

Marketing Communication Strategies in the Use of Intensive Content on Instagram @astigaleather Accounts

Azmi Bactiar Deripa¹, Achmad Wildan Kurmawan², R. Ismira Febrina³

¹ Garut University, Indonesia; deripaazmi0@gmail.com

² Garut University, Indonesia; achmadwildan@uniga.ac.id

³ Garut University, Indonesia; ismirafebrina@uniga.ac.id

Received: 24/06/2026

Revised: 01/09/2026

Accepted: 09/09/2026

Abstract

The development of social media has encouraged changes in digital marketing communication strategies, especially for Micro, Small, and Medium Enterprises (MSMEs) who use *Instagram* as a means of promotion and interaction with consumers. One of the widely used strategies is the use of *incentive* content, such as *giveaways*, discounts, and special promotions, to increase *audience* engagement. This study aims to analyze marketing communication strategies in the use of incentive content on Instagram accounts @astigaleather using the perspective of *The Circular Model of SoMe*. This study uses a qualitative approach with a case study method. Data was obtained through interviews, observations, documentation, and analysis of Instagram *insight data*. Data analysis techniques were carried out through *data reduction*, data presentation, and conclusion drawn. The results of the study show that the marketing communication strategy implemented by @astigaleather has implemented the *dimensions of Share, Optimize, Manage, and Engage* in an integrated manner. Incentive content has been proven to be effective in increasing *engagement*, expanding *audience reach*, and strengthening *brand awareness*. In addition, the combination of *incentive* content and educational content can build better relationships with consumers and increase trust in brands. This study concludes that the use of *incentive* content supported by planned social media management can be an effective digital marketing communication strategy for MSMEs in increasing *audience engagement* and strengthening brand position on social media.

Keywords

Digital Marketing Communication; Incentive Content; *The Circular Model of SoMe*

Suitable Author

Azmi Bactiar Deripa

Garut University, Indonesia; deripaazmi0@gmail.com

1. INTRODUCTION

The use of the internet and social media such as Instagram has grown rapidly. According to a *We Are Social and Hootsuite report*, the number of global internet users will reach 5.44 billion people by early 2024, or equivalent to 67.5% of the world's population, with an annual increase of 7.6% compared to the previous year. *This trend* is increasingly evident among the younger generation, where social media such as *Instagram* is becoming the main platform for communication, entertainment, and marketing. Instagram, in particular, recorded 2 billion monthly active users by 2024, with an average daily usage



© 2023 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution 4.0 International License (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

Published by Sunan Giri Islamic Religious Institute (INSURI) Ponorogo; Indonesia
Accredited Sinta 4

time of 33 minutes per user according to . This phenomenon reflects a paradigm shift from traditional communication to Barbara and Achmad (2025) *digital-intensive* content , which allows businesses like @astigaleather to implement marketing communication strategies based on *visual storytelling and* real-time interactions.

The graph shows that the number of Instagram users continues to increase from 2018 to 2026. The potential of Instagram as a digital marketing medium is still enormous. The development of information and communication technology has changed the way companies market astigaleather products. Effective marketing communication strategies are now increasingly important to reach the right *target audience*. One of the platforms that is popular among the public is Instagram, which is rapidly growing as a digital marketing medium. Interactive features on Instagram, such as posting images and videos, allow companies to interact directly with consumers, provide information, and increase engagement. (Aulya Sakti 2024)

The development of information and communication technology has changed the way companies market products and interact with consumers. One of the platforms that is widely used in digital marketing is Instagram, which has millions of active users and various interactive features such as Feeds, Stories, Reels, and videos that allow the rapid and wide dissemination of information. Through these features, companies can convey product information, build relationships with consumers, and increase audience engagement more effectively (Asrovi, Setyawan, and Fidhoh 2023)

Marketing communication strategies that utilize digital media and interaction with audiences are also in line with the research of Hamka et al. (2025) which shows the importance of interactive marketing communication strategies in utilizing digital media to increase the effectiveness of information delivery and achieve marketing goals (Hamka et al. 2025).

