



DIGITAL MARKETING COMMUNICATION STRATEGY IN BRAND PROMOTION JCO IS AN INDONESIAN PRODUCT

Yusup Hasanudin¹, Gloria Angelita²

^{1,2}Sahid University Jakarta

Email: funkyusuf@gmail.com¹, gloria_angelita@usahid.ac.id²

Abstrak

Brand J.CO telah dikenal luas sebagai brand donat dan kopi asli Indonesia yang sukses bersaing di pasar nasional dan internasional. Tulisan ini bertujuan untuk menganalisis inovasi strategi komunikasi pemasaran digital yang dilakukan J.CO untuk memperkuat brand image sebagai produk lokal berkualitas tinggi di tengah ketatnya persaingan industri makanan dan minuman. Dengan menggunakan pendekatan studi kasus, penelitian ini mengidentifikasi berbagai saluran digital yang digunakan J.CO dan dampaknya terhadap konsumen di Indonesia. Sebagai brand asli Indonesia yang sukses di industri makanan dan minuman, J.CO Donuts & Coffee menghadapi tantangan besar dalam mempromosikan produk lokalnya di tengah persaingan pasar yang ketat. Tulisan ini mengeksplorasi strategi komunikasi pemasaran digital yang digunakan J.CO untuk memperkuat posisinya sebagai merek Indonesia yang inovatif dan relevan. Dengan menggunakan pendekatan studi literatur dan analisis studi kasus, dibahas mengenai saluran digital yang digunakan J.CO, jenis pesan pemasaran yang disampaikan, serta pengaruhnya terhadap loyalitas dan persepsi konsumen Indonesia. Instagram menjadi salah satu platform media sosial yang efektif untuk mempromosikan brand karena kemampuannya dalam menarik perhatian audiens melalui konten visual yang kuat. Sebagai brand lokal, J.CO Donuts & Coffee memanfaatkan Instagram untuk membangun brand awareness dan membangun keterlibatan konsumen. Penelitian ini bertujuan untuk menganalisis strategi komunikasi pemasaran digital yang digunakan J.CO dengan pendekatan teori AISAS (Attention, Interest, Search, Action, Share) dan bauran komunikasi pemasaran yang berfokus pada periklanan. Penelitian ini menggunakan metode studi kasus untuk memahami bagaimana elemen-elemen tersebut diterapkan dalam strategi Instagram J.CO dan dampaknya terhadap persepsi konsumen di Indonesia.

Kata Kunci: Bauran Komunikasi Pemasaran, Instagram, Kesadaran Merek.

Abstract

The J.CO brand has been widely known as an authentic Indonesian donut and coffee brand that has successfully competed in the national and international markets. This paper aims to analyze the innovation of digital marketing communication strategies carried out by J.CO to strengthen its brand image as a high-quality local product amidst the tight competition in the food and beverage industry. Using a case study approach, this study identifies various digital channels used by J.CO and their impact on consumers in Indonesia. As an authentic Indonesian brand that is successful in the food and beverage industry, J.CO Donuts & Coffee faces major challenges in promoting its local products amidst tight market competition. This paper explores the digital marketing communication strategies used by J.CO to strengthen its position as an innovative and relevant Indonesian brand. Using a literature study approach and case study



analysis, it discusses the digital channels used by J.CO, the types of marketing messages delivered, and their influence on the loyalty and perceptions of Indonesian consumers. Instagram is one of the effective social media platforms for promoting brands because of its ability to attract audience attention through strong visual content. As a local brand, J.CO Donuts & Coffee uses Instagram to build brand awareness and build consumer engagement. This study aims to analyze the digital marketing communication strategy used by J.CO with the AISAS (Attention, Interest, Search, Action, Share) theory approach and a marketing communication mix that focuses on advertising. This study uses a case study method to understand how these elements are applied in J. CO's Instagram strategy and its impact on consumer perceptions in Indonesia.

Keywords: *Marketing Communication Mix, Instagram, Brand Awareness.*

1. INTRODUCTION

Instagram has become the primary platform of choice for brands to promote their products, especially because of its image and video-based characteristics, which are suitable for conveying the visual appeal of food and beverage products. For J.CO, Instagram is not only a marketing tool, but also a medium to build emotional attachment with consumers. Amidst fierce competition, J.CO needs to utilize Instagram to build positive consumer perceptions of local brands with international quality.

