

Yogya Kota Sumber Department Store's Digital Communication Strategy for Building Customer Interest on Instagram

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Abstract

Advances in communication technology and social media have made it necessary for retail companies to implement effective communication strategies to build customer interest. One of the most widely used platforms today is Instagram because of its interactive visual nature. This study aims to identify and analyze Yogya Kota Sumber's digital communication strategies on Instagram and assess the extent of their success in building customer interest. This study employed a descriptive qualitative methodology, using data collection techniques such as observing the Instagram account @yogyakotasumber, conducting interviews with the account manager, and reviewing supporting documentation. Integrated Marketing Communication theory was applied to analyze the data, particularly in relation to promotional communication, direct marketing, and interactive marketing. AIDA theory was also applied to assess the effectiveness of this strategy. The results indicate that Yogya Kota Sumber utilized Instagram features in an integrated manner through promotional content, activities, regular discount programs, two-way communication with customers, CSR activities, limited direct marketing, interactive features, and collaborations with influencers. This strategy successfully captured public attention, sparked curiosity, triggered interest, and ultimately encouraged customers to take concrete action. Thus, Yogya Kota Sumber's Instagram-based digital communication strategy is considered an effective way to build long-term customer interest.

INTODUCTION

The rapid advancement of communication technology today has transformed the way people interact (Hanandini, 2024; Kumari & Oman, 2024; Van Veldhoven & Vanthienen, 2022; Yıldız & Nur, 2024). Nowadays, people around the world cannot live without digital media, mobile devices, and social media platforms (Aripradono, 2020). Adaptation to new information technologies has created many new opportunities, particularly in business. In the digital age, as various social media platforms have emerged, the dissemination of information has become a crucial component of business growth (Yusrahamdani et al., 2024). According to Kaplan, A. M., and Haenlein (2010), as cited in Widiastuti and Indriastuti (2022), social media refers to groups of people who use technology to share ideas through the internet. Social media is a means of online communication that allows users to create online communities and share various types of content (Aripradono, 2020). Additionally, social media serves as a

strategic channel for business owners to introduce, market, sell, and promote their products to customers more effectively.

As social media has become increasingly popular as a platform for communication and information sharing, businesses and organizations require more structured and well-planned digital communication strategies. A communication strategy serves as a promotional tool for marketing, thereby facilitating consumer education and building relationships with the company's customers (Pamungkas et al., 2024). This digital communication strategy is necessary to ensure that messages are delivered effectively, reach the appropriate audience, and foster sustainable relationships amid the rapid flow of information. The success of a digital communication strategy is heavily dependent on a deep understanding of the target audience and the use of appropriate technology to reach them (Amin & Azizan, 2024). Instagram was selected in this context because it is a highly suitable platform and is one of the most popular social media platforms among the Indonesian public. According to data from NapoleonCat in November 2019, the number of Instagram users in Indonesia reached 61,610,000 people, or approximately 22.6% of the total population (Wainira et al., 2021).

Therefore, given the strong influence of social media, particularly Instagram, as a primary communication channel, continuous evaluation and adjustment are necessary when designing digital communication strategies (León-Alberca et al., 2024; Ghotbifar et al., 2025). This is because the platform has become a primary channel for customers to find information, compare products with competitors, and form opinions about brands (Ghotbifar et al., 2025; Park et al., 2024). Yogya Kota Sumber Department Store was selected as the research site because it is one of the department stores actively utilizing social media, particularly Instagram, as a digital marketing communication tool (Suhaida et al., 2025; Purba et al., 2024). It also demonstrates efforts to adapt to digital development by optimizing Instagram as the main medium for communicating with consumers (León-Alberca et al., 2024; Purba et al., 2024). For retail stores such as Yogya Kota Sumber, the ability to adapt communication strategies on Instagram is a critical factor in maintaining relevance, reaching consumers effectively, and enhancing competitiveness in an increasingly competitive market (Park et al., 2024; Purba et al., 2024; Alwan & Alsharif, 2024). Given that trends, algorithms, and audience preferences on social media platforms change very rapidly, digital communication strategies must be continuously updated (León-Alberca et al., 2024; Alwan & Alsharif, 2024; Ghotbifar et al., 2025).

