

The Influence of Instagram Social Media Marketing on Brand Awareness: A Study of Jupiter Roastery, a Local Coffee MSME

Reza Marfend¹, Ismail Yusup², Nizza Nadya Rachmani³

^{1,2,3} Universitas Pendidikan Indonesia, Indonesia

E-mail: rezamarfend@upi.edu¹, ismail_yusuf@upi.edu², nadyarachmani@upi.edu³

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Abstract: *The rapid expansion of social media has empowered micro, small, and medium enterprises (MSMEs) to enhance brand communication through interactive and visual platforms. Jupiter Roastery, a local coffee MSME, actively leverages Instagram to promote its products and establish its brand identity. However, there remains a need to improve public recognition of the brand specifically as a roastery and supplier of roasted coffee beans. Employing a quantitative descriptive approach, this research examines the impact of Instagram Social Media Marketing on Brand Awareness at Jupiter Roastery. A purposive sample of 96 respondents completed a five point Likert scale questionnaire, and the collected data were analyzed via simple linear regression. The analysis demonstrates a positive and significant effect of Instagram marketing on Brand Awareness. Furthermore, the findings highlight that a major portion of the changes in Brand Awareness are attributable to these social media activities. Ultimately, the study concludes that engaging, consistent, and shareable Instagram content is crucial for elevating brand recognition and recall within the local coffee market.*

INTRODUCTION

Digital communication has transformed how business actors introduce products and build relationships with consumers. Promotional activities that previously relied on conventional channels now receive increasing support from social media, as these platforms allow brands to communicate with their audiences more interactively. Through social media, businesses can deliver product information, present brand identity, respond to audience interactions, and strengthen brand presence with greater flexibility.

Social media offers micro, small, and medium enterprises (MSMEs) a practical opportunity to reach consumers without relying entirely on costly promotional media. Instagram stands out as one of the most widely used platforms for this purpose. Thanks to its visual-based features, businesses can display products, build identity, and communicate messages through photos, videos, captions, reels, stories, comments, and direct interactions. Meta Platforms Inc. (2024) describes Instagram as a platform that enables users to express themselves, build

connections, and access relevant information. Consequently, Instagram becomes highly relevant for MSMEs seeking to improve their brand communication and audience recognition.

Brand Awareness represents a crucial element in building brand value. According to Keller (2013), Brand Awareness reflects consumers' ability to recognize and recall a brand in specific situations. Furthermore, Aaker and Moorman (2018) state that brand recognition and brand recall help create familiarity and distinguish one brand from another. This concept is highly significant within the coffee industry, where consumers regularly encounter numerous brands offering similar product categories, visual identities, and communication styles.

Jupiter Roastery, a local coffee MSME, actively uses Instagram as one of its digital marketing channels. Although the brand communicates its products and messages through this platform, it has not yet fully established its core identity among the audience. While Jupiter Roastery positions itself as a roastery and roasted coffee bean provider, some audiences still perceive it simply as a coffee shop. This condition indicates the need for more strategic management of digital marketing activities to ensure the brand identity is clearly recognized and remembered.

Several previous studies have explored the relationship between Social Media Marketing and Brand Awareness. For instance, Faisal and Ekawanto (2022) found that Social Media Marketing makes a positive contribution to Brand Awareness, Brand Image, and Purchase Intention. Similarly, Efendioğlu and Durmaz (2022) demonstrated that positive perceptions of social media advertisements strengthen Brand Awareness and Brand Association among Instagram users. Furthermore, Winanda and Shabrina (2024) indicated that social media marketing activities on Instagram have a positive and significant impact on increasing brand awareness. These findings indicate that social media activities have the capacity to make brands more visible, recognizable, and memorable.

However, previous research has generally focused on larger brands, broader industries, or different business sectors such as health services, retail, education, and fashion. Studies specifically examining local coffee MSMEs remain relatively limited. To address this gap, this study focuses on Jupiter Roastery to examine how Instagram Social Media Marketing influences Brand Awareness. Ultimately, the results aim to provide empirical insight into the role of Instagram marketing in strengthening the recognition and memory of a local coffee brand.

