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Digital Marketing Communication of Local Products: A Case Study of Digital Marketing Content on Instagram Reels @zaynacoffee.official

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Abstract: The Development of information and communication technology has driven significant changes in marketing communication practices, particularly through the use of social media as an interactive, visually oriented platform for message delivery. Instagram Reels has become a widely adopted feature among businesses to enhance audience reach and engagement, especially for marketing local coffee products. This study aims to analyze the characteristics of Instagram Reels content, describe content performance based on engagement indicators (views, likes, comments, and shares), and examine the frequency of Reels uploads as part of Kopi Muria Zayna's digital marketing communication strategy through the @zaynacoffee.official account. This research employs a descriptive quantitative method with a descriptive quantitative content analysis, examining all Instagram Reels content uploaded during the periods December 2023–November 2024 and December 2024–November 2025. Data were collected through observation and documentation, and subsequently analyzed using descriptive statistics to identify trends and differences in content performance, particularly in engagement indicators across the two periods. The findings indicate that the Reels content of Kopi Muria Zayna emphasizes consistent visual presentation, persuasive messaging, and the strengthening of the local identity of Muria coffee products. In terms of performance, the December 2024–November 2025 period shows a notable increase across all engagement indicators, particularly views, likes, and shares, suggesting broader reach and higher audience engagement. Meanwhile, the comments indicator reflects more balanced dialogic interaction in the most recent period. The frequency of Reels uploads also increased and followed a more consistent pattern than in the previous period, indicating improved planning and implementation of digital marketing strategies. This study concludes that Instagram Reels is an effective digital marketing communication medium for enhancing brand visibility and audience engagement in local coffee products. Therefore, it is recommended that account managers optimize data-driven content strategies, maintain consistent upload schedules, and develop more interactive content to strengthen long-term relationships with audiences.

Keywords: Digital Marketing Communication; Instagram Reels; Engagement; Local Products; Kopi Muria Zayna

1. Introduction

Marketing communication is a method companies use to deliver information, persuade consumers, and increase consumer awareness, either directly or indirectly, of the products and brands they offer (Andersson, 2024; Håkansson & Nelke, 2015). Therefore, marketing communication plays a crucial role in ensuring a company's sustainability. Within an organization, marketing communication is implemented to make consumers aware of the brand, encourage purchase and commitment, foster positive attitudes toward products, assign symbolic meaning to products, and demonstrate how communication can address consumer problems by offering solutions that are superior to those of competitors (Posavac et al., 2012).

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The rapid Development of information and communication technology has driven a transformation in marketing practices, particularly through the utilization of digital media. Social media has become one of the primary instruments of digital marketing communication due to its ability to reach broad audiences, facilitate interaction, and convey messages in visual and narrative forms (Fajri et al., 2025; Lim & Childs, 2020). Audience engagement and feedback, such as comments, shares, and direct messages, are critical indicators of campaign success. The growing adoption of internet marketing is supported by data indicating that 63.9% of the world's population used social media as of February 2025, according to Smart Insights' Global WebIndex research (Hootsuite, 2025). In Indonesia, Digital February 2025 data report a total population of 285 million, 356 million cellular connections, 212 million internet users, and 143 million social media user identities. This growth demonstrates that social media functions not only as a platform for online socialization but also as a means to expand business reach (Liu et al., 2018; Voorveld et al., 2018). Internet marketing is also applicable to agricultural products and has been shown to influence the success of agricultural enterprises (Barazandeh et al., 2015; Fajri et al., 2023; Lam & Harker, 2015). As a visually oriented social media platform, Instagram is widely utilized by business actors, including local product producers, to introduce products, build brand image, and enhance consumer engagement (Adeleke, 2020; Alfandy & Fauziah, 2022; Park & Namkung, 2022; Yuni Dharta et al., 2023).

The management of local products by Micro, Small, and Medium Enterprises often faces unstable market conditions, making it vital for Kopi Muria Zayna to connect meaningfully with consumers. Using Instagram through the @zaynacoffee.official account as a digital marketing communication medium can help foster a sense of appreciation and trust among followers. The content presented not only promotes products but also shares local values, production processes, and brand identity, making consumers feel recognized and valued (Alamäki & Korpela, 2021; Chonjo et al., 2022; Kristinae et al., 2020).

