



DOI: <https://doi.org/10.38035/gijea.v3i2>
<https://creativecommons.org/licenses/by/4.0/>

Instagram Social Media @Adiba_Cake as a Promotional Medium for Product Sales

Salsabila Aurelia¹, Dianti Nur'aeni², Farida Nurfalah³

¹Universitas Swadaya Gunung Jati, Indonesia, bilasalsa0033@gmail.com

²Universitas Swadaya Gunung Jati, Indonesia, diantinuraeni232@gmail.com

³Universitas Swadaya Gunung Jati, Indonesia, farida.nurfalah@ugj.ic.id

Corresponding Author: farida.nurfalah@ugj.ic.id³

Abstract: Social media has become an essential platform for disseminating information and interacting with the public. One of the most popular social media platforms is Instagram. The Instagram account @adiba_cake has utilized Instagram as a promotional medium to sell cake products. The purpose of this study is to explore the communication strategies used by @Adiba_cake in interacting with its followers, analyze their forms, and investigate how @Adiba_cake builds its brand identity. The research method employs a qualitative approach with data collection techniques including observation, interviews, and documentation. The research informants consist of the owner of the @adiba_cake account and active followers who engage with the content. The findings indicate that this account has successfully utilized social media as an effective promotional tool. This success is supported by active communication, clear product information, follower engagement, consistent visual identity, and interactions that strengthen relationship.

Keyword: Social Media, Instagram, Promotion, Interaction, Digital Content

INTRODUCTION

In this era of globalization and rapid technological development, information can spread more quickly thanks to social media applications such as Instagram, Facebook, websites, and others. The use of social media is highly accessible as it is free to use and is no longer merely a tool for communication and expanding social networks, but is often utilized to create issues and various social discourses (Lestari & Erawat, 2019).

Promotion on social media certainly has many advantages, one of which is as a means of interacting or communicating with customers, as a medium for collaboration in the event of customer dissatisfaction, as a promotional medium, and as a tool for building brand image.

Social media, especially Instagram, is part of new media that has been influenced by technology. New media expands traditional media through technological interaction and computer technology. Instagram is very popular with over a billion young active users and is used as a means of product funding, e-commerce, and brand information. The platform is

characterized by photography and video risks, providing an engaging experience that is easily accessible.

Technological development not only encourages entrepreneurs to promote their products but also creates intense competition. For this reason, entrepreneurs need to use social media as an effective promotional tool to ensure their products are widely known. Social media allows consumers to easily access information, making it a powerful tool for internet promotion.

Websites and the tourism industry as a whole evolve over time, including changes in activities and natural patterns. The advancement of the tourism industry is that, due to one of its challenges being the underdeveloped appeal of the travel industry, product development and appeal through advancements, the use of this location can be addressed by making advancements through the website (Nurfalah Farida, n.d.).

Instagram is currently used for specific purposes. Instagram was originally used to communicate with friends and family, but it has since evolved into a broader platform for promotion. Instagram is now used by users for various purposes, one of which is as a platform to promote products, such as the @Adiba_cake account, which uses the platform to sell its products.

Adiba Cake, which currently has 35.8K followers, uses Instagram as a promotional platform. @Adiba_cake sells various types of cakes, such as birthday cakes, brownies, sweet cakes, and the currently popular Thai milk bun.

Accounts such as @adiba_cake use Instagram features to display photos, videos, and innovative content for cake and pastry products, attract customers, and increase interest. Instagram has visual advantages that allow businesses to stand out and reach a larger audience. Additionally, Instagram offers interactive features like “Stories” and “Reels,” enabling users to engage directly with their followers in real-time, while “Stories” allow users to create short, engaging videos that are easy to share. @adiba_cake can leverage these features to dynamically showcase products, increase engagement, and build a more intimate relationship with customers. Based on this, this study will examine how @Adiba_cake communicates with its followers through Instagram features, how @Adiba_cake interacts with its followers, and how @Adiba_cake builds its brand identity through visuals and its Instagram profile.

This study aims to determine the communication strategies used by @Adiba_cake in interacting with its followers through Instagram features. Additionally, this study will observe the form of interaction between @Adiba_cake and its followers to analyze the impact of communication on audience engagement. Finally, this study also aims to investigate how @Adiba_cake builds its brand identity through visual elements and its Instagram profile..