Several previous studies have examined similar issues, including the journal article "Management of the @Citosurabaya Instagram Account by Mall City of Tomorrow to Increase Visitor Interest," which aimed to analyze Mall City of Tomorrow's management of the @citosurabaya Instagram account in establishing communication with customers and understanding its social media management process (Handayani & Bungin, 2025). Another study, "Digital Communication Strategies of the City Centrum Mall Digital Media Officer in Samarinda in Managing the Instagram Account @City_Centrum," examined the communication strategies implemented by the Digital Media Officer (DMO) of City Centrum Mall Samarinda in managing the Instagram account @city_centrum (Azizah & Rohmah, 2023). In addition, the journal article "Digital Marketing Communication Strategies of @right.Store Through the Use of Instagram as a Marketing Communication Medium" aimed to identify the digital marketing communication strategies used by the @right.store account

through Instagram as a marketing communication medium (Widiastuti & Indriastuti, 2022). Based on these studies, the researchers identified a research gap, as previous studies have not discussed how companies present personalized content based on the specific needs of their customers.

Based on the description above, Yogya Kota Sumber has utilized Instagram features such as feed posts, Stories, and Reels as digital communication channels. Therefore, the research question focuses on identifying how Yogya Kota Sumber Department Store implements digital communication through Instagram to build customer interest and assessing whether this strategy is effective.

The urgency of this research stems from the rapid development of communication technology and social media, which has transformed how companies build customer interest, particularly through the visual and interactive nature of Instagram. An appropriate digital communication strategy has become the key to capturing customer attention and fostering customer interest amid increasingly intense retail competition. Therefore, this study is essential to identify the digital communication strategies and formats implemented by retail companies through their Instagram accounts, while also assessing the success, limitations, and impact of these digital communication efforts on customer interest.

The benefits of this study are theoretical and practical. Theoretically, this study contributes to the advancement of communication science by examining the use of social media as a digital communication strategy in the retail marketing sector. This study also deepens the understanding of how digital communication elements, such as visual content, persuasive messaging, interaction, and brand consistency on Instagram, can shape customer interest. These findings are expected to enrich the literature on the integration of social media features into modern marketing communication strategies, particularly within the local retail industry.

From a practical standpoint, the findings of this study provide benefits for Yogya Kota Sumber Department Store in evaluating and further optimizing its communication strategy on Instagram. By identifying effective messages, content types, and interaction patterns that can be used to attract customer interest, the company can develop a more sustainable long-term strategy. Additionally, the findings of this study can also serve as insights for other retail business owners regarding strategic steps for utilizing social media to build and enhance customer interest and engagement in today's highly competitive digital era.

The objective of this study is to identify digital communication strategies, specifically by examining the methods and forms of digital communication employed by Yogya Kota Sumber Department Store through its Instagram account, and to evaluate the success, limitations, and impact of this digital communication strategy on customer interest.

METHOD

This study used a qualitative approach with a descriptive method to examine the digital communication strategy of Yogya Kota Sumber Department Store on Instagram. This approach was chosen to gain an in-depth understanding of how the strategy was formulated, implemented, and evaluated in building customer interest in the retail business context.

The primary research locations were Yogya Kota Sumber Department Store as the source of primary data and Instagram as the main observation space for content analysis. The research subjects were internal parties directly involved in developing and implementing digital

communication strategies, namely the Yogya Kota Sumber Digital Marketing Team. The research object was the Instagram-based digital communication strategy implemented by this team. Primary data were collected on January 14, 2026, and February 4, 2026, while secondary data were obtained from Instagram content archives from May to December 2025.

To obtain comprehensive data, this study employed three main techniques: in-depth interviews, non-participant observation, and documentation. In-depth interviews were used to explore the informants' perspectives and experiences regarding communication strategies. Non-participant observation was used to observe visual branding, feature utilization, and interaction patterns in implementing strategies on Instagram. Documentation was used to collect secondary data, such as content archives, screenshots, customer comments, customer interest responses, and customer questions as materials for analysis.

