

Analysis of Branding Strategy Via Social Media Instagram at Waecicu Bakery Jember

^{1*}Shirly Da Zulfa, ²Yuslinda Dwi Handini, ³Wheny Khristianto, ⁴Joko Mulyono

^{1*}University of Jember, Indonesia, dazulfashirly@gmail.com

²University of Jember, Indonesia, yuslinda.fisip@unej.ac.id

³University of Jember, Indonesia, wheny.fisip@unej.ac.id

⁴University of Jember, Indonesia, gusmoel@gmail.com

Abstract

This study aims to describe and analyze strategies branding conducted by Waecicu Bakery via Instagram. The approach used is descriptive qualitative with data collection techniques in the form of interviews, observations, and documentation. Research informants consist of business owners, social media managers, and consumers as triangulation of source data. Data analysis uses the interactive model of Miles, Huberman, and Saldana which includes the stages of data collection, data reduction, data presentation, and drawing conclusions. The results show that the strategy branding implemented in three main stages, namely planning (brand positioning, brand identity, brand personality), implementation (visual content creation, consumer interaction, and collaboration), and digital performance evaluation. The evaluation shows the achievement engagement rate by 3.4%, and an average of 92,120 views per upload. Branding through Instagram has proven to be effective in increasing followers involvement audience, and brand awareness. Recommendations include improving content consistency and management, optimizing Instagram features, and adding a management team.

Keywords: strategy branding; Instagram; engagement rate; brand awareness

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INTRODUCTION

The culinary industry is one of the economic sectors that has experienced significant growth in Indonesia, especially in recent years. Based on the CRIF Indonesia report (2023) referring to data from the Central Statistics Agency (BPS), the food and beverage sector recorded an increase of 4.47% in 2023 with a value reaching IDR 853.716 trillion. This figure is projected to continue to increase to reach 4.53% by the end of 2024, and contribute 7.15% to the national Gross Domestic Product (GDP) in the first semester 2024. This growth not only reflects the increasing public interest in culinary products, but also shows that this sector has strategic potential to be further developed. Moreover, the culinary business has barriers to entry (entry barrier) which is relatively low (Nanda, 2022), thus encouraging the emergence of many new business actors with various product innovations and business concepts that compete in the market.

Along with the rapid growth of the culinary industry, social media has developed into one of the main instruments in culinary activities. Branding digital. One of the platform the most popular is Instagram. Among platform available, Instagram occupies the most prominent position in the practice branding visual. Based on the report We are Social and Meltwater (2024), Indonesia ranks fourth globally as the country with the largest number of Instagram users. Platform It is used by 85.3% of

the Indonesian population of 276.4 million people. This fact shows that Instagram has strategic potential in building effective visual communication, creating brand experiences (brand experience), and increase consumer engagement (consumer engagement) directly (Nurpadila & Sulaeman, 2023). Instagram is very relevant for micro, small, and medium enterprises (MSMEs) in introducing brands and building two-way interactions with consumers. Features such as Feeds, Stories, Reels, and Live enables business actors to convey brand identity visually, strengthening storytelling, and respond audience in a way real time (Silvia & Kusuma, 2024). Success branding on Instagram relies heavily on visual consistency, narratives that match the brand's personality, and the use of interactive features to increase engagement.

This phenomenon is reflected in practice branding which is run by Waecicu Bakery, a culinary business operating in the field bakery and is located in Jember. Since its founding in 2020, Waecicu Bakery has actively utilized social media, especially Instagram as platform key to executing the strategy branding them. The official Instagram account @waecicubake has 18,000 followers (followers) and has uploaded hundreds of content reflecting various activities branding digital. The published content covers a variety of categories, including product catalogs, collaborations with business partners and influencer, behind the scenes process (behind the scenes), educational content, as well as interactive content that involves participation audience. However, on the other hand, the reality on the ground shows that there are still various significant challenges in implementing the strategy branding Waecicu Bakery via Instagram. Some uploaded content does not consistently include visual elements of brand identity such as the business logo, thus weakening the visual strengthening of the brand image. In addition, the unstructured upload schedule pattern and the use of hashtag(#) and also tagline characteristics that are not yet optimal are also an obstacle in building brand communication consistency. Utilization of Instagram's interactive features, such as Instagram stories, poll, and live broadcast (IGlive) which has the potential to increase engagement audience significantly, has not been utilized optimally. This condition shows a gap between the strategic potential of social media as a means branding digital with its implementation practices at the micro, small, and medium enterprise (MSME) level.