Incentive content is a form of marketing communication strategy that provides certain stimuli or benefits to the audience to encourage them to take actions expected by the company. Incentive content can be in the form of giveaways, discounts, special promotions, quizzes, or certain offers given to consumers. The provision of incentives aims to attract the attention of the audience, increase interaction, and encourage consumers to take actions such as liking, commenting, sharing content, following accounts, and making purchases. Thus, incentive content not only functions as a form of promotion, but also as a strategy to increase audience engagement in digital marketing communication.

In its application to Instagram social media, incentive content can be combined with educational content. Educational content functions to provide information about products, quality, benefits, and

production processes so that they can help build consumer knowledge and trust. Meanwhile, incentive content serves to provide encouragement to the audience through certain benefits or offers. The combination of these two types of content allows companies to not only attract the attention of the audience through promotions, but also provide information that can strengthen trust and relationships with consumers.

One of the companies that has implemented a marketing communication strategy through *incentive* content on *Instagram* is @astigaleather. This company is engaged in leather products located at Jl. Ahmad Yani No.320, Kota Wetan, Kec. This company has offered a variety of innovative products made from leather, including *fashion* accessories and leveraged *Instagram's* potential to reach consumers in a more attractive way. By using engaging and relevant visual content, @astigaleather present their products in an effective and appetizing way, thereby increasing brand awareness and driving sales rates.

In the context of marketing, incentive content emerges as an effective strategy to encourage specific actions from users, such as buying a product or participating in a specific campaign that benefits the business. Incentive content is specifically designed to motivate the audience to take the steps desired by the company. In addition, Educational content on @astigaleather account is used to provide information about the quality and production process of leather products to increase consumer confidence (Rahmawati 2025).



Image:Educational



Image:Incentive Content

Content

Source : Instagram @astigaleather 2026

Based on @astigaleather Instagram account insight data, the implementation of marketing communication strategies through educational content and incentive content shows an increase in account performance in terms of impressions and audience reach. In the period of January 11–February 9, 2026, @astigaleather accounts obtained 1,192 impressions. After the implementation of educational content strategies and incentive content, in the period of February 10–March 8, 2026, the number of impressions increased to 38,488 impressions. Thus, there was an increase of 37,296 impressions or around 3,129% compared to the previous period.

In addition to the increase in impressions, the number of accounts reached was also recorded as many as 9,178 accounts with an increase of 36.1%. Based on the type of content used, the most impressions came from Instagram Stories at 62.2%, then Reels at 30.6%, Posts at 7.0%, and Live Videos at 0.2%. The data shows that Stories and Reels are the forms of content that contribute the most to the dissemination of information and the reach of @astigaleather audience.

This performance improvement shows that the consistent use of educational content and incentive content can help Astiga expand the reach of marketing communication through Instagram. Educational content plays a role in providing information about products, material quality, and production processes, while incentive content such as promotions and giveaways plays a role in attracting attention and encouraging audiences to interact.

The difference in interaction level is also seen in the comparison between educational content and incentive content. Educational content received 420 likes, 38 comments, 52 shares, and 5,200 reaches. Meanwhile, incentive content in the form of promotions and giveaways received 890 likes, 124 comments, 167 shares, and 11,400 reaches. Thus, incentive content received a higher audience response than educational content, both in terms of the number of likes, comments, shares, and reach.

Based on these findings, the combination of educational content and incentive content can be seen as a complementary marketing communication strategy. Educational content helps build consumer understanding and trust in the product, while incentive content encourages audience attention and participation. Increased impressions, reach, and engagement show that these strategies have a positive impact on @astigaleather marketing communication performance on Instagram.

The development of social media has driven changes in digital marketing communication patterns, especially through Instagram which allows direct interaction between *brands* and consumers. The high use of this platform makes Instagram not only function as a means of sharing information, but also as an effective marketing medium in building relationships with audiences through interactive features such as *Reels*, *Stories*, and comment columns (Ranjith, 2025).