LITERATURE REVIEW

Social Media Marketing

Kaplan and Haenlein (2010) define social media as a group of internet-based applications that allow users to create, exchange, and share content. Within the marketing context, social media provides a space for direct interaction between brands and consumers. Communication is no longer limited to one-way promotion, as consumers can actively respond, comment, share, and participate in brand-related activities.

Tuten and Solomon (2018) explain that Social Media Marketing involves using social media technologies and channels to create, communicate, deliver, and exchange value with consumers. As this definition shows, Social Media Marketing is not solely concerned with promotional

messages; it also involves developing relationships and engagement between brands and audiences. In other words, social media functions as both a marketing channel and a relationship-building medium.

Gunelius (2011) defines Social Media Marketing as a form of direct or indirect marketing used to build brand awareness, recognition, and a positive image through social web platforms. Gunelius identifies four key dimensions of Social Media Marketing: Content Creation, Content Sharing, Connecting, and Community Building. This study utilizes these dimensions because they suitably explain how Jupiter Roastery manages Instagram as a channel for communication and brand awareness.

Specifically, Content Creation refers to the process of producing content that reflects brand identity and provides value to audiences. Content Sharing relates to distributing content so that brand messages can reach a wider audience. Connecting emphasizes interaction and communication between the brand and its audience, while Community Building focuses on maintaining relationships and encouraging audience involvement over time.

Brand Awareness

Brand Awareness describes the extent to which consumers can recognize and recall a brand. Keller (2013) places Brand Awareness as an essential component of Customer-Based Brand Equity, as it reflects the strength of a brand's presence in consumers' memories. Consequently, a brand with strong awareness has a greater likelihood of being recognized, remembered, and considered when consumers encounter a specific product category.

Keller and Swaminathan (2020) explain that Brand Awareness closely relates to how easily consumers can identify a brand across various situations. Furthermore, Aaker and Moorman (2018) view Brand Awareness as a strategic asset because it helps build consumer familiarity and trust. Once a brand establishes this familiarity, it gains a stronger competitive advantage and a greater opportunity to be chosen over its alternatives.

Firmansyah (2019) identifies several key indicators used to observe Brand Awareness, including Recall, Recognition, Purchase, and Consumption. Within the context of this study, Brand Awareness specifically refers to the audience's ability to recognize, remember, and consider Jupiter Roastery as a local coffee MSME, emphasizing its identity as a roastery and roasted coffee bean provider.

Instagram Social Media Marketing and Brand Awareness

Instagram Social Media Marketing can strengthen Brand Awareness through repeated visual exposure, interactive communication, and consistent brand messages. Audiences who repeatedly encounter a brand's content are more likely to recognize its visual identity and remember its name. Consequently, visual consistency, relevant captions, interaction through comments, and shareable content all contribute to stronger brand memory.

Appel, Grewal, Hadi, and Stephen (2020) emphasize that social media has become an essential component of modern marketing because it expands communication reach and strengthens consumer interaction. Similarly, Alalwan, Rana, Dwivedi, and Algharabat (2017) note that social media platforms support interactivity, electronic word of mouth, and audience participation. Based on these perspectives, Jupiter Roastery can utilize Instagram as a strategic platform to communicate its core identity and improve its Brand Awareness.

METHOD

This study employed a quantitative descriptive approach. The descriptive analysis outlined the condition of Instagram Social Media Marketing and Brand Awareness at Jupiter Roastery, while statistical testing evaluated how Instagram marketing influences Brand Awareness.

The population of this study consisted of individuals who knew, had seen, followed, or interacted with Jupiter Roastery's Instagram content. Because the exact size of this population remained unknown, the study applied the Lemeshow formula to determine the sample size. Consequently, the research involved 96 respondents selected through purposive sampling. The specific selection criteria required respondents to have known or heard of Jupiter Roastery and to have seen its Instagram content.

The primary data collection instrument was a questionnaire, measuring each statement on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). To measure Instagram Social Media Marketing, the questionnaire utilized fourteen statement items covering Content Creation, Content Sharing, Connecting, and Community Building. Meanwhile, fifteen statement items covering Brand Recognition, Brand Recall, Purchase, and Consumption measured Brand Awareness.

