

Qualitative Descriptive Analysis of Brand Image Management on the Instagram Account @temanhatiacoffee

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ARTICLE INFO

Keywords: Instagram, Brand Image, Coffee Shop

Received : 5, January

Revised : 23, January

Accepted: 25, February

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ABSTRACT

Instagram is a social media that makes it easy somebody for interact virtually so that made into receptacle in building a brand image product. Social media This considered effective for build image or brand image because considered very influential in build perception public to A brand. In Indonesia itself currently become a trend in many coffee shops in demand by all circles. So that many coffee shops are competing race build image via Instagram so that more known to the public. One of them is a Friend of the Heart located in the Regency Kebumen with account Instagram @Temanhatiacoffee. Has more followers from 7,000 followers. Where the number of followers can influential towards the coffee shop in building brand image. Purpose from study This is for know How analysis brand image construction of the Instagram account @Temanhatiacoffee. Research This use method descriptive qualitative with do observation, documentation, and in -depth interviews with the manager and admin of Coffeeshop Teman Hati.

INTRODUCTION

Currently, the development technology become matter most important for life society. Because it affects all aspects of life including building a brand image of a product. One result of this development is the presence of application features that we can download on our smartphones. Various types of applications that we can download include sports applications, music, games, to social media. Talking about social media, this media can be interpreted as an online media that can allow someone to interact with other people virtually. This makes social media as receptacle in building a brand image product. Brand image itself is the consumer's understanding of a brand or product. According to Duncan (2004) brand image is an impression created by a brand's message and experience combined in an understanding or impression of the brand itself. Where there will be a perception of the image of a product managed by a company that is inseparable from the role of customers. So that a good image can strengthen a company's brand or vice versa, a bad image will have a negative impact on the continuity of the company's business. Brand image also includes the identity of a product as a reference point for consumers in making purchasing decisions so that companies must be able to create brands that attract consumer interest.

Instagram is one of the social media that is currently popular in building brand image in society. This media was developed by Kevin Systrom and Mike Krieger which provides facilities in the form of content displays in the form of photos and videos. In addition, the application this also has feature supporters who can used like including like, follow and follower, share, comment, DM (Direct Message), to highlight.

Social media this considered effective for build image or brand image of a company because of social media this considered very influential in build perception public to a brand. Social media refers to platforms or applications that allow individuals and groups to interact, share information, and build relationships online. Social media has grown rapidly in recent decades, becoming an integral part of daily life for millions of people worldwide. Through social media, users can share various types of content, such as text, images, videos, and even live broadcasts.

In Indonesia itself, now currently become a coffee shop trend that is popular with many people from class intermediate to lower, middle, up with intermediate to above. According to Toffin's independent research, up to August 2019 total coffee shops in Indonesia are increasing almost triples from year previously, reached more of 2,950 outlets. One of the coffee shops is a Friend of the Heart located in the Regency Kebumen.

This coffee shop also has Instagram account @Temanhaticoffee which has more followers from 7,000 followers. Where the number of followers can influential towards the coffee shop in building brand image. Because the more Lots number of followers on social media will make network the wider, so that will reach candidate more consumers big again, and If number of followers already Lots so That will more convincing for consumers.

Have Instagram with large number of followers can potential in increase conversion sales. This is can as if in A fish pond, more and more wide the pool the more there are also lots of potential fish caught net. Same thing like Instagram, if followers on Instagram are managed with okay then level sales will also be increase.

Apart from that, according to kebumenupdate.com, Teman Hati Coffee Shop is a coffee shop that provides. nuance new in Kebumen with presenting coworking space, as well as they active and consistent in post interesting content, always There is innovation new in the content they upload on social media they, and have level sufficient interaction tall with his followers through Posts repeat what they upload in Instagram stories.

THEORETICAL REVIEW

Instagram

Instagram is an image-based social media platform where users can share photos and videos. Instagram is used by various levels of society, from individuals, businesses, to celebrities, to build brands, interact with followers and customers, and promote products and services. The application continues to evolve with various feature and algorithm updates to improve the user experience.