In addition, Instagram's algorithm's support for *interactive* content makes content-intensive marketing strategies increasingly used by digital business actors. Content such as *giveaways*, promotions, discounts, and product education is considered to be able to increase *engagement*, expand audience reach, and strengthen *brand awareness* and customer loyalty. This condition encourages business actors to be more creative in developing marketing communication strategies to be able to compete and maintain consumer attention in the digital era (Anwar, 2024)

Some previous studies with the title "Marketing Communication Strategies on Instagram (@value.consult) to build *brand awareness* through IMC and leather workshops for (Shaseria, May Syarah, and Herman 2025) *engagement* via *visual content* (Ramadhan and Gartanti 2022a) However, gap research that has not been studied in depth are: (1) the effectiveness of specific incentive content (not just general visuals) in local leather MSMEs amid *the trend of Instagram algorithms* that prioritize interaction; (2) its impact on *long-term customer* loyalty, not just temporary *engagement*; and (3) its application to small-scale MSMEs in *non-metropolitan areas* such as Garut, where digital market access is still limited. (Shaseria, May Syarah, and Herman 2025)

Instagram accounts @astigaleather chosen as the object of the study because:

1. Representative of local MSMEs: As a leather MSME in Garut, West Java (Jl. Ahmad Yani No.320), represents the traditional distribution challenge of non-metropolitan MSMEs that rely on digital for national market expansion.
2. Unique content strategy: Integrating incentive content (*giveaway/promotion*) with educational (production process), resulting in a significant surge in impressions (1,192 → 38,488 in 30 days, 2026 insight data), with *Stories* (62.2%) and *Reels* (30.6%) dominating.
3. Relevance to *digital marketing* trends: In line with *the 2024–2026* Instagram algorithm that *prioritizes interactive* content, as well as *the trend* of increasing online sales of leather MSMEs by 36.1% of *audience reach*. This selection allows for real-life case analysis that is applicable to similar MSMEs.

Meanwhile, the second previous study entitled "Leather Workshop Marketing Communication Strategy Through Instagram" analyzed the marketing communication strategy of leather workshops

through Instagram with a *descriptive qualitative* approach, involving content observation, interviews of business actors, and analysis of user interactions. In addition, this strategy emphasizes *intensive visual content* such as *close-up photos* of leather products, videos of the manufacturing process, and *interactive Stories* to build consumer trust. Therefore, the results prove that this approach is effective in increasing *engagement*, online sales, and competitiveness of leather MSMEs in the market (Ramadhan and Gartanti 2022).

Research conducted by Azril Ilmi Zamzami shows that the use of *digital marketing* through Instagram, including the use of incentive content, contributes to increased *brand awareness* and customer interaction. Although there is a lot of research on marketing communication strategies on (Azril Ilmi Zamzami 2024) *Instagram*, most of it focuses on *brand awareness*, visual content, and general interaction in the broader digital business. Specific research on *content-intensive* content of local MSMEs based on leather products with *The Circular Model of SoMe* (Regina Luttrell) is still limited. This research contributes a new way by analyzing @astigaleather accounts through *the dimensions of share, optimize, manage, and engage*, providing a *comprehensive overview of* the implementation of content-intensive strategies to increase *customer engagement, brand awareness, and loyalty on Instagram*.

Although research on marketing communication strategies on Instagram is extensive, most of it focuses on *brand awareness, visual content*, and general interaction in the broader digital business. Specific research on content-intensive local MSMEs based on leather products with *The Circular Model of SoMe* (Regina Luttrell) is still limited. This research contributes a new way by analyzing accounts for @astigaleather through *the dimensions of share, optimize, manage, and engage*, providing a comprehensive overview of the implementation of content-intensive strategies to increase *customer engagement, brand awareness, and loyalty on Instagram*.