Data validity was tested using methodological triangulation by comparing data obtained from interviews, observations, and documentation. Validation was conducted by comparing the strategic concepts explained by the digital marketing team with evidence of actual implementation obtained through observation and Instagram content analysis. The alignment between strategic planning and implementation served as an indicator of the credibility of the research findings.

The data analysis process was conducted interactively and concurrently with the data collection phase. The analysis included data reduction, data presentation, and conclusion drawing and verification. The validity of the research results was strengthened through triangulation by comparing the conceptual statements of the digital marketing team with actual practices in the field, thereby providing an accurate picture of the effectiveness of Yogya Kota Sumber Department Store's digital communication strategy on Instagram.

This study used the Integrated Marketing Communication (IMC) approach as the theoretical framework to describe the strategies implemented by Yogya Kota Sumber and used the AIDA model, consisting of Awareness, Interest, Desire, and Action, to analyze the success of these strategies in building customer interest on Instagram.

RESULT AND DISCUSSION

Based on observations of Yogya Kota Sumber's official Instagram account it is evident that Instagram is utilized as one of the primary channels in the company's digital communication strategy. The choice of Instagram is based on the platform's visual and interactive nature, as well as its wide user reach. The content presented include product promotions, store activities, special events, and informative messages relevant to consumer needs. This digital communication strategy is designed to build a connection with the audience while increasing customer interest in Yogya Kota Sumber.

Advertising Strategy for Yogya Kota Sumber

Advertising is one of the strategies used to introduce a product with the aim of informing consumers about the product's existence as well as its advantages (subagjo 2024). Based on interviews with Customer Service Officer (CSO) of Yogya Kota Sumber, who also manages the Instagram account @yogyakotasumber, it was found that Instagram is utilized to its fullest potential as an advertising medium by using all available features: the Feed, Stories, and Reels. Currently, Yogya Kota Sumber is intensifying its use of the Reels feature because video-format

content is considered more appealing and has the potential for a wider reach. Additionally, the Instagram Stories feature is used to publish daily content and promotions because the engagement rate of the @yogyakotasumber Instagram account's followers is higher compared to the Feed feature. These findings align with observational results showing that the account manager consistently use all Instagram features, particularly by regularly utilizing Reels as a promotional medium.

The Instagram account @yogyakotasumber does not have a fixed daily posting schedule; instead, it is adjusted according to the current promotional schedule. However, there are several promotional programs that are published regularly, such as the "Harga Tebus Murah" (HTM) promotion every Monday and the "Harga Heran" promotion every Friday. Additionally, observations also revealed other periodic promotional content, such as the "Serna Hemat" promotion posted every two weeks and the "Beli Beli Mingguan Heboh" (LiMinHo) promotion published once a week.

The process of creating content for the @yogyakotasumber Instagram account involves several stages. The initial stage begins with a briefing from headquarters, followed by the visual team's work on designing the content. Once the visual content is complete, the materials are forwarded to a Customer Service Officer (CSO) for upload to Instagram account. Caption writing is also done in a structured manner, starting with a hook to grab the audience's attention, followed by content containing promotional information, then a Call to Action (CTA) encouraging visitors to visit and shop, and concluding with a use of hashtags. The hashtags use include corporate brand hashtags such as #HanyaDiYogya and #Yogyagroup, as well as hashtags tailored to the theme of specific promotional campaigns.

The visual characteristics of the content Yogya Kota Sumber Instagram account are evident in the consistent of the Yogya logo. Which is typically placed on the left side of the design, as well as the selection of primary colors that align with the brand identity namely green, orange, and yellow. In certain promotional campaigns, special color themes are also used, tailored to the type promotion or event. However, observations reveal variations in the application of visual colors such as in some Double Bonus Promotional pots dominated by red, which differs from the informant's statement identifying orange as the primary color.

As a retail store with a wide ranges of product categories and programs, Yogya Kota Sumber presents promotional content categorized by product type, such as food, fashion, supermarket items, and events. Each category featured in separate posts and is not combined into single post. Observations indicate that this content presentations aligns with interview data, which show that each product category has content tailored to its specific characteristics. Additionally, Yogya Kota Sumber implements a customer segmentation strategy in creating advertising content by tailoring promotional messages to various customer groups, such as homemakers, young families, working professionals, and school age children.