Within the context of digital marketing communication, content plays a central role as a medium for delivering messages to audiences. The effectiveness of marketing communication is influenced by content strategies encompassing messaging, visualization, posting consistency, and user interaction (Rizaldi & Hidayat, 2020; Soedarsono et al., 2020). This research aims to provide clear insights into how local coffee products like Kopi Muria Zayna can optimize their Instagram content, helping the audience feel confident that the findings are applicable and valuable for their own digital marketing efforts.

Given these conditions, this study aims to inspire local business actors by analysing how digital marketing communication for local products is implemented through Kopi Muria Zayna's Instagram content. The findings are intended to motivate and empower other local businesses to develop more effective digital marketing strategies, fostering a sense of possibility and growth.

2. Methods

This study employs a descriptive quantitative research method, which aims to systematically and objectively describe phenomena through the collection and analysis of numerical data. Recognizing the value of this approach helps to highlight its role in providing an empirical overview of content characteristics, content performance, and the intensity of Instagram Reels uploads within a digital marketing communication strategy. According to Creswell (2014), a quantitative approach is used to measure research variables in a structured manner, enabling statistical analysis of the data.

The analytical approach used in this study is descriptive quantitative content analysis, which involves objectively classifying and quantifying message characteristics to examine communication messages (Ghanad, 2023; Li, 2022). This method aims to provide a detailed depiction of the messages' features, facilitating the generalization of research findings. This approach was selected because the research object consists of visual and audiovisual communication messages in Instagram Reels, making it suitable for analysing such content.

The object of this research comprises all Instagram Reels content uploaded on the @zaynacoffee.official account during the specified research period. The unit of analysis is each reel's post published on the account. Data collection was conducted through non-participant observation and documentation of Reels content, without the researcher's direct involvement in the content production process. Highlighting this objective and unobtrusive approach helps the audience feel assured about the study's integrity and accuracy. The data were obtained from publicly available Instagram content. The research data include the number of views, likes, comments, and shares for each Reels post, as well as the number of Reels uploads per month. These data were used to describe audience engagement levels and the intensity of digital marketing activities conducted through Instagram Reels. The analysis of Instagram Reels content utilised specific indicators, each reflecting a particular dimension of digital engagement. The number of posts refers to how often content is published, showing the intensity and consistency of distribution. Views represent the count of users who have watched the content, serving as a measure of exposure and reach. Likes indicate the number of users who have expressed positive feedback, reflecting the audience's initial emotional response. Comments are messages users leave on a post, illustrating active engagement and facilitating two-way interaction. Shares count how many times users have redistributed the post to their own networks, demonstrating the post's relevance and potential for further dissemination. These indicators are observable, quantifiable, and publicly accessible. Their selection is grounded in established social media engagement and digital marketing literature, supporting their suitability for systematic evaluation of Instagram Reels as a marketing communication tool.

Data analysis in this study was carried out using descriptive statistical techniques, including calculating frequencies, mean values, and distributions for each research indicator. Presenting these clear and straightforward results aims to reassure the audience about the transparency and usefulness of the findings, fostering trust in how the data can inform their digital marketing strategies (Ghanad, 2023; Li, 2022). The results of the descriptive statistical analysis provide an empirical overview of Instagram Reels content performance and trends in its utilization as a digital marketing communication strategy by the @zaynacoffee.official account.

3. Discussion

3.1. Characteristics of Instagram Reels Content on @zaynacoffee.official

The research findings indicate that Kopi Muria Zayna's digital marketing communication on Instagram Reels has been implemented effectively by emphasizing visual consistency, persuasive captions, and highlighting Muria's local coffee identity. The content presented does not focus solely on product promotion but also includes information about the production process, the business background, and the local values inherent to the Muria region. This strategy contributes to building an authentic brand image and strengthens Kopi Muria Zayna's positioning as a local coffee product with distinctive geographical and cultural uniqueness.