In today's digital era, marketing communication strategies are no longer limited to traditional advertising. Digital marketing has become one of the key components for many brands to reach consumers effectively and efficiently. J.CO, as an original Indonesian brand, faces the challenge of maintaining consumer loyalty amidst increasing competition from other global and local brands. By utilizing digital communication strategies, J.CO seeks to strengthen its identity as a modern and quality Indonesian brand that is more interactive and measurable. For J.CO, utilizing digital strategies serves as a means to reach a wider target audience and strengthen the brand image as an Indonesian product.

It is important for J.CO to continue to innovate in digital marketing communications to stay relevant amidst global competition. Along with digital developments, marketing communication strategies have also undergone significant transformations. Social media, especially Instagram, has become a primary tool for companies to interact directly with consumers. For J.CO, Instagram is not only a promotional medium but also a means to build



brand equity and loyalty. With the AISAS approach, which focuses on consumer attention and engagement on social media, J.CO can maximize the effectiveness of their communication.

Strategi Definition

Digital marketing communication is the use of digital channels to deliver marketing messages to targeted consumers. In the context of social media, digital marketing communication strategies aim to build relationships with consumers through direct and personal interactions. Berlo's communication theory highlights four main elements in the communication process: Source, Message, Channel, and Receiver. In the context of J.CO's digital marketing, the source is the J.CO brand itself, the message is the content shared on Instagram, the channel is Instagram social media, and the recipient is J.CO's followers and potential consumers on Instagram. The use of Berlo's theory helps to understand how J.CO composes and delivers messages to relevant audiences. Digital marketing communication involves the use of various online channels to build relationships with customers and promote products effectively.

For J.CO, some of the main components of a digital marketing strategy include social media, SEO, content marketing, and paid advertising, which are designed to create customer engagement and increase brand awareness. In the context of digital marketing, the concepts of "brand identity" and "digital engagement" are important elements for building long-term relationships with consumers. J.CO uses various digital channels, such as social media, websites, and email marketing, to convey its brand message as a quality local product that remains modern and relevant to today's consumer needs. Instagram as a marketing platform allows brands to interact with consumers directly and visually. Key elements such as photos, videos, stories, and reels features on Instagram provide J.CO with the opportunity to present interesting content that increases consumer engagement.

The AISAS theory developed by Dentsu is a model of consumer behavior in the digital era consisting of five stages: Attention, Interest, Search, Action, and Share. This theory is very suitable to be applied to social media strategies because of the emphasis on the role of engagement and sharing among consumers. For J.CO, the "Share" stage is the main key in expanding reach and strengthening brand loyalty.



Advertising is a key element in the marketing communications mix, especially on social media. In the digital context, advertising involves not only paid advertising but also organic promotion through interesting content. On Instagram, J.CO uses a combination of visual content, storytelling, and collaboration with influencers to create ads that are interesting and relevant to its audience.



The Process of Communication

Source: David K. Berlo 1960

Message in the context of the SMCR communication model developed by David K. Berlo in 1960 refers to the information or content that the source wants to convey to the recipient. In marketing, the message is the core of the communication designed to influence or persuade the audience to take a specific action, such as buying a product, learning about a brand, or interacting with content.

1. **Message (Content):** What is the message trying to convey? In marketing, this could be a product description, benefits, brand values, or promotional information.

Example: J.CO could convey a message highlighting the quality of local ingredients in their products or emphasizing the unique taste of their donuts and coffee.

2. **Delivery Style (Form):** How is the message packaged or delivered? This style includes the choice of language, visuals, emotions, and methods used to make the message more interesting and easy to understand.

Example: Using casual and fun language, tempting visuals, or humorous elements to attract the attention of the audience on Instagram.



3. Complexity Level (Structure): To what extent is the message simple or complex? Messages that are too complicated may be difficult for the audience to understand, while simple messages are easier to accept and remember.

Example: Simple and direct messages about discount promotions or the launch of new flavors will be easier to understand and attract attention.

4. Context: Messages are also influenced by the situational or cultural context in which the communication takes place. Effective messages take into account the audience and the socio-cultural conditions that exist at the time of communication.