Based the research findings, the digital communication strategy implemented through the @yogyakotasumber Instagram account aligns with the theory of Integrated Marketing Communication (IMC), particularly in the area of advertising. The utilization of all Instagram features from the feed and stories to Reels demonstrates that Yogya Kota Sumber delivers promotional messages in an integrated manner using a visually appealing and persuasive approach. The use of Instagram Stories as a daily promotional medium and the optimization of

the Reels feature reflect the adaptation of advertising strategies to audience consumption patterns and emerging digital content trends.

Although there is no fixed daily posting schedule, the presence of promotional content upload on regular basis indicates that the advertising strategy being implemented is ongoing. This consistency plays a key role in ensuring that promotional messages continue to resonate with the audience. Additionally, the use of logos and colors that reflect Yogya's brand identity demonstrates an effort to build a strong brand identity that is easily recognizable to customers.

In terms of message delivery, a systematically structured caption starting with a hook, followed by the main content, a Call to Action, and the use of hashtags demonstrates a focused and effective communication process. The hook serves to capture the audience's attention, while the Call to Action encourages the audience to take concrete action, such as visiting a store or taking advantage of a promotion. The use of corporate and thematic hashtags also reinforces brand identity and expands the content reach.

The organization of content by product category and the implementation of customer segmentation demonstrate that the advertising strategy is focused and relevant. By identifying the characteristic of various customer segments, Yogya Kota Sumber is able to tailor its advertising messages to meet the specific needs of each group. This content personalization strategy is evident in the presentation of promotions for household products, educational content for children, playground facilities, and back-to-school content, demonstrating integrated advertising practices within a digital communication strategy to build customer interest.

In line with the theory of Integrated Marketing Communication, the advertising strategy implemented reflects message integration, brand identity consistency, and the integrated use of various digital communication channels. The segmentation of content based on customer demographics demonstrates that promotional messages are tailored to audience characteristics, ensuring that the communication is not generic but rather relevant and targeted. Thus, the advertising strategy on Instagram can be viewed as part of an integrated marketing communication practice that adapts to the evolution of digital media.

Sales Promotion Strategy For Yogya Kota Sumber

Based on interview results, it was found that the primary promotional strategy used by Yogya Kota Sumber is discounts. Discounts are considered more effective than price reductions because they create the perception of lower prices among consumers. In addition, Yogya Kota Sumber also offers a rewards program for members, in which points are awarded as a form of customer loyalty.

Yogya Kota Sumber runs several promotional programs on a regular and periodic basis. Regular promotional programs include the "Harga Tebus Murah" (Low Redemption Price) promotion held every Monday and the "Harga Heran" (Surprise Price) promotion held every Friday, Saturday, and Sunday. During certain periods, Yogya Kota Sumber also organizes special promotional events such as the "Obral Gede" (Big Sale) promotion held in December. In addition, based on observations, other periodic promotional programs were identified, namely the "LiMinHo" (Weekly Shopping Frenzy) promotion, held once a week, and the "Serba Hemat" (All-Around Savings) promotion, held every two weeks.

In its promotional posts on Instagram, Yogya Kota Sumber uses calls to action (CTAs) as a key component of every promotional post. The CTAs used are standardized, as they are

applied uniformly across all Yogya Group locations. One commonly used CTA is the phrase “Find this special promo only at yogya and your favourite Griya, Yo People.” This findings aligns with observations on the @yogyakotasumber Instagram account, specifically in the “Harga Heran” promo post date December 19, 2025, which used the CTA “Find this special promo at #OnlyAt Yogya and Your favourite Griya, Yo People”.

The research findings indicate that the digital communication strategy implemented by Yogya Kota Sumber via Instagram is strongly linked to the sales promotion element in Integrated Marketing Communication (IMC) theory. The choice of discounts as the primary form of promotion is an effective strategy because it creates the perception of more affordable prices among customers, thereby increasing consumer interest and purchase intent toward the products offered.