However, there are still many companies that have not fully utilized the potential of incentivized content in their marketing strategies. Many of them rely solely on static content without considering interactive elements that can increase user participation. A better understanding of how incentive content can be effectively implemented to achieve marketing goals is needed. (Darmawan, Sari, and Fatimah 2024)

The novelty of this research lies in the use of *The Circular Model of SoMe* as an analytical framework to examine marketing communication strategies based on incentive content in local MSMEs. Previous research generally discussed digital marketing communication in general or focused on increasing social media engagement without comprehensively integrating the four dimensions of *The Circular Model of SoMe*. This study shows that the integration of *the Share, Optimize, Manage, and Engage* dimensions is able to explain how incentive content not only increases audience engagement, but also builds *brand awareness* and long-term relationships with consumers.

Based on the background, previous research, and research gaps that have been described, this study aims to analyze marketing communication strategies in the use of incentive content on Instagram accounts @astigaleather using the perspective of *The Circular Model of SoMe*. This research is focused on analyzing the dimensions of *Share, Optimize, Manage, and Engage* to understand how digital marketing communication strategies are applied in increasing *engagement, brand awareness*, and relationships with consumers.

2. METHODS

This study uses a descriptive qualitative method to analyze marketing communication strategies through the use of intensive content on @astigaleather Instagram accounts. Data collection was carried out through in-depth interviews, observation of Instagram account activities, literature studies, and documentation. The data was then analyzed using thematic analysis through the stages of data reduction, data presentation, and conclusion drawing to find the pattern of the applied marketing communication strategy. The coding process was carried out by grouping the results of the interviews based on the dimensions of *The Circular Model of SoMe*, namely *share, optimize, manage, and engage*. The validity of the data was tested using source triangulation and triangulation techniques by comparing the results of interviews, observations, and documentation so that the data obtained was more objective and reliable (Livvy Laksmitha Cahyaningtyas et al. 2024).

The validity of the data in this study is carried out through source triangulation and triangulation techniques to ensure the consistency and objectivity of the data. *Source triangulation* is carried out by comparing information from *owners, marketing managers, customers, and expert sources, while technical triangulation is carried out through comparison of interview results, observations, and documentation. In addition, this study also uses member check*, which is the process of reconfirming the results of interviews to informants to ensure the suitability of the information provided. The researcher also applies peer debriefing through discussions with academic colleagues to obtain input and reduce subjectivity in the data analysis process (Vera Nurfajriani et al. 2024).

In this study, the *The Circular Model of SoMe* (Social Media) model from Regina Luttrell was used as the basis for the analysis of marketing communication strategies on Instagram. This model consists of four dimensions, namely *share, optimize, manage, and engage*, each of which explains the stages of social media management starting from understanding *follower interaction* patterns, optimizing each form of interaction, setting up a content management system, to building relationships with *audiences and influencers*. Through this model, *content-intensive* strategies @astigaleather examined based on how the account shares skin product information, optimizes Instagram features, manages content schedules and formats, and engages audiences in two-way communication (Alexander Ricky Purnama 2025).

The research paradigm used is constructivist, which is a perspective that emphasizes that social reality is not singular and objective, but is shaped through the experience and interpretation of the subject. In the context of Instagram @astigaleather, this paradigm views that the effectiveness of digital marketing and content-intensive communication is not only determined by algorithms or technical strategies, but also by how business owners and followers construct meaning for messages, visuals, and interactions on social media. Thus, the data obtained is understood as the result of a joint construction between researchers, account managers, and audiences, not just statistical numbers.

The selection of informants is carried out with comprehensive selection criteria, namely selecting people who are considered to have the best understanding of the phenomenon being researched and are directly involved in the management and utilization of @astigaleather Instagram accounts. The main informants include account managers or business owners who are responsible for content strategies and marketing communications, while supporting informants can be customers who actively interact on *Instagram*. In addition, expert resource persons in the field of communication and digital media who understand the management of local brand social media content are also determined , so that they can provide *theoretical* and practical views on marketing and content-intensive communication strategies implemented @astigaleather.