In this context, entrepreneurial orientation and adaptive capabilities (agility capability) plays an important role in supporting the competitiveness of MSMEs, but its implementation is often hampered by operational limitations and the use of information technology that is not yet optimal (Khristianto et al., 2021). The suitability of visual elements of content and communication style used on Instagram plays an important role in forming a strong and consistent brand perception in the minds of consumers (Fauzan & Sofyan, 2020). This finding shows that the quality of visual aesthetics and narratives used in social media contribute to the formation of brand identity. Use of content formats carousel on Instagram allows for the delivery of more comprehensive and structured information in one upload (Rahmat & Sutarjo, 2022). In the context of branding, carouse not only serves to display products in detail, but can also be used to convey brand stories, introducing company values, and building emotional connections with audience. Optimizing the use of Instagram features is a very relevant strategy in building engagement and increase brand power in the digital era. This interactivity not only expands the reach audience, but also build emotional closeness that can increase consumer loyalty to the brand (Azizahet al., 2024).

However, although the three previous studies have shown the effectiveness of using Instagram social media in supporting marketing strategies, branding companies, the focus of the study is still dominated by research that is oriented towards large-scale companies or national institutions that have adequate resources and communication infrastructure. This shows that there are limitations in generalizing these findings to the context of micro, small, and medium enterprises (MSMEs), especially in the local culinary sector. Furthermore, to date there has been little research that comprehensively integrates the theoretical framework brand expression from Gelder (2005), strategic management theory from David & Forest (2016), and Instagram-based digital communication strategies as put forward by Ainurrofiquin (2021) into the context of implementation.branding in MSMEs.

Integration of these theories is important to understand comprehensively how strategies branding can be designed and implemented effectively by MSMEs who have limited resources but are in a rapidly developing digital competitive environment. Based on the description above, a study will be conducted with the title " Analysis Branding Strategy Through Social Media Instagram At Waecicu Bakery Jember”.

METHOD

The type of research used is field research which is carried out directly by researchers and is categorized as a qualitative approach with a descriptive research type based on the nature of the problem (Sugiyono, 2019). This study aims to understand in depth the strategy branding applied by Waecicu Bakery through Instagram social media through data collection in the form of words, narratives, and interpretations of social phenomena in the natural environment.

This research was conducted at Waecicu Bakery located at Jl. Tidar No. 9, Summersari District, Jember. Data collection techniques in this study used interviews, observations, and documentation. The data obtained were then analyzed using an interactive model approach developed by Miles, Huberman, and Saldana (2014) which consists of four stages, namely data collection, data reduction, data presentation (data display), and drawing conclusions. This model was chosen because it is able to explain the data analysis process systematically, deeply, and sustainably in the context of qualitative research.

This study uses the interactive model approach of Miles, Huberman, and Saldana (2014) which involves four stages of data analysis, namely data collection, data reduction, data presentation (display), and drawing conclusions/ verification. The following is a description of the results based on the four stages:

1. Data Collection

Data was collected through direct observation of the Instagram account @waecicubake, in-depth interviews with business owners, social media managers, and five active consumers as triangulation. In addition, documentation was carried out on Instagram upload content, and digital insights (engagement rate).

2. Data Reduction

Reduction is carried out by sorting information based on relevance to the research focus, namely strategy.branding through social media Instagram. The focus is directed at the planning elements branding(brand positioning, brand identity, brand personality), implementation (content, interaction, collaboration). And evaluation (engagement rate and account and content performance).