The existence of promotional programs whether conducted on a routine, periodic, or special occasion basis reflects the implementation of well planned and sustainable sales promotion strategy. Routine promotions such as “Low Redemption Prices” and “Surprise Price” help maintain consistency in promotional communications with customers, while periodic promotions and special events like “Big Sale” serve as additional incentives that can boost customer enthusiasm at specific times.

The use of a consistent call to action is also a key component of Yogya Kota Sumber’s sales promotion strategy. This CTS serves as a direct invitation while instilling confidence in customers regarding the Yogya brand. The consistent use of the CTA across all Yogya Group locations strengthens the brand identity and ensures clarity in promotional messaging. Thus the sales promotion strategy communicated via Instagram not only plays a role in attracting customers attention but also fosters trust and increases customers interest in making a purchase.

In the line with the theory of Integrated Marketing Communication, the practices implemented have incorporated sales promotion elements through the provision of short-term incentives, such as discounts and loyalty points, to encourage purchasing decisions. The consistency of the promotional schedule, the delivery of persuasive messages, and the use of digital media for promotion demonstrate that sales promotion is carried out in an integrated manner with the company’s digital communication strategy.

Public Relations Strategy For Yogya Kota Sumber

Based on interview with Yogya Kota Sumber, engagement levels on the @yogyakotasumber Instagram account are considered quite good. This is evidenced by the large number of messages received from customers via direct message (DM) every day. This indicates that Instagram is being used as a communication channel that facilitates direct interaction between the company and its customers.

Yogya Kota Sumber also stated that there is a Standard Operating Procedure (SOP) for responding to customer messages via Instagram. The SOP aims to provide optimal service and maintain the quality of communication with customers. The SOP stages include a fast response, using opening greetings such as “good morning” or “good evening” tailored to the time of day, and providing information according to customer needs, whether regarding products, events, or other information.



Picture 1. Direct message examples of how to respond to customers

Source: Instagram @yogyakotasumber

However, based on observations of the Instagram account @yogyakotasumber, specifically in a direct message response dated June 1, 2025, a discrepancy was found between the stated standard operating procedures (SOPs) and actual practices on the ground, particularly regarding the use of the opening greeting, which was replaced with “hallo kak”.

In addition to communication via direct messages, Yogya Kota Sumber also regularly carries out Corporate Social Responsibility (CSR) activities in the form of “Senam Bergaya,” which is held every Sunday morning. Based on observations, information regarding the implementation and documentation of these activities is published on the Instagram account @yogyakotasumber in the form of Reels content, such as a post titled “Stylish Exercise” on November 9, 2025, and documentation of the activity on September 7, 2025.

The research findings indicate that the digital communication strategies implemented by Yogya Kota Sumber align with public relations elements within the Integrated Marketing Communication framework. The use of Instagram as a communication platforms facilitates two way communication between the company and its customers, as evidenced by the high volume of direct messages. These interactions play a role in building closer relationships and enhancing customer trust in the company.

The implementation of SOPs in responding to customer messages is a part of the company’s effort to maintain service consistency and build a positive image. Although discrepancies were found between the SOPs and actual practices particularly regarding the use of opening greetings the use of the greeting “hallo kak” still reflects friendly and personal communication. This adjustment demonstrates an adaption to a more informal style of digital communication without compromising the primary objective of the SOPs, which is to provide excellent customer service.

The implementation of public relations elements is also reflected in the “Senam Bergaya” CSR program, which is promoted on Instagram. This initiative demonstrates that Instagram is not only used as a promotional platforms but also as a means to build relationships with the community and strengthen the company’s image as an entity that cares about health and social welfare. Thus, Yogya Kota Sumber digital communication strategy helps maintain harmonious relationships with customers while enhancing the company’s positive image.

Implementation of Direct Marketing By Yogya Kota Sumber Via Instagram

Based on interview with Yogya Kota Sumber, direct marketing to customer is generally conducted via chat using customer phone numbers obtained from the company's database. This methods was chosen because it is considered more personal and effective in reaching customer directly. However, based on observations of the Instagram account @yogyakotasumber, the researcher found that direct marketing is also conducted via Instagram. This is evident from a direct message sent to the customer account @amzzhr_ on December 8, 2025. The message contained promotional information regarding the Fun Walk or Healthy Walk Volume 2 event organized by Yogya Kota Sumber on December 14, 2025.

