 (17%)
June 25–30 (Week 2)	5,15	2,575 (50%)	1,442 (28%)	1,133 (22%)
July 1–7 (Week 3)	4,084	2,328 (57%)	1,102 (27%)	654 (16%)
July 8–14 (Week 4)	3,936	2,480 (63%)	1,063 (27%)	393 (10%)
July 15–21 (Week 5)	4,78	2,533 (53%)	1,147 (24%)	1,080 (23%)
July 22–31 (Week 6)	12,551	5,271 (42%)	4,267 (34%)	3,013 (24%)
August 1–7 (Week 7)	14,202	5,966 (42%)	4,403 (31%)	3,835 (27%)
August 8–14 (Week 8)	9,721	3,986 (41%)	3,500 (36%)	2,253 (23%)
August 15–21 (Week 9)	19,176	9,204 (48%)	7,862 (41%)	2,110 (11%)
August 22–31 (Week 10)	28,772	12,084 (42%)	10,933 (38%)	5,775 (20%)

Based on the table, the distribution of views for Kedai Kopi Kebun’s Instagram content shows that Stories consistently have the highest number of viewers each week,

followed by posts, with Reels having the lowest. However, from late July through August, there was a significant increase across all content types, particularly in posts and Reels, which began to contribute more significantly to total views. This indicates that while Stories remain the primary content for attracting an audience, the use of posts and Reels is also becoming increasingly effective in boosting the account's reach and visibility. If displayed as a line graph, it would look as follows:



Picture 8. Viewing Chart and View Distribution by Content Type

From the chart, the number of views in June–July remained relatively low and stable. A significant increase occurred from July 22–31 and peaked during August 22–31 with 28,772 views. This growth was mainly driven by higher views on Stories and Posts, while Reels also increased but contributed less. The sharp rise at the end of August may indicate the effectiveness of the content strategy during that period. Stories appear to be the most consistent content type in attracting viewers, while Reels still require more attention to improve their contribution.

DISCUSSION

After analyzing the Kedai Kopi Kebun Instagram account, a content marketing strategy was implemented by creating well-planned visual content, mainly in video form, that showcases the atmosphere and activities at the location. The strategy also included a consistent posting schedule of two posts per day at 8:00 AM and 6:00 PM, along with active interaction with followers. The focus was on producing structured and engaging Reels content to increase visibility and attract both followers and non-followers.

The strategy was reflected in several contents, such as a Reels video documenting a field trip by Wiyata Dharma High School students which reached 1,881 views, and another Reels featuring employees discussing their preference for bitter or sweet coffee that gained 1,072 views. These results show that visual content highlighting the atmosphere, products, and interaction with consumers can strengthen a warm and authentic brand image while increasing audience engagement.

These findings align with the theory proposed by Park & Namkung (2022), that Instagram activities including interaction, entertainment, trends, and personalization can enhance brand equity and loyalty. Additionally, the results of this study support the research by Faradila et al. (2023), which states that storytelling and content marketing can significantly increase impressions, reach, interaction, and engagement. Based on the proposed hypothesis, it can be concluded that H0 is accepted because the content marketing strategy has proven effective in increasing the number of Instagram followers for Kedai Kopi Kebun. However, this study also identified limitations in the consistency of posting frequency, which could potentially impact the overall effectiveness of the strategy. Thus, it can be affirmed that well-planned content marketing serves not only as a promotional tool but also as an effort to build an emotional connection between the brand and consumers.

CONCLUSION

Based on the research findings, the content marketing strategy implemented by Kedai Kopi Kebun has not yet operated optimally due to unstructured content planning, limited time of the administrator who also serves as head barista, and spontaneous, unscheduled content production. Although the content is relatively engaging, the lack of consistency reduces its effectiveness in increasing engagement and followers. In addition, content creation during busy operational periods tends to be less effective because it is done without proper planning. Therefore, a more structured and consistent content marketing strategy is needed, supported by better resource management, data analysis, and content innovation to improve social media performance, expand reach, and build a loyal digital community.

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