From a technical production perspective, the video quality of several reels still has room for improvement. The use of higher-resolution devices, optimal lighting, and video shooting techniques such as image stabilization, visual composition, and appropriate camera angles could significantly enhance content quality. Improving these technical aspects is crucial, as visual appeal is a primary factor in capturing audience attention on short-form video platforms such as Instagram Reels (Irsyad et al., 2023; Lim & Childs, 2020; Rashidin et al., 2025).

The analysis also shows that Kopi Muria Zayna's collaboration strategy is relatively strong and fairly intensive. Many reels were produced through collaborations with various parties, particularly content creators and local tourism-focused social media accounts in Kudus, such as @explorekudus, @kudusstoryy, @kudus_explore, and @kuthokudus. This finding is supported by data indicating that the reels with the highest number of views were collaborative content created by creators and co-published with these accounts. Such collaborations are empirically effective at expanding audience reach by leveraging broader, geographically relevant follower bases.

Nevertheless, the study also highlights the importance of maintaining a balance between collaborative content and original content produced directly by the @zaynacoffee.official account. Original reels that are later collaborated on or redistributed through other accounts can strengthen brand identity while still benefiting from collaborative networks. In this way, Kopi Muria Zayna does not rely solely on external parties for content creation but also builds a consistent visual character and brand narrative through its official account.

Furthermore, using Instagram's relatively new repost feature can increase views and other engagement metrics. This feature allows content to reappear in a broader audience's feed, thereby extending the distribution lifecycle of marketing messages. The study also finds that the inclusion of location tags in nearly every reels post, such as kopimuria_zayna, Mount Muria, and Colo Kudus is highly appropriate, as it strengthens the local context and enhances the likelihood of content being discovered through location-based searches.

From an audio perspective, using original audio across several reels has proven effective at increasing engagement by creating an authentic, personal impression. However, for content Development and broader niche audience exploration, it is recommended that account managers also utilize trending audio selected directly from Instagram's audio library. The strategic use of relevant viral audio can help improve content visibility through platform algorithms while maintaining the local identity that characterizes Kopi Muria Zayna.

3.2. Intensity of Instagram Reels Posting on @zaynacoffee.official

The number of Instagram Reels uploaded on the @zaynacoffee.official account across two observation periods, December 2023–November 2024 and December 2024–November 2025, there is an apparent increase in both posting intensity and consistency in the more recent period showed in Figure 1. Quantitatively, the December 2024–November 2025 period recorded a higher total number of uploads, with a more even monthly distribution than the previous period. The highest posting activity occurred in May 2025, with nine uploads. In contrast, in the earlier period, the peak was only seven uploads in September 2024, and some months recorded no Reels uploads at all. These findings should make the team proud of their progress, reinforcing the value of their efforts to improve content planning and continuity in digital marketing content production.

From the perspective of digital marketing communication theory, content consistency and intensity are key factors in building brand awareness and audience engagement on social media (Lee & Cha, 2024; Menon, 2022). The recent increase in Reels uploads suggests that Kopi Muria Zayna has increasingly used Instagram Reels as a strategic, sustainable marketing communication channel. This should make the audience feel assured that the strategy is effective and well-founded, fostering confidence in ongoing efforts. This aligns with Irsyad et al. (2023), who argues that a measurable and consistent pattern of message distribution in digital media reflects the maturity of a communication strategy. Therefore, the increase in both the volume and stability of Reels uploads during December 2024–November

2025 demonstrates the strengthening of a more structured, planned digital marketing communication strategy through Instagram Reels.