Example: J.CO might adapt their messages to local nuances or to certain seasonal trends, such as special promotions during holidays or religious days.

Messaging in digital marketing, especially on platforms like Instagram, aims to: Build brand awareness: Introduce new products, features, or product benefits. Create an emotional connection: Form an emotional connection with the audience through a compelling story or visual. Drive action: Invite the audience to take a specific action, such as buying a product, following an account, or participating in a contest. By understanding messaging as a key element in marketing communications, J.CO can design content that is not only informative, but also engaging and relevant to their audience, both on Instagram and other platforms.

Digital Marketing Communication

Digital Marketing Communication is the process of delivering marketing messages or information related to products, services, or brands through digital channels or online platforms. The main goal of digital marketing communication is to influence consumer behavior, increase brand awareness, and encourage specific actions such as purchases, registrations, or further interaction with the brand. Platforms used in digital marketing communication include websites, social media, email, mobile applications, search engines, and digital advertising.

Key Elements in Digital Marketing Communications:

1. Digital Channels: The use of digital media and platforms such as social media (Instagram, Facebook, Twitter), search engines (Google), websites, email, and applications to convey messages.



2. Content: The message delivered can be text, images, videos, articles, or infographics designed to attract attention and provide value to the audience.
3. Consumer Interaction: Digital marketing communications enable direct interaction between brands and audiences through comments, direct messages, and other feedback.
4. Personalization: Unlike traditional marketing communications, digital marketing enables personalized messages based on audience data, such as online behavior, preferences, and search history.
5. Measurement and Analysis: One of the advantages of digital marketing communications is its ability to measure the success of campaigns in real-time, through metrics such as clicks, conversions, and user engagement.

Key Goals of Digital Marketing Communications:

1. Increase Brand Awareness: Make the audience more familiar with and remember the brand or product...1
2. Build Emotional Connection: Create a more personal and authentic relationship between the brand and the consumer.
3. Generate Sales: Encourage the audience to purchase the product or service through tactics such as paid advertising or promotions.
4. Increase Engagement: Through comments, likes, shares, and other interactions to strengthen the relationship with the audience.

Advantages of Digital Marketing Communications:

1. Wide Reach: The ability to reach a global audience at a more efficient cost compared to traditional marketing.
2. Accurate Targeting: The ability to target audiences based on their demographics, interests, and behaviors.
3. Flexibility and Speed: Allows for quick changes and adaptations to market feedback or trends.

Overall, digital marketing communications is a powerful tool in the modern marketing world, allowing brands to connect with their audiences directly and more measurably. Video is one of the most effective types of content in digital marketing. It can be a tutorial, product

THE MARKETING COMMUNICATION MIX

The diagram illustrates the Marketing Communication Mix, centered around the **MARKETING COMMUNICATION MIX** and **PROMOTION MIX**. The mix is composed of eight key elements, each represented by a colored circle with an icon and a letter:

- ADVERTISING** (Orange circle, letter A): Represented by a person in a suit.
- SALES PROMOTION** (Red circle, letter B): Represented by a person in a suit.
- PERSONAL SELLING** (Dark blue circle, letter C): Represented by a person in a suit.
- PERSONAL SELLING** (Light blue circle, letter D): Represented by a person in a suit.
- DIGITAL** (Dark blue circle, letter E): Represented by a laptop screen.
- DIRECT MARKETING** (Light blue circle, letter F): Represented by a person in a suit.
- PERSONAL MARKETING** (Orange circle, letter G): Represented by a person in a suit.
- PERSONAL SELLING** (Dark blue circle, letter H): Represented by a person in a suit.

The diagram also includes a **SALES RELATION** section (bottom left) and a **PERSONAL SELLING** section (bottom right).

Advertising helps introduce a brand or product to a wider audience, especially for new products or companies that are not yet well-known. One of the main goals of advertising is to encourage the audience to make a purchase or action that leads to conversion, such as visiting a store or website. Advertising can create more interaction with the audience through interesting content, such as competitions or invitations to share experiences. Advertising helps



companies to shape and communicate positive image of their products and brands. Advertising can be used to change or improve consumer perceptions of a product or brand.