The promotional messages sent via direct message included information about the event, the time and location, as well as various benefit for participants, such as exclusive merchandise, free product, and door prizes. These findings indicate that although Instagram is not the primary medium in Yogya Kota Sumber's direct marketing strategy, that platform has still been used as a direct marketing channel to reach customers.



Picture 2, evidence of direct marketing in yogya kota sumber

Source: Instagram @yogyakotasumber

Research findings indicate that the marketing practices employed by Yogya Kota Sumber align with the elements of direct marketing within the framework of Integrated Marketing Communication. The use of direct messages to customers, whether via phone or through Instagram's direct messaging feature, reflects the company's efforts to convey promotional information in a direct and personalized manner.

Although direct marketing via Instagram is not a top priority and is only conducted at specific times, the use of direct message to promote the Fun Walk event demonstrates the company's flexibility in its digital communication strategy. Delivering promotional messages directly allows the company to reach customers on a more personal level, meaning the messages are likely to attract more attention than general promotional content.

Furthermore, the use of Instagram as a direct marketing tool demonstrates that social media platforms serve not only as a means of publication and interaction but can also be leveraged as a direct marketing channel. Thus, the direct marketing strategy implemented by Yogya Kota Sumber via Instagram helps expand the reach of its promotional communications and increase customer interest in the company's activities and events.

The application of Integrated Marketing Communication theory in this context reflects the elements of direct marketing, which emphasizes direct communication with individuals with the aim of eliciting a specific response. Conveying event information through personalized messages allows companies to establish a more personal approach, thereby potentially increasing customer attention and interest in the activities being offered.

Implementation Of Interactive By Marketing Yogya Kota Sumber On Instagram

Based on interview with Yogya Kota Sumber and observations conducted by the researcher, it was found that the Instagram account @yogyakotasumber utilizes several Instagram features in implementing its interactive marketing strategy the features use include the question box feature and polls feature. The question box feature is used as a means of communication with followers, as well as to gauge customer interest and response to promoted content. Particularly regarding upcoming events. Meanwhile, the polling feature is used to gather information about customer needs and preferences, and as an interactive tool in the form of a guessing game related to products or events.

In addition to leveraging Instagram's interactive features, Yogya Kota Sumber also implements interactive marketing strategies through collaborations with influencers. Based on interviews and observations, these collaborations are conducted indirectly, with brands under the Yogya Kota Sumber umbrella partnering with influencers, while Yogya Kota Sumber plays a role in the publication and promotion process through its Instagram account by utilizing Instagram's collaboration features.

Some of the influencers known to have participated in these promotional activities include the account @kavinatharrayha (Mommy Kavin), who promoted the Thai Milk Bun product from the Bread.Co brand on October 26, 2025; a collaboration with influencer @triacheese; and a collaboration with influencer @retnoismi through a post on July 1, 2025, promoting Muslim clothing products from the Muti brand. The content resulting from these collaborations was also featured on the Instagram account @yogyakotasumber via the collaboration feature.

Research findings indicate that the digital communication strategies implemented by Yogya Kota Sumber align with the elements interactive marketing within the Integrated Marketing Communication Framework. The use of the question box and polling features reflects the company's efforts to establish two-way communication with customers. Through the question box, Yogya Kota Sumber can obtain direct feedback from customers regarding promoted products or events, enabling the company to gauge audience interest and response in

real time. Meanwhile, the use of polling feature allows the company to gather information about customer needs and preferences while encouraging active participation from Instagram followers.

In addition to direct marketing with customers, interactive marketing practices are also reflected in collaborations with influencers. Although these collaborations are carried out indirectly by brands under the Yogya Kota Sumber umbrella, the involvement of the account Instagram @yogyakotasumber in content publication demonstrates the company's active role in expanding its communication reach. These collaborations facilitate interaction between the company, influencers, and the audience, ensuring that promotional messages are received in a more engaging and relevant way.