3. Display Data (Data Presentation)

Data presentation is carried out in the form of descriptive narratives which are divided into three stages of strategy branding, namely:

- a. Planning: Waecicu Bakery positions itself artisanal cake and tea (bakery premium), strengthening the visual identity with the turtle logo and bright colors, and building a brand personality that is warm, relaxed, and close to consumers.
- b. Implementation: Demonstrated through the management of Instagram accounts with quality visual content, use of caption which is varied, utilizing Instagram features, and collaborating with local businesses.
- c. Evaluation: There are internal and external challenges in implementing
- d. Branding strategies through Instagram. These internal challenges include inconsistency in content creation, time and distance, and demotivation. Changes in consumer preferences are external challenges faced. Then digital evaluation using the help of external metrics such as Noxinfluencer found that engagement rate (ER) of 3.4%, which means that the Instagram account @waecicubake has good engagement and is above average engagement for business accounts bakery. Average content views 92,120 views and also the ratio views per follower by 517.95%, which means that each follower sees the content more than five times on average (5.17 times to be exact).

4. Drawing Conclusions (Verification)

From all stages of analysis, it can be concluded that the strategy branding Waecicu Bakery via Instagram is running effectively despite some challenges

RESULTS AND DISCUSSION

The tightness of business competition in an increasingly competitive market requires every business owner to establish an innovative marketing strategy in order to have a competitive advantage. In facing the dynamics of a rapidly changing market, business actors are required to be able to build added value that differentiates their products or services from competitors and is adaptive. One approach that is considered effective in creating this differentiation is through a strategy branding through social media. In this context, the social media Instagram becomes platform which is strategic to develop branding visual and build emotional connections between brands and consumers directly. To gain a deep understanding of how marketing strategies branding applied by Waecicu Bakery via Instagram.

Strategy Analysis Branding Waecicu Bakery Jember Via Instagram

Strategy analysis process branding conducted by Waecicu Bakery Jember through Instagram social media following the strategic management process explained by David and Forest (2016). This process consists of 3 stages, namely:

1. Strategic Planning Branding Waecicu Bakery

Strategy branding become one of the key elements in attracting and increasing consumer buying interest. In addition to increasing sales, branding can be used as an opportunity to connect emotionally between brand with buyers (Faisal and at., 2021). Strategic planning branding mature into a strategic step for businesses to achieve competitive advantage in an increasingly crowded market. Brand expression according to Gelder (2005) has an important role as an initial stage in the strategic planning process branding. Brand expression reflects how a brand wants to be perceived, thus becoming the main basis for overall brand planning. Waecicu

Bakery applies 3 elements of brand expression identified by Gelder (2005) as part of the planning, the following are the results of his analysis:

a) Brand Positioning

Brand positioning in the culinary industry, especially bakery, plays a vital role in attracting new consumers and building brand loyalty. In this context, Waecicu Bakery positions itself as "artisanal cake and tea", that is bakery and premium tea made using traditional methods or home recipes with special attention to every detail of the taste, selection of quality natural ingredients, and limited production. The uniqueness of this concept strengthens the image of Waecicu Bakery as bakery premium that offers an exclusive culinary experience for its consumers. Waecicu Bakery's commitment to building brand positioning strong is by highlighting product differentiation as the main strategy. This differentiation is manifested in product innovation, such as the concept of "monthly cake", where every month Waecicu Bakery presents a special cake variant that is only available in one particular month. This strategy aims to create an impression of exclusivity, build anticipation, and encourage consumers to make purchases immediately before the product is no longer available. Based on consumer behavior theory, this approach utilizes the principle scarcity and seeking novelty (tendency to seek novelty), which has been psychologically proven to increase purchasing intensity (Pape & Toporowski, 2023). Uniquely, each variant does not use a generic name or label brand. The main one is Waecicu, but has its own name as an individual product identity. Some examples of product names such as Victoria cake, Cheesecake Ispahan, Orenji, And Carabana. This offer targets Waecicu Bakery's target consumers aged 25 years and above with financial stability and already have a family. This approach is taken because the products they sell have premium prices and the exclusive value offered. However, with the increasing popularity of Waecicu Bakery, the market segment began to expand among students who were previously not included in the target audience. The development of this segmentation shows that there is a change in consumption patterns, where groups of students are starting to appreciate the premium products offered.

b) Brand Identity

A strong brand identity allows a brand to be more easily recognized and increases its appeal in the eyes of consumers. Waecicu Bakery designed its brand identity by creating distinctive visual elements, starting from the business name, logo, and the dominant use of bright colors. The choice of the name Waecicu not only gives an exotic impression, but also reflects the values of authenticity and tranquility, which are in accordance with the experience of enjoying quality cakes and tea. The association with natural elements also gives a premium, exclusive impression, and is rooted in traditional values. The turtle logo design is printed in the form of stickers on product packaging, especially for online orders and hampers, and is displayed as a profile photo on Instagram. The dominant use of bright colors aims to attract attention audience, building a cheerful and energetic brand image, and increasing visual appeal on social media.