Key features of Instagram include:

1. **Posts:** Users can upload photos or videos to their profiles. These can be edited with filters and other creative tools, and users can add captions, hashtags, and location tags.
2. **Stories:** Instagram Stories are short-lived posts that disappear after 24 hours. They can include images, videos, text, and interactive elements like polls, questions, and stickers.
3. **Reels:** Reels are short, entertaining videos (up to 90 seconds) designed for discovery. They allow users to create fun, creative content with music, effects, and other features.
4. **Explore:** The Explore page helps users discover new content, accounts, and trends based on their interests and past interactions. It uses an algorithm to suggest posts and videos.
5. **Direct Messaging:** Instagram has a messaging feature that lets users privately communicate with one another. Messages can include text, photos, videos, and even disappearing messages.
6. **IGTV:** IGTV is Instagram's long-form video platform, allowing users to upload videos longer than one minute. It's aimed at creators and businesses looking to share more in-depth content.

7. Shopping: Instagram also has a built-in shopping feature, where businesses can tag products in their posts and users can purchase directly through the app.

Overall, Instagram is a highly visual platform that has become integral for personal expression, marketing, influencer culture, and business promotion. It's available as a mobile app for both iOS and Android, and can also be accessed through a web browser.

Media Dependency Theory

This theory was developed by Sandra Ball-Rokeach and Melvin L. DeFleur (1976) and focuses on the structural conditions of society that determine the tendency of the emergence of mass media effects. This mass media can be considered as a very important information system for maintaining, changing, and resolving conflicts at the community, group, or individual levels in social activities.

Media Dependency Theory has several definitions that focus on the relationship between individuals, media, and society. Here are some variations of understanding this theory:

1. Dependence on Media for Information: Media Dependency Theory states that individuals or society become dependent on media to obtain the information they need, whether it concerns social, political issues, or entertainment. The more dependent people are on media to fulfill these needs, the greater the influence media has on their viewpoints and behaviors.
2. Media Influence on Perception and Attitudes: This theory also suggests that dependence on media can influence an individual or group's perceptions, attitudes, and actions. By relying on media as the primary source of information, media plays a significant role in shaping public opinion and attitudes toward specific issues.
3. Social and Cultural Dependence: From this perspective, Media Dependency Theory sees media not just as an information channel but also as an element that shapes social norms and cultural values in society. This dependence shows how media can shape social values and influence the social structure within a community.
4. Media's Influence on Personal Well-being and Needs: Dependence on media in this theory also includes personal needs such as entertainment, identity, and social relationships. Media provides sources to fulfill emotional or psychological needs, and the greater the dependence on media for these needs, the greater its influence on personal life.
5. Symbiotic Relationship Between Society and Media: In this view, the dependence between media and society is considered a symbiotic

relationship, where media meets society's need for information and entertainment, while society provides the media with an ever-growing audience. The stronger this relationship, the greater the society's dependence on media.

The central idea is that the more a person or society depends on media for information and entertainment, the more media can influence their attitudes, beliefs, and behaviors. The level of dependency depends on several factors:

1. The importance of media in fulfilling needs: This includes informational needs (like news), emotional needs (entertainment), and personal identity needs (a sense of belonging or social interaction).
2. The number and variety of media sources: The more diverse and available media options are, the less a person may depend on a single source, potentially reducing media influence.
3. The nature of the media content: Different types of media content (e.g., news vs. entertainment) have varying levels of influence, depending on the audience's needs.

According to the theory, media dependency increases when:

- Individuals or groups have fewer direct resources for obtaining information or entertainment (e.g., in areas with low internet access or where social interactions are limited).
- Media provide a consistent and reliable flow of information, thereby increasing their power to shape public opinion, political views, or consumer behaviors.

In short, Media Dependency Theory highlights the power of media in shaping society and the individual's worldviews, emphasizing how dependent we become on media for a range of functions, from information to entertainment.

Brand Image

Brand image is a perception in a brand that is formed from information to build consumer trust in the brand. In brand image there are main dimensions that influence the formation of trust, where this becomes an important point in consumer consideration of the view of a brand. Dimensions the including, brand identity, brand personality, brand association, and brand attitude & behaviour.