Ads should be designed to speak directly to the most relevant audience. This involves collecting data about your audience and targeting ads appropriately, whether based on demographics, interests, or online behavior. Ads should have a message that is easy to understand and compelling. This includes choosing the right words, compelling visuals, and a clear call-to-action (CTA).

Ads that grab visual attention are more likely to be successful. Using bold colors, interesting images, or creative videos can increase audience engagement. Showing customer reviews or using influencers in ads can increase credibility and trust in the product being offered. Using paid advertising platforms such as Google Ads or Facebook Ads can help increase ad visibility to a more specific and relevant audience.

Promotion is an activity that communicates the benefits of a product and persuades target consumers to buy the product. M. Suyanto (2007) defines "Advertising is the use of mixed media by sellers to communicate persuasive information about products, services or organizations and is a powerful promotional tool".

Effective advertising will be able to persuade customers to try the advertised product or service. Reminding advertising keeps the company's brand fresh in the minds of consumers. Effective advertising also increases consumer interest in existing brands and the purchase of a brand that might not have been chosen otherwise.

The trend of running sports continues to increase from year to year, even now becoming a lifestyle. This sport is also popular with various groups: old, young, men, women, and covers various scopes: social circles, families, communities, and others. JCO's strategy in organizing this event is quite good considering the number of participants/visitors who participate.

With increasingly developing communication technology, it creates openness of information and patterns. Instagram social media is the most widely used application today, a social network based on colorful images Instagram offers the option to share photos or videos online. Instagram was created with a clear understanding of its overall purpose. The term "instant", which relates to the concept of the Polaroid camera and its ability to produce instant photos.



Instagram social media network followers involve following other users' accounts or having followers on the platform. Through liking and commenting on each other's uploaded photos, Instagram users can communicate with each other.

The use of social media itself can use various strategies such as, collaboration with influencers to be able to introduce products from the @jcomallboxis123 store, using Instagram social media. In addition, the number of 2.1 million followers is one of the strategies for building an image that will form a digital reputation, as well as form accountability and transparency of substantive values. Implementation of the use of Instagram by interacting with followers through posts can build the strength of the product image. Instagram is one of the social media used by JCO to communicate and share information regardless of distance because it can be reached anywhere.

AISAS Model

The AISAS model is highly relevant to digital marketing because it reflects how consumers interact with brands in a connected digital world. In the context of digital marketing, it is important to ensure that each stage of the model is met effectively, from capturing consumer attention to encouraging them to share their experiences.

Implementation in Digital Marketing:

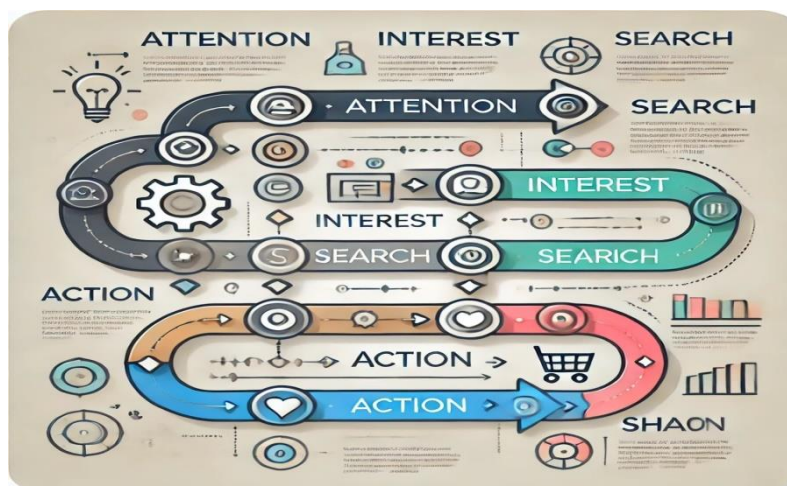
1. **Attention:** Use paid advertising on social media, SEO, and engaging visual content to capture the attention of the audience.
2. **Interest:** Offer educational or engaging content that makes the audience interested in learning more about the product or brand.
3. **Search:** Optimize content for organic search and provide easily accessible information about products, prices, and reviews.
4. **Action:** Use a clear call-to-action to encourage the audience to buy or take the desired action.
5. **Share:** Encourage the audience to share their experiences through hashtag campaigns, reviews, or testimonials on social media.