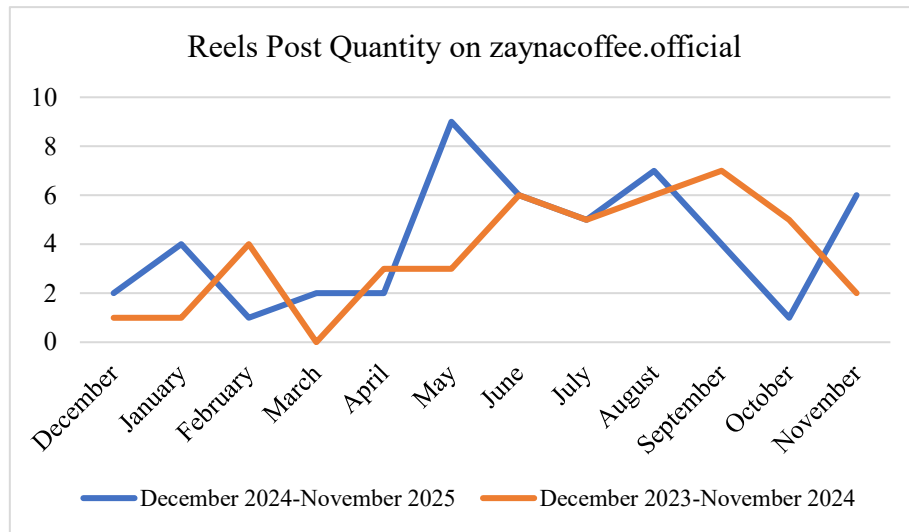


Fig 1. Reels Intensity on @zaynacoffee.official

3.3. Performance of Instagram Reels Content (@zaynacoffee.official)

The average Instagram Reels views on the @zaynacoffee.official account during the periods December 2023–November 2024 and December 2024–November 2025, a significant increase is evident in the more recent period showed in Figure 2. Descriptive statistical results show that the December 2024–November 2025 period achieved higher average views in almost every month, with a particularly prominent peak in May, exceeding 10,000 views. This figure far surpasses the previous period, which remained relatively stable at 1,000–3,000 views. These data points underscore the importance of content optimization and posting consistency, guiding strategic decisions to improve content performance and audience reach.

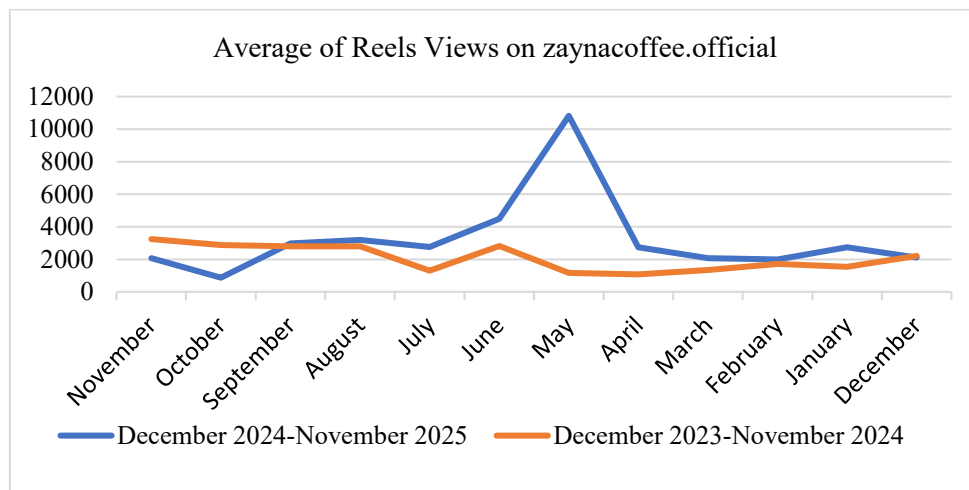


Fig 2. Average of Reels Views on @zaynacoffee.official

From a digital marketing communication theory perspective, higher average views reflect the effectiveness of brand message distribution through social media algorithms, which are strongly influenced by posting consistency and content relevance (Alfandy & Fauziah, 2022; Snoussi & Kasem, 2020). Managerially, these findings demonstrate that Instagram Reels holds substantial potential as a primary medium within Kopi Muria Zayna's digital marketing communication strategy. Account managers are encouraged to consider views as an initial engagement indicator, which should then be combined with advanced metrics such as likes, comments, and shares to evaluate the quality of audience interaction. In line with (Aluba et al., 2025; Kusumasondjaja, 2021), the continuous use of quantitative data enables a data-driven marketing approach, allowing Reels content strategies to be optimized to enhance brand visibility and sustain audience engagement over time.