By leveraging interactive features and collaborating with influencers, Yogya Kota Sumber not only delivers promotional message in a one-way manner but also fosters audience engagement through interaction and participation, this demonstrates that Instagram is utilized as an effective interactive marketing platform for generating interest, fostering communication, and building long term relationships with customers

The Success of Yogya Kota Sumber Digital Communication Strategy

To assess the success of Yogya Kota Sumber digital communication strategy in building customer interest through Instagram, the researcher applied the AIDA model theory , which encompasses attention, interest, desire, and action. This assessment was based on the researcher's observations of the Instagram account @yogyakotasumber across a number of posts from May through December 2025 and was supported by documentation of direct messages on the @yogyakotasumber Instagram account during same period.

During the attention stage, based on the researcher's observations of posts on the @yogyakotasumber Instagram account, one example can be seen in the "Harga Heran" promotional post uploaded on November 14, 2025. That post received 4,168 views and 7 likes. Additionally, the "Panen Lengkung" promotional post uploaded on September 6, 2025, received 4,234 views and 30 likes. Based on this data, it can be concluded that the promotional messages conveyed through Instagram posts successfully attracted and captured customers' attention.

During the interest stage, customer interest was also evident in the direct message received by Yogya Kota Sumber on October 23, 2025. The message was sent by the account @kikikomalasarii in response to an Instagram story promoting Rizki oil, which included a question about the maximum purchase quantity for Rizki oil products.



Picture 3. A screenshot of a direct message from the @kikikomalasarii account asking about the product

Source: Instagram @yogyakotasumber

Customer interest is also evident in the comments section of the “Panen Lengkeng” promotional post uploaded on September 6, 2025. One comment came from the account @indahsoleha_, asking for an estimate of the weight of the longan when the container is full. This question indicates that customers are interested in the promoted product.

At the desire stage, the indicator used is customer response that indicates a desire to visit the store, attend an event, or purchase a product. In this case, there are several comments on the @yogyakotasumber Instagram account that indicate customers’ desire to attend the event. This response can be seen in the post about the Fun Walk event published on November 21, 2025. One comment came from the account @mozasuizie, who wrote, “Hey, I want to ask if tickets are still available I really want to go,” indicating a desire to attend the event. On the same post, there is a comment from the account @iyanalifrizky who wrote, “@igiginanjar. Ready to join in with the family, a morning walk together.” In addition to showing readiness to participate in the Fun Walk event, this comment also shows an invitation to others by tagging other accounts as well as an indication of family involvement in the upcoming activity.

In the action phase, the indicator used is the presence of concrete actions taken by the audience after being influenced by the content presented on Instagram. This is evident from the comments on the collaborative post with the @kavinatharrayha account promoting milk buns from the Bread.Co brand, which was uploaded on October 26, 2025. One comment came from the account @mariatulqibtie, who wrote “I went there this afternoon” and “it’s already sold out.” These comments indicate that the customer took concrete action by visiting the store to purchase the milk bun, even though the product was already sold out upon arrival.

Based on these four stages, it can be concluded that the digital communication strategy implemented by Yogya Kota Sumber via Instagram has successfully captured customers’

attention, sparked their interest, stimulated their desire for the products offered, and prompted them to take concrete action by visiting the store.

CONCLUSION

Based on the research findings, it can be concluded that Yogya Kota Sumber Department Store's digital communication strategy on Instagram was implemented in an integrated manner and aligned with the elements of Integrated Marketing Communication (IMC), which include advertising, sales promotion, public relations, direct marketing, and interactive marketing. The utilization of Instagram features such as feeds, Stories, Reels, direct messages, Q&A boxes, polls, and collaborations with influencers demonstrates that Instagram was not used merely as a promotional platform but also as a tool for fostering two-way communication and building long-term relationships with customers. The advertising strategy was supported by a consistent visual identity, content segmentation, and systematic message development, while sales promotion was strengthened through regular discount programs, periodic promotions, and persuasive calls to action. Public relations and CSR activities contributed to building a positive corporate image, whereas direct marketing and interactive marketing reflected a more personal and participatory communication approach. The effectiveness of these strategies was reflected in the AIDA model, which showed a progression from attention, interest, and desire to actual customer action. Thus, the implemented digital communication strategy was deemed effective in building customer interest in Yogya Kota Sumber Department Store.

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