c) Brand Personality

Waecicu Bakery builds brand personality warm, relaxed, and close to consumers. This personality is demonstrated through friendly and informal interactions, both in online and offline communications. Elements such as communication style,

values held, and interactions with customers all contribute to shaping the brand personality. Mutia, as Owner not only acting as a business owner who manages products, but also actively building personal branding which is in line with brand personality Waecicu Bakery.

2. Strategy Implementation Branding Waecicu Bakery

Election platform Instagram as a platform for strategy implementation branding based on Instagram's ability to screen early adopters (user) and the completeness of features that can help realize strategies effectively (Widita et.al, 2023). Waecicu Bakery manages their Instagram profile section quite well. The use of the name username @waecicu bake is a strategic step in building brand identity which is easy to remember and can improve brand awareness. Useusername which is in line with the business name helps to strengthen branding and create a professional impression. In addition, descriptions with additional relevant emojis can make Instagram bios more interesting. Waecicu Bakery also provides information about where to sell their products in several cafes in Jember and includes an ordering link via WhatsApp in the form of a link (Linktree). This can make it easier for customers in the ordering process and increase the reach of other products offered (Ainurrofiquin, 2021)

a) Content activities

Content diversity is one of the main strategies to attract and retain customers. Waecicu Bakery manages various types of content including promotional content and product catalogs, educational content, content behind the scenes, and interactive content. As platform Visually based, Instagram can display products more attractively through features feeds, reels, stories, by uploading high-quality photos and videos taken using professional cameras. Waecicu Bakery uses a variety of techniques in making caption for each post uploaded. Varied caption this can strengthen brand positioning by adjusting the communication message you want to convey to audience. Consistency of visual elements such as the use of bright (various) color palettes, embedding of logos on product packaging and Instagram profile photos, as well as the use of hashtag further strengthens Waecicu Bakery's identity on Instagram. Waecicu Bakery takes advantage of upload times by analyzing and identifying certain hours when the majority of audience actively playing social media Instagram. By uploading content at strategic times, Waecicu Bakery can increase engagement like the amount likes, viewers, comments, and share which contributes to their account visibility on Instagram. Scheduling posts appropriately, especially during peak engagement days and hours, has been shown to significantly increase audience engagement and content effectiveness on Instagram. platform social media (Fahimah & Ningsih, 2022).

b) Interaction with consumers

Interaction with consumers is one of the important aspects in support strategy implementation branding Waecicu Bakery, especially in strengthening brand personality warm, relaxed, and close to consumers. One form of communication that reflects the character of this brand is the use of Jember's distinctive language in interactions via Instagram social media. Waecicu Bakery implements this communication strategy while still paying attention to and adjusting consumer responses. This approach can strengthen a positive brand image and can build

long-term relationships with consumers. Trust that is formed through pleasant interactions encourages customers to return to buy and recommend products to others (Triyono, 2024).

c) Collaboration or cooperation

Waecicu Bakery implements a collaboration or business cooperation strategy to expand its reach branding. This collaboration is carried out with a number of businesses that have similar market segmentation, such as cafes, hamper businesses, and flower bouquet providers in the Jember area. This strategy not only introduces Waecicu products to new customers, but also builds a mutually supportive business ecosystem in the local realm. This approach also creates positioning brand as brand locally adaptive, open to synergies, and relevant to market needs.