By understanding and implementing the AISAS model, brands like J.CO can design a more effective digital marketing strategy in capturing attention, building interest, and driving consumer action.



Share in the context of the AISAS model refers to the final stage in the purchase decision-making process, where consumers who have purchased or used a product share their experiences with others. At this stage, consumers serve as brand advocates, who can help expand the reach of a brand through word-of-mouth, especially on social media platforms and online reviews.

Consumers often share photos or videos of products they use or purchase on platforms such as Instagram, Facebook, TikTok, or Twitter. These can be personal posts or stories they share with their followers, showing how they enjoy the product or service. Example: A customer shares a photo of a J.CO donut they purchased, along with a hashtag or mention of J.CO's Instagram account. Consumers provide positive feedback through reviews on e-commerce sites, Google, or on social media. These reviews are often considered recommendations that can influence other consumers' decisions to purchase the product.



Source: Dave Chaffey 2005

Create engaging and visual content, such as high-quality photos or videos that are easy to share on social media. For example, J.CO can create aesthetic and appetizing photo or video content about their new products. The characteristics or specifications of the product, such as taste, size, packaging, quality of materials, or technology used. The extent to which the product meets consumer expectations. Good quality is often related to the durability, usability, or pleasure produced by the product. The visual or aesthetic aspects of the product, including the shape, color, packaging, and presentation of the product. An attractive product design can increase its appeal and selling value.



JCO brand and its advantages

J.CO brand is one of the leading coffee and donut brands in Indonesia known for its high-quality, innovative products that suit local consumer tastes. Known for its donuts with various delicious flavors and coffee served in a distinctive way, J.CO has succeeded in building a loyal customer base, both domestically and abroad.

Quality Products

1. Unique and innovative flavors: J.CO offers a variety of premium quality donut flavors, such as Alcapone, Tiramisu, and Avocado Dicaprio. Each variant is designed to meet the tastes of consumers from various segments.
2. High-quality coffee: J.CO coffee uses specially selected Arabica coffee beans to produce a smooth and aromatic taste.
3. Premium quality ingredients: J.CO ensures that all products use fresh and high-quality ingredients, thus providing a consistent and satisfying taste.

Product Innovation

1. New donut and beverage variants: J.CO continues to innovate by introducing new flavors that suit consumer trends and tastes, including seasonal products.
2. Wider menu choices: In addition to donuts, J.CO also offers J.COOL (frozen yogurt), croissants, sandwiches, and various beverages that enrich consumer choices.

Strong Brand Image

1. Local identity with global quality: As an Indonesian brand, J.CO has succeeded in building an image as a local brand that is able to compete with international brands.
2. Brand consistency: J.CO's logo, packaging, and product presentation are always of high quality, creating a professional and premium impression.

These advantages make J.CO not just a provider of donuts and coffee, but also part of the lifestyle of urban society, as well as becoming a proud Indonesian brand that is successful in the international market.

2. RESEARCH METHOD

This study uses a case study approach, by analyzing various digital channels used by J.CO and the content presented in them. Primary data were collected through observation of



J.CO's social media activities, while secondary data were obtained from literature relevant to digital marketing communications. Primary data were collected through direct observation of J.CO's social media and website activities, as well as analysis of published promotional content.

The study also utilizes secondary data from literature studies on digital marketing and brand communication, by analyzing J.CO's marketing activities on Instagram. Primary data was obtained through observation of content published by J.CO on their Instagram account, including the frequency of uploads, content themes, and audience responses. Secondary data was obtained from literature discussing digital marketing and social media, by analyzing J.CO's promotional content on Instagram, including types of posts, frequency, and user engagement through likes, comments, and sharing. In addition, this study also explores the impact of advertising through collaboration with influencers and paid content. Secondary data was obtained from literature related to digital marketing, AISAS theory, and marketing communication mix.

3. RESULT AND DISCUSSION

J.CO uses Instagram to capture audience attention (Attention) through engaging visuals, including high-quality product photos and graphic designs consistent with brand identity. Consumer interest (Interest) is increased through interactive content such as polls, quizzes, and stories that engage the audience. Once interest is established, consumers are encouraged to seek further information (Search) by browsing J.CO products on their Instagram account. In the Action stage, J.CO provides promotions or links to sites to make it easier for consumers to purchase products.