Prior to the main analysis, the research instrument underwent validity and reliability testing. The Corrected Item-Total Correlation assessed validity, while Cronbach's Alpha examined reliability. After confirming the instrument as valid and reliable, the study processed the data using descriptive statistics and simple linear regression via IBM SPSS software.

The regression model used in this study is presented as follows:

$$Y = a + bX + e$$

Where:

Y = Brand Awareness

a = Constant

b = Regression coefficient

X = Instagram Social Media Marketing

e = Error term

Several stages were involved in the research process:

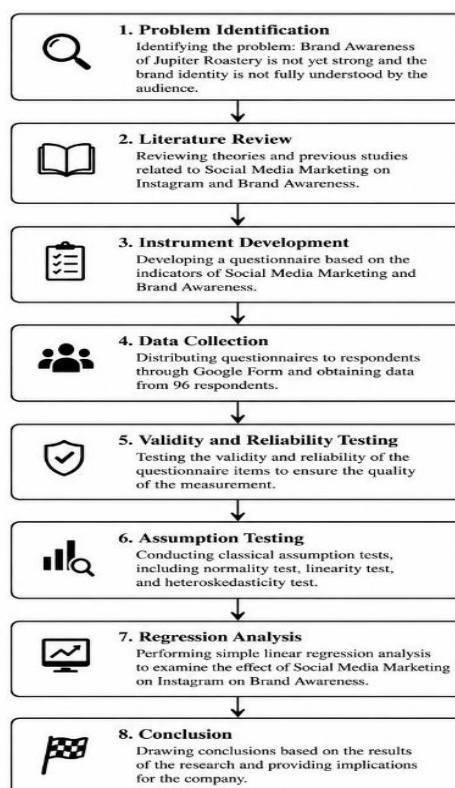


Figure 1 Research Procedure

RESULT AND DISCUSSION

Validity and Reliability Test

The study conducted a validity test to ensure each questionnaire item accurately measured its intended variable. Based on the Corrected Item-Total Correlation test, all 14 items measuring Instagram Social Media Marketing and all 15 items measuring Brand Awareness proved valid, as their values exceeded the r-table threshold of 0.200. Consequently, all questionnaire items were appropriate for further analysis.

Next, the research applied Cronbach's Alpha to evaluate instrument reliability. The analysis yielded a value of 0.689 for the Instagram Social Media Marketing variable and 0.739 for the Brand Awareness variable. Because both values surpassed the 0.60 reliability standard, the instruments demonstrated acceptable reliability. Table 1 presents the complete reliability results.

Table 1 Reliability Test Results

Variable	Cronbach's Alpha	Standard	Number of Items	Description
Instagram Social Media Marketing	0.689	0.60	14	Reliable
Brand Awareness	0.739	0.60	15	Reliable

Descriptive Statistics

The descriptive analysis categorizes Instagram Social Media Marketing at Jupiter Roastery as high, achieving a mean score of 52.50. Among the 96 respondents, 52 individuals (54.2%) placed the marketing activities in the high category, while the remaining 44 respondents (45.8%) classified them as moderate. Notably, no respondents fell into the low category. Overall, these findings demonstrate that respondents positively evaluate Jupiter Roastery's Instagram marketing activities.

Table 2 Distribution of Instagram Social Media Marketing

Category	Frequency	Percentage
High	52	54.2%
Moderate	44	45.8%
Low	0	0.0%
Total	96	100.0%

Among the four dimensions of Instagram Social Media Marketing, Connecting received the highest index score (3.84). This indicates that Jupiter Roastery possesses relative strength in responding to audiences, building interaction, and maintaining two-way communication through Instagram. By contrast, Content Sharing obtained the lowest index score (3.66). This result suggests that while audiences consider the content acceptable, the marketing activities have not fully encouraged them to share or repost it.