METHOD

To explain the phenomenon, this study uses a descriptive qualitative methodology, with a focus on data depth. This method is subjective because the researcher is directly involved in data collection and determination (Kriyantono & Sos, 2014).

According to Sugiyono (2010), qualitative methods are used to naturally examine the state of an object. This emphasizes meaning over practical generalization, data recording techniques, triangulation, inductive analysis, and results.

Data was collected from key informants, who are the owners of @Adiba_cake, and informants who are active followers of @Adiba_cake, through semi-structured interviews, observations, and documentation.

The researcher used triangulation techniques to ensure data validity. The triangulation used was data triangulation through semi-structured interviews, observations, and documentation. Key informants and informants were selected using purposive sampling,

which is the selection of informants based on specific considerations (Sugiyono, 2012:54). The use of purposive sampling aims to obtain accurate and reliable data.

RESULT AND DISCUSSION

Based on the results of observations and research through in-depth interviews on January 30 at 10:30 a.m. Western Indonesian Time, with the key informant being the owner of @Adiba_cake, and two informants who are followers of @Adiba_cake, the researcher was able to determine the function of Instagram as a social media platform utilized by @Adiba_cake for promotional purposes in product sales, as well as assess the engagement of followers with the promotional content created by @Adiba_cake.

The following are the results of the interview with the key informant, who is the owner of @Adiba_cake, and the informants, who are followers of the Instagram account @Adiba_cake, according to Social Media Theory:

Communication strategy used by @Adiba_cake with followers through Instagram features

The communication strategy used with followers through Instagram features involves the use of various interactive tools to build engagement and closeness. For example, through Instagram stories, account owners can use polling, Q&A, and quiz features to encourage direct participation from followers. By being consistent in their responses and interactions, this strategy helps build an active and loyal community on the platform.

Interviews with key informants revealed that @Adiba_cake uses a communication strategy with a specific schedule for responding to messages, prioritizing based on the order in which messages are received, so that followers feel valued. In terms of promotions, the most commonly used formats are videos and photos. The Instagram account @adiba_cake has a significant number of followers spanning various local areas, totaling 35.8k, with 2,015 posts. The Instagram highlights of @adiba_cake include highlights about its products, events, price lists, and store opening hours. The interview was conducted on Thursday, January 30, 2025, at 10:13 AM WIB.

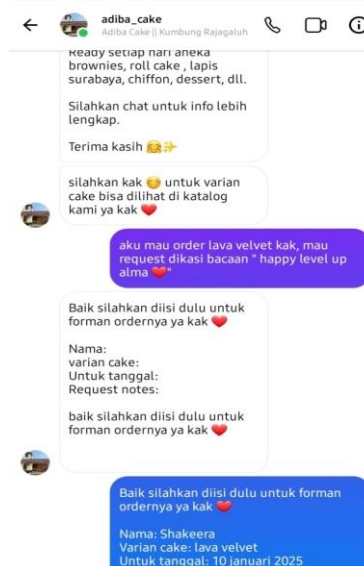


Figure 1.2 Communication with customers via DM on Adiba Cake Instagram
(Source: @Shakeerasherina_'s Instagram Account)

Direct Messages (DMs) are used by @Adiba_cake as an effective direct communication channel with followers and potential customers. The interview results show that this account has a fast response system for handling DMs, with administrators regularly monitoring incoming messages. The communication strategy implemented includes personal delivery of information, product consultation, and handling of customer orders and complaints.

Based on the informants' responses regarding communication with @Adiba_cake, the following is noted:

Informant I:

"I feel that the response when communicating with @Adiba_cake is very fast and friendly, and I prefer to communicate via text because it is more practical"

Similarly, informant II felt that @Adiba_cake's response was very quick and friendly.

Informant II:

"The admin's response was quite fast, not left on read too long, and I prefer to communicate via video because it is clearer".

The interview was conducted on Thursday, January 30, 2025, at 10:13 a.m. Western Indonesian Time.

The interaction between @Adiba_cake and its followers

The interaction with followers reflects a dynamic relationship, where two-way communication is key. Through various platforms, followers can respond in the form of comments, likes, or direct messages, which are then responded to in a friendly and interactive manner. Active interaction not only builds closeness, but also increases follower engagement and loyalty to the content shared.