3. Strategy Evaluation Branding Waecicu Bakery

Strategy evaluation branding is a step in understanding the extent to which the strategy implemented can achieve maximum goals. In the context of Waecicu Bakery, this evaluation process includes identifying supporting and inhibiting factors, both internally and externally. There are a number of internal challenges such as time and distance constraints, inconsistent content creation, and demotivation due to work pressure and demands. The external challenges faced by Waecicu Bakery are related to rapid and dynamic changes in consumer preferences. This requires a strategy branding adaptive and responsive. The evaluation strategy carried out by Waecicu Bakery focuses on analysis engagement in platform Instagram through interaction metrics such as the number of views, contribution like, comment, share, and direct message to see the effectiveness of the content. This approach shows that the analysis engagement rate (ER) is the main indicator in assessing the effectiveness of the strategy branding. Engagement rate (ER) is a metric for measuring the level of interaction audience against uploaded content can be calculated using the formula:

$$ER = \frac{\text{Total Likes} + \text{Total Komentar}}{\text{Jumlah Followers (Pengikut)}} \times 100\%$$

This formula is standard in digital marketing practice because it provides an overview of how active an account's followers are in responding to content, whether in likes, comments, or other forms of interaction. Based on the calculations, here are the evaluation results engagement rate (ER) on the Instagram account @waecicubake:

$$ER = \frac{58.925 + 2.208}{17.800} \times 100\% = 3,4\%$$

Information:

> 3% (High) means the account has good interaction and audience quite engaged with the content
1-3% (Medium) means engagement quite stable, but can still be improved
<1% (Low) meaning additional strategies are needed to increase engagement audience.

With ER 3.4%, Instagram account @waecicubake has good engagement and is

above average engagement for business accounts bakery. This shows that the account followers are not only passive, but also actively interact with the published content. The evaluation results based on observations assisted by the Noxinfluencer matrix (external), the @waecicubake account showed good performance in terms of reach and engagement. Audience with an average of 92,120 content views views, as well as the impression ratio per follower of 517.95%, which means that each follower views the content more than five times on average (exactly 5.17 times), the data can be seen visually in Figure 1 as follows.

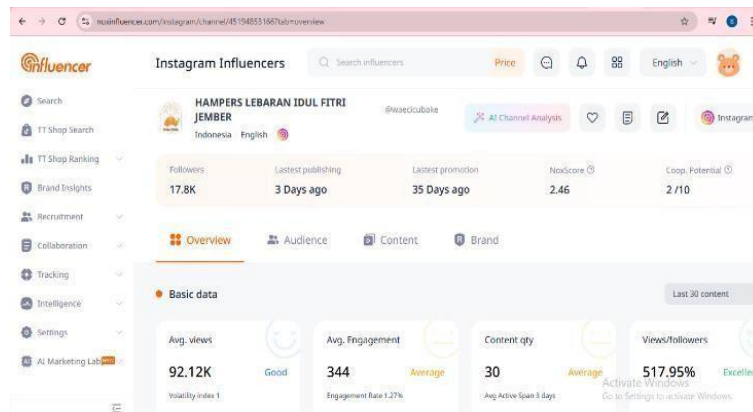


Figure 1. Performance of the Instagram account @waecicubake

These figures show that Waecicu Bakery's content is not only consumed by active followers, but also reaches audience more broadly through exploration features, use of hashtag, as well as the content distribution algorithm on Instagram. In the context of digital marketing, the numbers views per followers which exceeds 100% indicates the presence of virality factor, namely the ability of content to reach non- followers and trigger exposure organically (Chaffey & Ellis Chadwick, 2019). Improving business performance through activities branding structured and innovative shows that the capabilities branding which can be the main driver in creating added value and business competitiveness, especially for MSMEs in the local culinary sector (Handini et al., 2021).

CONCLUSION

Based on the research results, it can be concluded that the strategy branding implemented by Waecicu Bakery through Instagram social media shows effectiveness in forming a strong brand identity, building positive emotional closeness with consumers, and increasing brand awareness significantly, despite being faced with resource limitations that are generally owned by MSME actors. This strategy is designed systematically through planning stages that include determining the position (brand positioning), the formation of visual and verbal identity (brand identity), as well as brand personality imaging, followed by the implementation stage through content management, active interaction with consumers, and strategic collaboration with external parties. Then, evaluation based on digital metrics such as engagement rate and content displays, demonstrating the effectiveness of strategies that are adaptive to market and technology dynamics.

These findings confirm that the success of branding digital in MSMEs does not solely depend on the size of the promotional budget, but rather on the use of targeted and participatory visual communication strategies. Further research is recommended to explore the effectiveness of Inatagram's interactive features in more depth and to examine the potential use of paid advertising campaigns (paid promotion) in expanding the reach audience and increase sales conversion, to strengthen the continuity of the strategy branding digitaly in the creative economy era.

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