Furthermore, the descriptive analysis places Brand Awareness in the high category, achieving a mean score of 55.75. Specifically, 53 respondents (55.2%) fell into the high category, while the remaining 43 respondents (44.8%) occupied the moderate category. Notably, no respondents fell into the low category. Ultimately, this pattern indicates that respondents generally possess a positive level of awareness toward Jupiter Roastery.

Table 3 Distribution of Brand Awareness

Category	Frequency	Percentage
High	53	55.2%
Moderate	43	44.8%
Low	0	0.0%
Total	96	100.0%

Brand Recognition constituted the strongest dimension of Brand Awareness, achieving an index score of 3.77. This indicates that respondents could effectively recognize Jupiter Roastery through its visual identity, product appearance, packaging, or Instagram content. Conversely,

Brand Recall obtained the lowest index score (3.64). This finding suggests that while audiences easily recognize Jupiter Roastery in the presence of visual cues, they still lack spontaneous recall of the brand when thinking about coffee or roastery products.

Assumption Test

Prior to hypothesis testing, the study conducted several assumption tests. The Kolmogorov-Smirnov normality test revealed that the residuals were not normally distributed, yielding a significance value of < 0.001 . Nevertheless, the research proceeded with the regression analysis using careful interpretation, given the adequate sample size of 96 respondents and the fact that the remaining assumption tests supported the feasibility of the regression model.

Furthermore, the linearity test demonstrated a linear relationship between Instagram Social Media Marketing and Brand Awareness, achieving a Linearity significance value of < 0.001 and a Deviation from Linearity significance value of 0.375. Finally, the Glejser heteroscedasticity test produced a significance value of 0.631, indicating that the regression model contains no heteroscedasticity problems.

Regression Analysis

The influence of Instagram Social Media Marketing on Brand Awareness was examined using simple linear regression, with the results presented in Table 4.

Table 4 Simple Linear Regression Results

Model	B	Std. Error	Beta	t	Sig.
Constant	6.426	2.599	-	2.472	0.015
Instagram Social Media Marketing	0.939	0.049	0.892	19.080	< 0.001

Based on the regression output, the equation can be written as follows:

$$Y = 6.426 + 0.939X$$

The regression coefficient of 0.939 indicates a positive direction, meaning that an increase in the Instagram Social Media Marketing score leads to an increase in the Brand Awareness score. Furthermore, the t-value of 19.080 and a significance value of < 0.001 demonstrate that Instagram Social Media Marketing has a positive and significant effect on Brand Awareness. Therefore, this study accepts the hypothesis stating that Instagram Social Media Marketing positively affects Brand Awareness at Jupiter Roastery.

The coefficient of determination is presented in Table 5.

Table 5 Coefficient of Determination

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.892	0.795	0.793	2.64067

The R Square value of 0.795 indicates that Instagram Social Media Marketing explains 79.5% of

the variance in Brand Awareness. Meanwhile, factors outside this research model—such as product quality, consumer experience, word of mouth, consistency of brand identity, offline promotion, service quality, and marketing activities on other digital platforms—account for the remaining 20.5%.

Discussion

The findings demonstrate that Instagram Social Media Marketing plays a significant role in shaping Brand Awareness at Jupiter Roastery. The positive regression results indicate that optimal marketing activities on Instagram directly enhance audience awareness. This aligns with Gunelius (2011), who explains that businesses can build awareness, recognition, and a positive brand image through content creation, content sharing, connecting, and community building. Furthermore, Appel et al. (2020) emphasize that social media expands communication reach and strengthens brand-consumer interaction. In the context of Jupiter Roastery, repeated exposure through Instagram content, captions, and direct responses helps audiences become more familiar with the brand.

Regarding the specific dimensions of social media marketing, Connecting obtained the highest score, highlighting interaction as the most prominent aspect of Jupiter Roastery's digital activities. Audiences tend to evaluate the brand positively when communication remains responsive, clear, and interactive. This finding strengthens the argument of Tuten and Solomon (2018), who state that Social Media Marketing enables brands to create value through two-way relationships with consumers rather than just delivering one-way promotions.