Interviews with key informants revealed that interactions with followers on Instagram are quite frequent, with a dedicated admin handling comments and messages to ensure quick responses @Adiba_cake. The Instagram account @adiba_cake has a significant number of followers spanning various local areas, totaling 35.8k, with 2,015 posts within it. The Instagram highlights of @adiba_cake include a price list of the products they sell. The interview was conducted on Thursday, January 30, 2025, at 10:13 AM WIB.



Figure 1.3. Interaction with consumers on Instagram comments

(Source: @Adiba_cake's Instagram Account)

Based on the informants' responses regarding communication with @Adiba_cake, the following is noted:

Informant I:

“I interact with @Adiba_cake quite often.”

Unlike informant II, who did not interact very often with @Adiba_cake

Informant II:

“I don't interact with @Adiba_cake too often.”

The interview was conducted on Thursday, January 30, 2025, at 10:13 a.m. Western Indonesian Time.

Building the brand identity of @Adiba_cake with its followers

Building brand identity with followers can start with creating a consistent and recognizable impression. Through a harmonious visual appearance, such as the use of colors, logos, and distinctive designs, this brand can build strong appeal.

In an interview with key informants, it was found that the Instagram account @Adiba_cake uses distinctive elements such as pastel colors and specific music to create a consistent visual identity, and there is information in the Instagram profile section in the form of a WhatsApp link for ordering and a cake catalog.

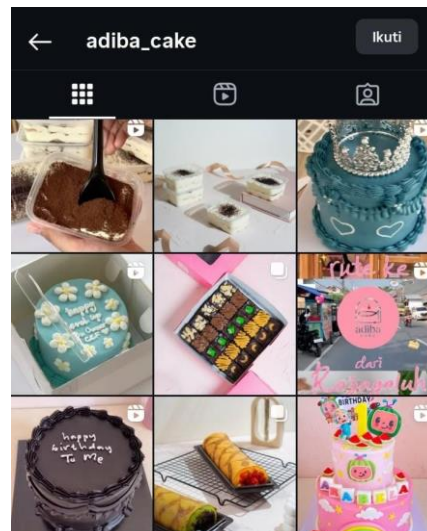


Figure 1.4. Adiba Cake's Instagram Feeds

(Source: @Adiba_cake's Instagram Account)

@Adiba_cake showcases a variety of cake products in a visually appealing manner. Based on interviews with key informants, the account owner uses the feed to publish high-quality photos and videos that highlight the product's strengths, such as the texture of the cake, decorations, and attractive packaging. The consistent visual theme with pastel color tones reinforces the brand identity and makes it easier for followers to recognize posts from @Adiba_cake. Additionally, informative captions encourage the audience to engage further. Based on the informant's response.

Informant I:

“The brand identity is very clear and helps in recognizing the @Adiba_cake account on Instagram. The information on the profile is also very helpful, especially the bio and the link to WhatsApp for ordering”.

Informant II:

“feel that the brand identity is already clear enough, and the visual quality of the photos and videos is very appealing”.

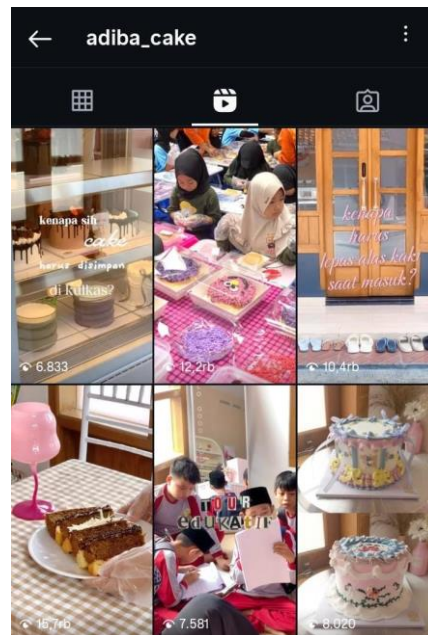


Figure 1.5. Adiba Cake's Instagram Reels
(Source: @Adiba_cake's Instagram Account)

Reels is one of the features used by @Adiba_cake to attract the audience's attention with creative and engaging short video content. Based on observations and interviews, Reels is used to show the cake-making process, showcase the latest products, and special moments in the store. The selection of soft background music that matches the brand's identity also strengthens the visual appeal of the Reels content published.