Based on the graph of the average number of likes on Instagram Reels posted on the @zaynacoffee.official account during the periods December 2023–November 2024 and December 2024–November 2025, a notable difference in audience engagement patterns is evident. Descriptive statistical analysis shows that the December 2024–November 2025 period recorded higher, more fluctuating average likes, with a pronounced spike in May reaching approximately 500 likes. This figure far exceeds the previous period, which tended to remain stable at 30–80 likes per month. This surge indicates that Reels content strongly attracted audience attention and elicited affective responses, as evidenced by the number of likes. In the context of digital marketing communication, likes reflect the level of audience interest and acceptance of the brand message (Tuten & Solomon, 2018).

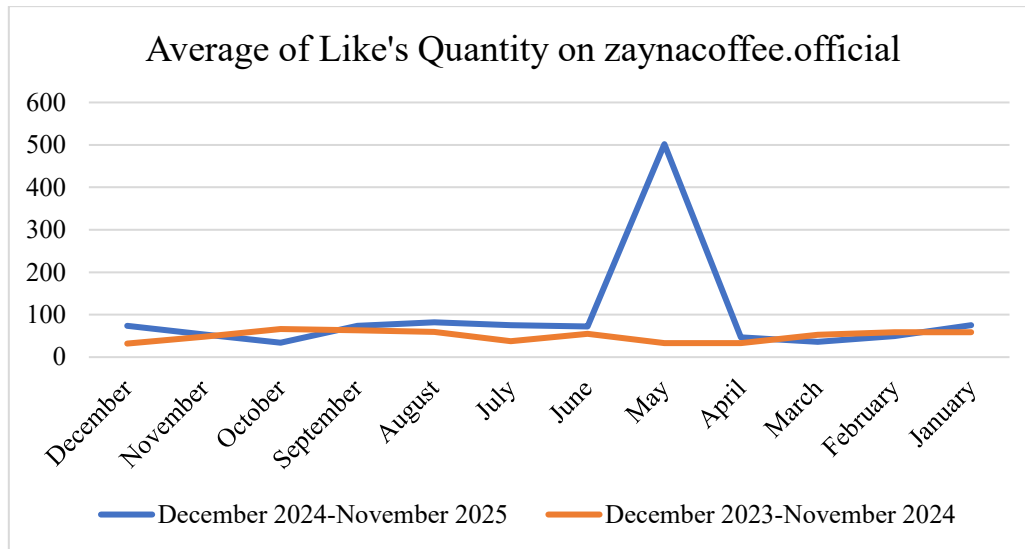


Fig 3. Average of Like's Quantity on @zaynacoffee.official

From a digital marketing communication theory perspective, the increase in likes can evoke a sense of appreciation and connection, showing that the content resonates emotionally and strengthens the relationship between the brand and its audience (Kotler & Keller, 2016). Managerially, these findings imply that Kopi Muria Zayna should identify the characteristics of Reels content published during periods of high like spikes—such as visual format, promotional messages, or storytelling elements—to foster this positive feeling in future uploads. In line with Eriyanto (2021), quantitative measurement of audience responses, such as likes, enables social media managers to adopt a data-driven approach in digital marketing decision-making. Thus, likes can serve as an important benchmark in evaluating message effectiveness and building emotional bonds with the audience through Instagram Reels.