Finally, the Share stage is optimized by inviting consumers to share their experiences on Instagram with official hashtags. J.CO uses Instagram to convey a consistent visual identity, including product images with an attractive photography style, bright colors, and an emphasis on aesthetic elements. Consistent visuals help J.CO highlight the aesthetic value of the product, which is important in attracting consumers on an image-based platform.

1. Advertising in the marketing communications mix

J.CO utilizes advertising through paid posts and collaboration with influencers who have relevant audiences. This strategy increases brand visibility and strengthens the



image as a modern and trendy local product. J.CO's advertising focuses on storytelling about product quality, premium raw materials, and superior taste.

2. Instagram

Through the application of AISAS theory and advertising approach, J.CO has succeeded in building a strong bond with consumers. Content optimized for interactive engagement allows consumers to feel part of the brand, increasing loyalty and intention to share their experiences voluntarily.

3. Content

Through the Instagram Stories and Reels features, J.CO invites consumers to actively participate. Content such as polls, Q&A, and quizzes are often used to engage consumers in two-way communication. This strategy allows consumers to feel directly involved with the brand, increasing loyalty and emotional attachment.

4. Social Media

J.CO utilizes Instagram, Facebook, and Twitter as the main platforms to reach young and millennial audiences. Here, they share engaging visual content, ranging from product images, customer testimonials, to special promotions. This strategy aims to strengthen J.CO's brand presence in the digital world while increasing consumer engagement.

J.CO is active on various social media platforms, such as Instagram, Facebook, and Twitter. Through interesting and interactive visual content, J.CO has succeeded in attracting the attention of young consumers in Indonesia. This strategy aims to strengthen the impression of J.CO as a trendy brand that always follows the times.

4. CONCLUSION AND SUGGESTION

Conclusions

Through digital marketing communication strategies, J.CO has succeeded in creating high brand awareness and building close relationships with Indonesian consumers. Innovations in the use of social media, collaboration with influencers, and optimization of website content play an important role in strengthening J.CO's brand image as a quality Indonesian product.



J.CO has succeeded in strengthening its position as an original Indonesian brand that is able to compete in an increasingly competitive market. Through the use of social media, collaboration with influencers, and SEO optimization, J.CO builds closeness with consumers and creates high brand awareness.

J.CO's digital marketing communication strategy through Instagram not only expands the brand's reach, but also increases consumer loyalty and builds long-term relationships with Indonesian consumers. J.CO's digital marketing communication strategy through Instagram has succeeded in strengthening the brand's image as a modern and innovative Indonesian product.

With the AISAS approach, J.CO can build consumer engagement through stages that focus on attention to sharing. Through a marketing communication mix that focuses on advertising, J.CO can maximize visual appeal and brand presence on social media. The results of this study indicate that a consistent and targeted Instagram strategy can have a positive impact on brand loyalty and brand equity.

Suggestion

Based on the conclusions that have been obtained by researchers, there are several suggestions that may be useful for other parties and can be used as a reference for further research, especially for further research, especially regarding. Digital Marketing Communication Strategy In promoting the J.CO brand, an Indonesian product that focuses on Instagram Social Media.

Seasonal flavor and menu innovations adding variations in donut flavors or seasonal drinks based on certain trends or celebrations (e.g., special editions for Christmas or Eid) can increase customer interest and provide a new experience for those who have visited frequently. "healthy menu options" considering that more and more consumers are concerned about a healthy lifestyle, adding healthier menu options such as low-sugar donuts or sugar-free coffee can attract more health-conscious customers.

Increased Frequency and Content Variety: J.CO is advised to increase the frequency of posting and increase the variety of content, such as educational content about coffee or donuts, behind-the-scenes product creation, and stories from consumers. This will increase the appeal to Instagram users and encourage further engagement. Optimizing Instagram's Interactive



Features: J.CO can utilize Instagram's interactive features more often, such as polls, Q&A on Instagram Stories, and live streaming to communicate directly with the audience. These features can be used to receive consumer feedback or opinions on new products or services provided.

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