Figure 1.6. Adiba Cake's Instagram Highlight
(Source: @Adiba_cake's Instagram Account)

The @Adiba_cake account displays their product price list in the Highlights feature, which helps followers find the information they need without having to scroll through the

entire feed. The visual display in Highlights is also consistent with the brand identity, using a cover designed with pastel colors that match the account's aesthetic.

Based on the interviews, the @Adiba-cake account communicates effectively with its followers through quick and friendly responses. The soft pastel colors clearly convey the brand identity, while the captions and Highlights provide product information clearly. However, Informant 1 prefers text because it is more practical, while Informant 2 prefers videos because they are more clear. Information about the shelf life of the cakes and raw materials is also desired by Informants 1 and 2.

In terms of interaction, key informants stated that to maintain relationships with followers, they often reply to comments, direct messages, and mention them in Instagram stories. Informant II is more passive, but Informant I is quite active in liking and sharing content. With high resolution and following trends, the content is considered interesting, the brand identity is easily recognizable, and access to information is facilitated by links to WhatsApp. Overall, the relationship with followers is good, but engagement could be improved with more polling sessions or Q&A on Instagram Stories.

Based on the above interview results, the Instagram account @adiba_cake has a fairly large and widespread following, covering various areas in the local vicinity, with 35.8k followers and 2,015 posts. The Instagram highlights of @adiba_cake include highlights about its products, events, price list, and store opening hours. The interview was conducted on Thursday, January 30, 2025, at 10:13 AM WIB.

It was found that the promotional activities carried out by the Instagram account @adiba_cake and the responses of followers of the Instagram account @adiba_cake were in line with social media theory.

The strategy of conveying information through Instagram with attractive visuals can increase audience understanding (Juliyanto & Rusdi, n.d.). The information includes how @adiba_cake conveys product details to its audience. Promotional content is presented in the form of photos and videos through Instagram feeds, Stories, and Reels. Instagram Highlights are used to display product catalogs, prices, and customer testimonials. Some informants felt that the information provided was sufficiently clear, particularly regarding product specifications and ordering procedures. However, some followers suggested that information about product durability and raw materials should be clarified further for loyal customers.

Customer engagement through social media, such as liking, commenting, and reposting, significantly influences brand trust (Mahayani et al., 2019). They concluded that reciprocal relationships in engagement interactions can foster trust in the brand. Interaction refers to how @adiba_cake communicates with its followers through the features available on Instagram. The interview results show that active interaction occurs through comments, direct messages (DMs), mentions on Instagram Stories, and reposting content from customers. This account also implements a fast response system to quickly reply to customer questions or complaints, which helps increase consumer trust. Followers also feel more valued when they receive friendly and responsive replies from this business account.

Identity explains the quality of a product and indicates that it has distinctive characteristics (Herwanda & Restu Ismoyo Aji, 2023). Examples include the consistent use of pastel colors, soft music, and unique content design. Identity is related to how @adiba_cake builds its brand image on social media. This account has a strong visual identity by using soft and aesthetically pleasing pastel color themes, making it easily recognizable by its followers.

The music used in the videos is also tailored to a soft and comfortable tone, creating a distinctive impression for the brand. Followers state that they can immediately recognize posts from @adiba_cake solely based on the design and style of the content, indicating that the brand identity has been well-established.

CONCLUSION

Based on the results of the study, the Instagram account @Adiba_cake has been successful as a social media platform for promoting its products. By utilizing various Instagram features such as Stories, Reels, feed, and highlights, the @Adiba_cake Instagram account has been able to attract customers' attention and build good interactions with its followers. A consistent visual strategy, the use of pastel colors, and high-quality content help create a strong and recognizable brand identity.

Interaction with followers is conducted through comments and responsive replies, which enhance customer trust in the brand. However, despite the already good communication with followers, there is still room to improve engagement through additional features such as polls or Q&A in Instagram Stories.

The research conducted focused on the use of Instagram by the @Adiba_cake account as a promotional medium for food products using a descriptive qualitative approach, emphasizing user interaction and the utilization of features such as Stories and Reels. Unlike previous studies that discussed the use of Instagram in the context of hotels, cafes, fashion, or libraries in general, this study is more specific to the food industry, visual strategies, and consumer engagement to enhance promotional effectiveness.