Table 3.1 Determination of Informants

Yes	Name	Gender	Age	Jobs
1	Lutfhi Muhammad Sidik	Male	38	Business Owner/ Owner
2	Fitri Afiifah	Women	27	Creator Content Manager
3	Erika Guntari	Women	29	Customers

Source: Researcher Observation Results, 2026

In the study entitled "Marketing Communication Strategies in the Utilization of Intensive Content on @astigaleather Instagram Accounts", this study involved three main informants who were selected using purposive sampling techniques, namely the selection of informants based on certain considerations according to the needs of the research. The informants consisted of @astigaleather owners, content creators, and active customers who interacted with @astigaleather Instagram accounts. The selection of the three informants was based on their direct involvement in the marketing

communication process, content management, and experience in receiving and responding to content presented by @astigaleather Instagram accounts. Thus, the selected informants were considered to be able to provide relevant and in-depth information according to the focus of the research.

In addition to the main informant, this study also involved two expert speakers in the field of social media and digital marketing communication. The speakers were selected based on their experience and competence in social media management and digital marketing strategies. The presence of the speakers aimed to strengthen research analysis through theoretical and practical perspectives related to content-intensive content-based marketing communication strategies on social media.

Primary informants are account managers or business owners @astigaleather who are responsible for content strategy and marketing communications. Supporting informants are customers who actively interact on Instagram.

In addition, this research involves a resource person who has expertise in the field of communication and digital media to provide theoretical and practical views. The criteria for resource persons are as follows:

1. Have at least 2 years of experience in the field of social media.
2. Have expertise in marketing communication and social media.
3. Able to convey opinions clearly and systematically according to the focus of research

In addition to the informant who will help the interview process in this study, the researcher also involves one source, the source is someone who can be considered an expert, can also give an opinion according to his point of view about something, especially about communication and information, especially in Garut Regency for this research. In this study, the source will be determined according to the following criteria:

1. The resource person is an expert engaged in social media and has worked for at least 2 years, because he is considered qualified to become a informant for research with a fairly long term of office.
2. The resource person is an expert in the field of communication, especially on marketing and social media
3. The resource person is a communication expert or able to communicate to convey his opinion on the problem or focus the problem on this research.

Table 3.2 Determination of Resource Persons

Yes	Name	Gender	Age	Jobs
1	Muh Rizki Hidayatullah	Male	26	Aquabloom Creator Content

2	Taufik Hadiwijaya	Male	25	Social Media Marketing
---	-------------------	------	----	------------------------

Source: Researcher Observation Results, 2026

This research delves deeply into how content-intensive is leveraged to effectively engage consumers in the context of digital marketing communication strategies. With a focus on @astigaleather Instagram accounts, digital marketing in the contemporary era has strategic significance because it allows for direct interaction between brands and consumers through social media platforms. This opens up vast opportunities to build more personalized, authentic, and dynamic relationships with target audiences.

In the results of the study, the researcher conducted in-depth interviews with key informants by referring to the four dimensions of *The Circular Model of SoMe*, namely *Share*, *Optimize*, *Manage*, and *Engage*, as follows:

Share

The results of the study show that the *Posted on Instagram @astigaleather* take advantage of the combination of educational content and content *Incentives* as the main strategy in conveying marketing messages to *Audiences*. Educational content is used to provide information about the quality of leather materials, production processes, and product advantages, while content *Incentives* in the form of promotion, *Giveaway*, and discounts are leveraged to increase appeal and encourage user interaction.

To strengthen the analysis of the effectiveness of content strategies on Instagram @astigaleather, the following is a comparison of *insights* between educational content and *incentive* content based on audience interaction levels.

Table 4.1 Comparison of *Educational Content Insights* and *Instagram Incentive Content*

Content Type	Likes	Comments	Shares	Reach	Engagement Rate
Educational Content	420	38	52	5.200	Medium
Incentive Content (Promo/Giveaway)	890	124	167	11.400	Height

Source: Researcher Observation Results, 2026

Based on Table 4.1, *incentive* content such as *giveaways* and promotions show a higher level of *engagement* than educational content. This can be seen from the larger number of *likes*, *comments*, *shares*, and *reach* on *incentive* content. However, educational content still plays an important role in building

audience trust through the delivery of information about product quality and production processes. Thus, the combination of *educational* content and *incentive* content is an effective marketing communication strategy in increasing *engagement* and *brand awareness* on @astigaleather Instagram accounts .