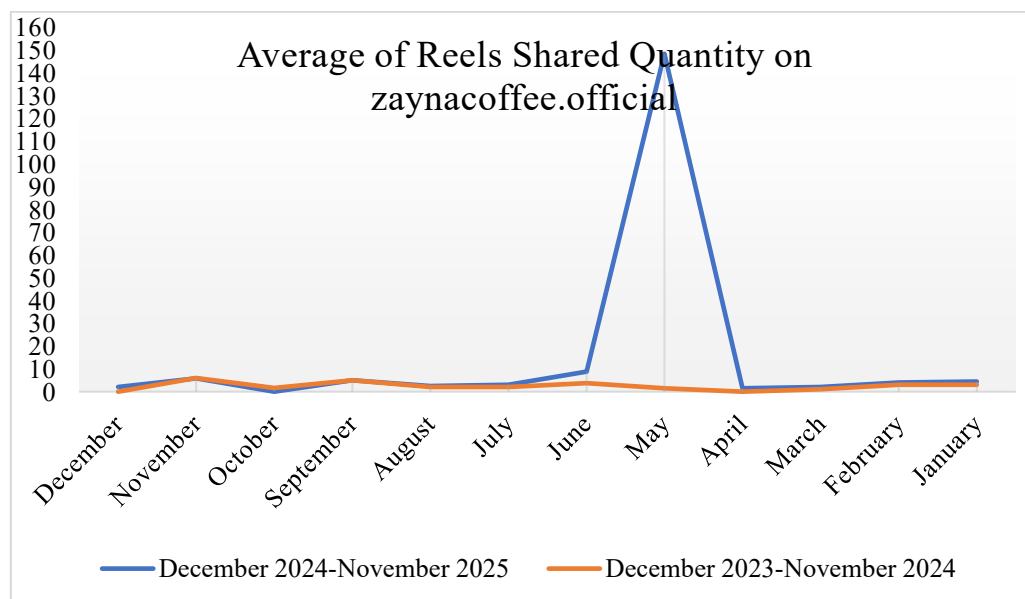


Fig 4. Average of Reels Shared Quantity on @zaynacoffee.official

Based on the graph of the average number of shares on Instagram Reels posted on the @zaynacoffee.official account during the periods December 2023–November 2024 and December 2024–November 2025, a very significant difference is observed between the two periods. Descriptive statistical analysis reveals an extreme spike in May during the December 2024–November 2025 period, with average shares reaching approximately 150 times the previous period's level. In contrast, in the previous period, the number of shares remained relatively low and stable, generally below 10 per month. In other months, although the number of shares tended to be modest, the more recent period consistently showed higher figures than the earlier period. In the context of digital engagement, shares represent the highest level of engagement, as they indicate the audience's willingness to redistribute brand messages within their own networks (Tuten & Solomon, 2018).

From the perspective of digital marketing communication theory, a high number of shares indicates that content is creating relevance and social value, which can inspire confidence in the audience that their sharing contributes meaningfully to the community (Kotler & Keller, 2016). Managerially, these findings suggest that Kopi Muria Zayna should identify key content elements present during periods of the highest share spikes, such as narrative themes, visual formats, or promotional messages, to motivate audiences to act as co-communicators of brand messages. In line with Eriyanto (2021), quantitative analysis of share indicators allows businesses to assess the viral potential of marketing messages and their capacity to expand communication reach organically. Accordingly, shares can serve as a strategic benchmark for inspiring confidence in future content strategies via Instagram Reels.