Conversely, Content Sharing received the lowest score among the marketing dimensions, presenting an important practical implication. While audiences accept the content, they lack the drive to share or repost it. Because unshareable content limits the organic spread of brand messages, Jupiter Roastery must create educational and highly shareable content such as information about roasted coffee beans, roasting processes, and flavor profiles to broaden its reach and solidify its identity.

In terms of Brand Awareness, the descriptive results show that Brand Recognition constitutes the strongest component. This indicates that respondents can relatively easily recognize Jupiter Roastery upon encountering its visual identity, content, or product appearance. This aligns with Keller and Swaminathan (2020), who state that Brand Awareness reflects the strength of a brand's presence in consumer memory and their ease in recognizing it across various situations.

However, Brand Recall still requires further improvement. Although audiences can achieve recognition with the help of visual cues, they do not always think of Jupiter Roastery first when coffee or roastery products come to mind. According to Aaker and Moorman (2018), brand awareness serves to create familiarity and helps the brand be accepted by consumers. This condition indicates that Jupiter Roastery needs to strengthen its verbal and visual brand messages so that audiences immediately associate the brand with a roastery rather than just a conventional coffee shop.

Substantively, the research findings demonstrate that Instagram Social Media Marketing acts as a crucial determinant factor in establishing Brand Awareness for Jupiter Roastery. By running optimal and consistent Instagram activities, the brand successfully helps its target audience recognize its visual identity, understand its core messages, and directly associate Jupiter Roastery with the roasted coffee bean category. Therefore, the digital marketing strategy on Instagram

does not merely serve as a promotional tool, but rather functions as the primary mechanism for constructing and cementing brand awareness in the minds of local consumers.

However, to maximize this influence, Jupiter Roastery must address the connection between its weakest dimensions: Content Sharing and Brand Recall. Because unshareable content restricts the organic reach of brand messages, this limitation directly hinders the audience's ability to spontaneously recall the brand. By creating highly shareable and educational content, the brand can trigger wider audience participation, which in turn will elevate spontaneous brand recall and firmly position Jupiter Roastery as a prominent local roastery.

Ultimately, these findings demonstrate consistency with previous studies. Winanda and Shabrina (2024), as well as Fadhilah et al. (2024), found that Instagram marketing significantly strengthens brand awareness through consistent content distribution. Similarly, Lauson (2023) and Faisal and Ekawanto (2022) showed that visual consistency and communication styles in social media positively impact brand awareness. Furthermore, Efenedioğlu & Durmaz (2022) confirmed that positive perceptions of social media messages strengthen brand associations. Therefore, local coffee MSMEs aiming to strengthen their brand identity can confidently view Instagram as a strategic communication channel.

CONCLUSION

This study concludes that both Instagram Social Media Marketing and Brand Awareness at Jupiter Roastery fall into the high category. Connecting constitutes the strongest dimension of Instagram Social Media Marketing, indicating that Jupiter Roastery effectively builds interaction with its audience. However, Content Sharing still requires improvement, as the current marketing activities have not fully encouraged audiences to share or repost the content.

Regarding Brand Awareness, Brand Recognition emerges as the strongest dimension, demonstrating that audiences easily recognize Jupiter Roastery's visual identity. Nevertheless, Brand Recall remains the weakest dimension. This means Jupiter Roastery still needs stronger efforts to trigger spontaneous brand recall when audiences think about coffee or roastery products. Furthermore, the analysis confirms that Instagram Social Media Marketing has a positive and significant effect on Brand Awareness. The findings indicate that Instagram marketing activities explain a substantial portion of the variance in Brand Awareness. These results illustrate that well-managed Instagram marketing activities successfully facilitate the audience's ability to recognize, remember, and consider Jupiter Roastery as a local coffee MSME specializing in roasted coffee beans.

Based on these conclusions, this study advises Jupiter Roastery to maintain interactive communication with its audiences, improve content shareability, and strengthen messages that emphasize its identity as a roastery. Future studies should consider including other variables such as Brand Image, Brand Trust, Customer Engagement, Electronic Word of Mouth, Content Quality, or Brand Experience. Additionally, further research could compare Instagram with other platforms, such as TikTok and marketplaces, to identify which digital channel most effectively develops Brand Awareness for local coffee MSMEs.

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