These findings show that the effectiveness of marketing communication strategies is not only determined by the ability to attract the attention of the audience, but also by the ability to build long-term relationships through the delivery of relevant information. This condition is in line with the *Share* dimension in *The Circular Model of SoMe* which emphasizes the importance of distributing content that is valuable, relevant, and in accordance with the needs of the audience. Thus, the combination of educational content and *incentives* is an effective strategy in increasing *engagement* while strengthening *brand awareness*.

Optimize

The results of the study show that content optimization on accounts *Posted on Instagram* @astigaleather is done through the use of *Reels* and *Stories*, use of relevant hashtags, presentation *Visual* that are interesting, as well as determining upload times that match audience activity. These strategies are implemented to increase the reach of content and increase the chances of interaction with users (Qothrunnada and Bachtiar 2025)

The use of *Reels* and *Stories* is one of the most effective approaches because the short, visual, and interactive content format is more in line with the characteristics of today's digital media consumption. In addition, the use of the right hashtags and visual consistency helps to increase *the visibility* of the content so that it is easier to find by *audiences* who have an interest in similar products (Irsyad , Nuryasin , and Stuttgart 2023).

Critically, the success of content optimization is not only influenced by the quality of the message delivered, but also by the ability of social media managers to understand platform algorithms and *audience* behavior. These findings support *the Optimize* dimension in *The Circular Model of SoMe* which emphasizes the importance of the process of refining communication strategies so that the message conveyed can reach *a wider and more effective* audience.

Manage

The results of the study show that content management is carried out in a planned manner through the preparation of upload schedules, determination of the theme that *Relevant*, and management *Interaction* with the audience through comments and direct messages. This strategy aims to maintain communication consistency and maintain an ongoing relationship with customers.

The consistency of uploads is an important factor in maintaining a brand's existence on social media. In addition, *responsiveness* to comments and direct messages indicates the implementation of two-way communication that allows for a closer relationship between companies and consumers. Fast and relevant interactions can increase positive perceptions of brands and strengthen customer trust.

These findings show that social media management does not only focus on content production, but also on managing relationships with audiences. This is in accordance with *the Manage* dimension in *The Circular Model of SoMe* which emphasizes the importance of *monitoring*, evaluation, and interaction management as part of a digital marketing communication strategy.

Engage

The results show that audience engagement is built through the use of *Giveaway*, promotions, exclusive discounts, quizzes *Interactive*, as well as a question and answer session. These various forms of activities have succeeded in encouraging user participation through comments, *likes*, *shares*, and direct involvement in the published content.

The high participation of the audience shows that strategies based on interactivity and *incentives* are able to create a closer relationship between brands and consumers. The audience not only acts as a receiver of information, but also as an active participant in the communication process. This condition provides an opportunity for companies to obtain direct feedback while increasing customer loyalty.

Theoretically, these findings support the *Engage* dimension in *The Circular Model of SoMe* which emphasizes the importance of building participatory relationships with audiences. The success of *engagement* strategies on *Instagram* accounts @astigaleather shows that interactive content is able to improve the quality of relationships between brands and consumers and strengthen the effectiveness of digital marketing communication (Trilestari, Rohman Nurfauzi, and Amalin 2024)

Conclusion

Based on the results of research on marketing communication strategies in the use of incentive content on *Instagram* @astigaleather accounts, it can be concluded that the marketing communication strategy implemented has included four dimensions in *The Circular Model of SoMe*, namely *Share*, *Optimize*, *Manage*, and *Engage*. These four dimensions are interrelated in supporting information delivery, increasing reach, communication management, and audience engagement through *Instagram* social media (Yunika and Irdha Yunianto 2026).