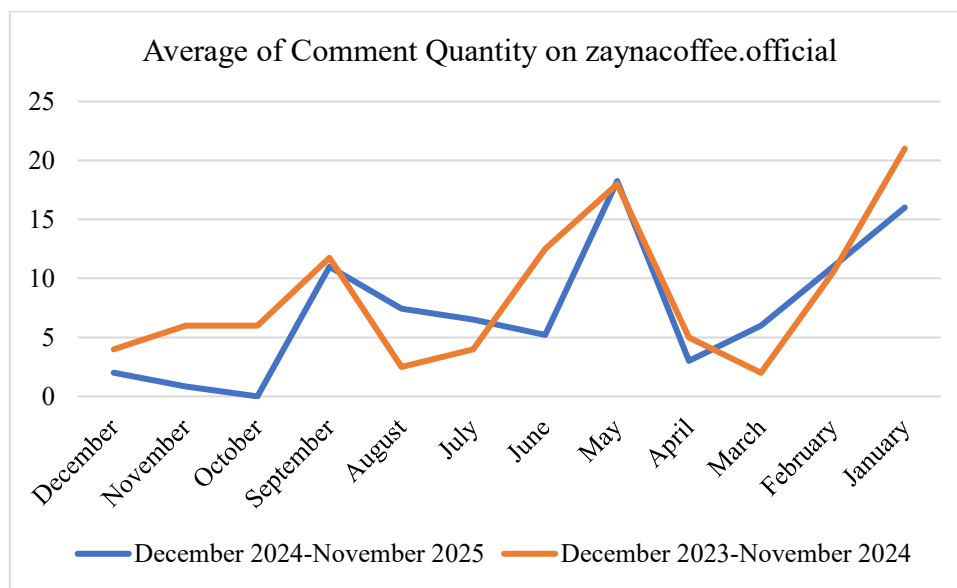


Fig 5. Average of Comment Quantity on @zaynacoffee.official Reels

Based on the graph of the average number of comments on Instagram Reels posted on the @zaynacoffee.official account during the periods December 2023–November 2024 and December 2024–November 2025, audience interaction dynamics appear relatively fluctuating across both periods. Descriptive statistical results indicate that the December 2024–November 2025 period experienced significant increases in certain months, particularly in May, with an average of approximately 18 comments, followed by another increase in January, reaching around 16 comments. In contrast, during the earlier period, the highest level of interaction occurred in January with an average of about 21 comments. Although monthly variations are evident, the more recent period generally shows a more even distribution of comments than the earlier period, which exhibited sharper fluctuations.

From a digital marketing communication theory perspective, comments represent a form of cognitive and dialogic engagement, as audiences not only receive messages but also respond by expressing opinions, asking questions, or sharing experiences related to the brand (Tuten & Solomon, 2018). Managerially, these findings imply that Kopi Muria Zayna should further optimize interactive Reels content, such as discussion prompts, open-ended questions, or consumer experience-based content, to encourage higher levels of commenting. In line with Kotler and Keller (2016), two-way communication through digital media is crucial for building long-term relationships between brands and consumers. Therefore, the comment indicator can serve as an important benchmark in evaluating the effectiveness of digital marketing communication strategies that emphasize active audience engagement through Instagram Reels.

3.4. Empirical Overview of the Utilization of Instagram Reels for Marketing Strategy

Based on the empirical findings of this study, Zayna Coffee's digital marketing communication strategy for the following year should be oriented toward strengthening content consistency, optimizing production quality, and using Instagram Reels features more integratively and in a data-driven manner. The data shows that increased posting frequency correlates

with higher engagement indicators, emphasizing the importance of a consistent content schedule. Therefore, it is recommended that Zayna Coffee establish a well-structured, sustainable Reels content calendar for the coming year to maintain stability in reach and audience engagement.

Furthermore, the finding that collaborative content generated the highest number of views and shares suggests that expanding collaboration strategies with aligned accounts can foster a sense of community and shared interest, making the audience feel more connected to the brand and its partners.

The use of Instagram features such as reposting, location tagging, and viral audio should be consistently optimized, as these elements help the audience feel that their content experience is tailored and engaging. Incorporating specific locations and viral sounds makes the content more relatable and appealing, strengthening their connection to the brand. Accordingly, Zayna Coffee's digital marketing communication strategy for the following year should empirically emphasize a data-driven approach, using engagement indicators (views, likes, comments, and shares) as the basis for content evaluation and decision-making. This approach is expected to enhance the sustainability of digital marketing communication effectiveness, reinforce Zayna Coffee's positioning as a local coffee product, and improve brand competitiveness in the digital marketplace.

4. Conclusion

This study concludes that Instagram Reels have been effectively utilized as a digital marketing communication medium by Kopi Muria Zayna through the @zaynacoffee.official account. The characteristics of Reels content demonstrate visual consistency, persuasive messaging, and an emphasis on Muria coffee's local identity, all of which contribute to building a positive brand image. Descriptive statistical analysis indicates an increase in posting intensity and content performance during the December 2024–November 2025 period compared to the previous period, as reflected in higher engagement indicators, including views, likes, shares, and comments. These findings suggest that consistent and well-planned Reels content management enhances message exposure, audience engagement, and the overall effectiveness of digital marketing communication strategies for local coffee products.

5. Recommendations

From a practical and managerial perspective, Kopi Muria Zayna is advised to maintain consistent Instagram Reels posting through engagement-based content planning. Identifying and replicating the characteristics of high-performing content, particularly those associated with likes and shares should be prioritized to improve the effectiveness of marketing communications. In addition, developing more interactive and dialogic content is recommended to strengthen two-way relationships with audiences. Academically, future research may combine quantitative and qualitative approaches or expand the scope of analysis to other social media platforms and similar local products to enrich perspectives within digital marketing communication studies.

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Conflict of Interest

The authors declare no conflicts of interest.

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