From interviews with informants, it was found that preferences for receiving information vary; some followers prefer text, while others prefer videos to obtain clearer product details. Therefore, @Adiba_cake can optimize its content by presenting more varied and informative information, including product durability and raw materials.

Overall, @Adiba_cake's use of Instagram as a promotional medium has been successful and has had a positive impact on increasing brand awareness and relationships with followers. However, the optimization of interaction strategies and information delivery can still be improved to achieve maximum results.

REFERENCES

- Ade, D., Diem1, R., & Yulianti2, W. (2020). *Pemanfaatan Instagram Sebagai Media Komunikasi Pemasaran Dalam Meningkatkan Penjualan (Studi Kasus pada Akun Instagram @Kaosdisablon di CV. Purwa Satya)*.
- Herwanda, B. A., & Restu Ismoyo Aji. (2023). Membangun Identitas Brand Melalui Konsistensi Feeds Instagram @Bawapulang.Official. *Journal of Creative Student Research*, 1(6), 331–344. <https://doi.org/10.55606/jcsrpolitama.v1i6.2958>
- Juli Anggraini. (2021). *Pemanfaatan Media Sosial Instagram Sebagai Sarana Promosi Pada Perpustakaan Universitas Islam Negeri Sumatera Utara*.
- Juliyanto, E., & Rusdi, F. (n.d.). *Strategi Penyampaian Informasi Melalui Instagram Dengan Tampilan Infografis (di Kementerian Perdagangan RI)*. <https://en.oxforddictionaries.com/definition/infographic>
- Lestari, A. D., & Erawat, D. (2019). *Proses Word Of Mouth Communication Sebagai Media Promosi Universitas Swadaya Gunung Jati Cirebon* (Vol. 7, Issue 2).
- Mahayani, O. C., Aknuranda, I., & Kusyanti, A. (2019). *Pengaruh Customer Engagement Melalui Media Sosial terhadap Kepercayaan Merek (Studi Kasus : Instagram Shopee)* (Vol. 3, Issue 4). <http://j-ptiik.ub.ac.id>
- Marhamah, I. J. S. (2024). *Pemanfaatan Instagram Sebagai Media Promos Di Era Digital*. volume 05, Nomor 01, 74.
- Nurfalah Farida, W. W. (2015). *Peranan Media Promosi Melalui Website Yang Dilakukan Dinas*.
- Rahmadhani, U., Purnomo, D., & Pujinto, T. (2021). Strategi Promosi dalam Meningkatkan Brand Awareness melalui Media Sosial Instagram pada Startup Tafeeka Coffee.

- Jurnal Ekonomi Pertanian Dan Agribisnis*, 5(2), 377–389.
<https://doi.org/10.21776/ub.jepa.2021.005.02.09>
- Ramadan, A., Departemen, A. F., Komunikasi, S., Masyarakat, P., & Manusia, E. (n.d.). Efektivitas Instagram Sebagai Media Promosi Produk “Rendang Uninam” The Effectiveness of Instagram as a Promotional Media of Products “Rendang Uninam.” *Jurnal Sains Komunikasi Dan Pengembangan Masyarakat* /, 05(01), 2020–2064.
<https://doi.org/10.29244/jskpm.v5i1.757>
- Rizky Mai Nanda. (2021). *Pemanfaatan Instagram Sebagai Media Promosi Hotel Di Kota Pekanbaru (Studi Akun Instagram @Mitrashotelpku)*.
- Sari, E. P. (2023). Mlixue Kota Bengkulu Melalui Instagram Terhadap Kepuasan Konsumen. *Jurnal J-SIKOM*, 4(1). <https://jurnal.umb.ac.id/index.php/jsikom>
- Subiyanto, L. A., & Valiant, V. (2022). Pemanfaatan Media Instagram Sebagai Media Promosi Penjualan Di Masa Pandemi Covid-19 (Studi Kasus Pada Akun @hollace.id). *Universitas Persada Indonesia Y.A.I*, 3, 286.
- Sugiyono. (2010). *metode penelitian kuantitatif kualitatif dan RD*. 243–245.
- Surya Dinata, Z., Linggar Famukhit, M., Informatika, P., & PGRI Pacitan, S. (2021). *Efektifitas Peranan Instagram SebagaiI Media Promosi Cafe Quick Chicken Pacitan*