In the *Share* dimension, @astigaleather use *Instagram* to share educational content and incentive content. Educational content is used to convey information about the quality of materials, production processes, and product advantages, while incentive content in the form of promotions and giveaways is used to attract attention and encourage audiences to interact. The use of these two types of content helps Astiga convey information while increasing the attractiveness of marketing communication to the

audience.

In the Optimize dimension, @astigaleather optimize the use of Instagram features such as Stories and Reels, use relevant hashtags, present attractive visuals, and determine upload times that are in accordance with audience activities. This optimization supports increasing the reach of content. This can be seen from the increase in Instagram impressions @astigaleather from 1,192 impressions in the period January 11–February 9, 2026 to 38,488 impressions in the period February 10–March 8, 2026. The number of accounts reached also reached 9,178 accounts.

In the Manage dimension, the strategy is carried out through managing upload schedules, determining content themes, and managing interactions with audiences through comments and direct messages. Consistent management helps maintain the continuity of communication between Astiga and its consumers. Responses to comments and messages are also an important part of building a two-way communication relationship with the audience.

In the Engage dimension, @astigaleather used giveaways, promotions, discounts, quizzes, and Q&A sessions to encourage audience engagement. Based on the results of the study, incentive content obtained a higher level of engagement than educational content. Incentive content obtained 890 likes, 124 comments, 167 shares, and 11,400 reaches, while educational content obtained 420 likes, 38 comments, 52 shares, and reach of 5,200. These results show that incentivized content is more effective in encouraging audience participation and interaction, while educational content still plays a role in providing information and building consumer trust.

Overall, the implementation of marketing communication strategies through the Share, Optimize, Manage, and Engage dimensions shows that @astigaleather has utilized Instagram as an integrated marketing communication medium. The combination of educational content and incentive content is able to support increased audience reach and engagement, while consistent content management and interaction help maintain the relationship between Astiga and its consumers. Thus, a marketing communication strategy through Instagram can be one of the approaches that supports increasing audience engagement and strengthening brand awareness @astigaleather. (Anshori, Rezky, and Hakim 2023)

REFERENCES

- Alexander Ricky Purnama. 2025. "Analysis of the Implementation of the Circular Model of SOME in Digital Public Relations Practice in Public Relations of the City of Bandung." Vol. 10 No. 7 (2025).
- Anshori, M. Syukron, Firsta L. Rezky, and L. Hakim. 2023. *Analysis of Information Publication*

Management on the @SEMARAS_SIA Account Based on The Circular Model of SOME Theory-SA license. Creative Commons Attribution 4.0 International License. Vol. 1. <https://doi.org/>.

- Asrovi, Mohammad, Agus Setyawan, and Kha Fidhoh. 2023. "INSTAGRAM AS A MEDIUM OF DA'WAH (Analysis of Instagram Account Content @harakah.id Month of Muharram 1443 H)." *Journal of Communication Studies* 3(1):22–32. doi:10.37680/jcs.v3i1.2939.
- Aulya Sakti, Tassah. 2024. "Analysis of Instagram Account Marketing Content Analysis @mop.beauty in Increasing Follower Engagement." *Syntax Idea* 6(9):4023–36. doi:10.46799/syntax-idea.v6i9.4462.
- Azril Ilmi Zamzami. 2024. "The Role of Digital Marketing in Improving Business on the Instagram Platform."
- Barbara, Virda Kurnia, and Zainal Abidin Achmad. 2025. "TikTok's role in re-popularizing 'Happy House' songs: A netnographic study." *Indonesian Journal of Social Sciences* 17(2):75–87. doi:10.20473/ijss.v17i2.63199.
- Darmawan, Reno Mu'min, Vienna Puspita Sari, and Anggun Nadia Fatimah. 2024. "THE EFFECTIVENESS OF INSTAGRAM SOCIAL MEDIA CONTENT @ussfeeds." *Journal of Media Public Relations* 4(1):34–40. doi:10.37090/jmp.v4i1.1626.
- Hamka, Sufila, Novita Sari Ibn Sou, Mubaddilah Rafa, and Niila Khoiru Amalia. 2025. "Evaluation of IAIN Ternate's Interactive Marketing Communication Strategy in Increasing New Student Admissions." 5. doi:10.37680/jcs.v3i1.7270.
- Irsyad, Naafi ', Luqman Nuryasin, and Sidiq Setyawan. 2023. "THE USE OF INSTAGRAM AS A MARKETING COMMUNICATION MEDIUM (A CASE STUDY ON INSTAGRAM @LIMELITERENTALKAMERA & @SOLOLENSA ACCOUNTS)." *UHO Journal of Communication Sciences: Journal of Social and Information Science Studies Research* 8(4):816–31. doi:10.52423/jikuho.v8i4.118.
- Livvya Laksmitha Cahyaningtyas, Pratami Wulan Tresna, and Cecep Safa'atul Barkah. 2024. "ANALYSIS OF SOCIAL MEDIA MARKETING COFFEE SHOP COMPOSITION USING THE CIRCULAR MODEL OF SOME (A STUDY ON INSTAGRAM @KOMPOSISI_ID)." *JOURNAL OF BUSINESS LANTERN* 13(3):1745–58. doi:10.34127/jrlab.v13i3.1220.
- Qothrunnada, Adinda, and Willy Bachtiar. 2025. "Management of Instagram @kantahkabbogor1 as a Media for Information and Publication." 5. doi:10.37680/jcs.v5i2.8621.
- Rahmawati. t.t. "JOURNAL ECONOMINA Analysis of the Success of Digital Marketing Campaigns on Social Media." doi:10.55681/economina.v478.1558.
- Ramadhan, Bima Rizky, and Wulan Tri Gartanti. 2022a. "Marketing Communication Strategies of Leather Workshops Through Instagram." *Journal of Public Relations Research* 47–52. doi:10.29313/jrpr.vi.886.
- Ramadhan, Bima Rizky, and Wulan Tri Gartanti. 2022b. "Marketing Communication Strategies for Leather Workshops Through Instagram." *Journal of Public Relations Research* 47–52. doi:10.29313/jrpr.vi.886.
- Ranjith, Prarthana, Sumudu Nisansala, Nimesha Jayasingha, Kavindya Weerasekara, Krishantha

- Wisenthige, and Nirmani Dayapathirana. 2025. "Does social media information credibility influence social commerce purchase intention of skincare products? Evidence from Facebook." *PLOS ONE* 20(10 October). doi:10.1371/journal.pone.0334126.
- Shaseria, Ananda, Maya May Syarah, and Herman Herman. 2025a. "Marketing Communication Strategies on Instagram (@value.consult) in Building Brand Awareness." *Journal of Business and Digital Communication* 2(4):13. doi:10.47134/jbkd.v2i4.4413.
- Shaseria, Ananda, Maya May Syarah, and Herman Herman. 2025b. "Marketing Communication Strategies on Instagram (@value.consult) in Building Brand Awareness." *Journal of Business and Digital Communication* 2(4):13. doi:10.47134/jbkd.v2i4.4413.
- Trilestari, Linda, Kevin Rohman Nurfauzi, and Khusnul Amalin. 2024. "Circular Model of SOME in MYLK Corporate Communication on Instagram Social Media." 02(02):32–47.
- Vera Nurfajriani, Wiyanda, Muhammad Wahyu Ilhami, Arivan Mahendra, Rusdy Abdullah Sirodj, Win Afgani, State Islamic University, Raden Fatah, and Palembang Abstract. 2024. "Data Triangulation in Qualitative Data Analysis." *Scientific Journal of Wahana Pendidikan* 10(17):826–33. doi:10.5281/zenodo.13929272.
- Yunika Novebriyanti, Haryo Kusumo, and Irdha Yuniarto. 2026. "Brand Awareness and Consumer Engagement: Digital Marketing Strategies Through Instagram Reels Content." *Journal of Computer Science and Multimedia Publications* 5(1):337–47. doi:10.55606/jupikom.v5i1.5724.