In simpler terms, brand image is how the public sees and thinks about a brand, often influenced by:

1. Brand Identity: The elements a brand creates to represent itself (logo, color schemes, tagline, etc.).
2. Marketing Communications: Advertising, social media, and promotional content that shape consumer perceptions.

3. Consumer Experiences: How customers experience the brand through customer service, product quality, or use of its services.
4. Brand Reputation: How the brand is seen in terms of trustworthiness, quality, and reliability.

METHODOLOGY

The research methods used in the study this that is descriptive and qualitative. Descriptive qualitative is a type of research that aims to give or explain a phenomenon or current state done moment this with answer problem in a way current through procedure scientific. So that the data is generated in the study based on information collected and research in the field. With technique data collection in the form of interviews, observations, and documentation.

RESULTS AND DISCUSSIONS

In finding this data, researchers will explain about results from findings during in the field where the data is found related with Topic research that will be investigated in the form of analysis brand image construction on the Instagram account @Temanhaticoffee. The findings of this data researcher get from results interview with resource person and do observation directly in the field, so that get results appropriate data findings with what researchers expect. Interview done with related sources with topics and discussions that the author lift that is with the manager of Coffee Shop Teman Hati, Kak Ukky Riana Sari and also with social media the specialist, Ms. Rizki Putri.

Based on data discovery found by researchers, the Instagram account @Temanhaticoffee was created in December 2020 with objective main for introduce to audience regarding Coffee Shop Teman Hati. In terms of This brand image has role it is important for this coffee shop For Keep going add insight to his Instagram. Internal brand image matter This is A values, concepts, characteristics and also image related A products. The main strategies used in creating a good brand image on the Instagram account @Temanhaticoffee is with implementing concept strategy in the form of brand identity, brand personality, brand association, and brand attitude & behavior. All matter the can implemented if system information used walk with good. System information the can supported with existing theories in theory communication mass. One of the theories that supports is theory media dependency. This media dependency theory can help researcher in analyze and understand various element important things needed for manage Instagram with Good.

Dependency Theory

Media dependency theory explains the dependence of customers or followers on mass media, especially in seeking information to meet their needs. In this context, the Instagram account @Temanhaticoffee has succeeded in building its brand image through an effective branding strategy, because the management of the Instagram account @Temanhaticoffee uses media dependency theory to attract the attention of its followers.

The application of this media dependency theory is carried out with an information update strategy through several forms of publication or posts on the Instagram account @Temanhaticoffee, one of which is through Instastory. Every day the Instagram account provides important information about operating hours, the latest menu, promos, and other informative posts. Thus, this strategy can create and form a dependency on the Instagram account to obtain important information, and can maintain the brand image of the coffee shop. The use of engagement content, such as regular interesting information updates and direct interaction with followers via Instagram can help meet their information needs and influence the number of visits. This show that branding strategy through social media considered effective in build as well as manage their brand image.

Brand Image

a) Brand Identity

Brand Identity is important in enhance consistent brand image through visual elements such as logos, taglines, and concepts colors used by the Instagram account @Temanhaticoffee. The logo used consistent for show a solid visual identity. Tagline "Friend of the heart, so that you don't myself " strengthen brand image message. Concept color like gray, brown, and bright create appearance appropriate aesthetics with coffee shop vision. Consistency elements This help build easy identity recognized and improved loyalty brand.

b) Brand Personality

Brand Personality reflects how brands interact and act, helps create connection emotional with followers. The Instagram account @Temanhaticoffee uses engagement content such as ask answer and poll for interact active with followers. The consistency of the vintage theme in each post sets this coffee shop apart from its competitors. The elements This create personality interesting brand visually and emotionally, building faithfulness consumers.

c) Brand Associations

Brand Associations include related elements with memory consumer about Brand. Collaboration with celebrity local increase awareness and engagement, create association positive with the brand. The consistency of the vintage theme and aesthetics in Instagram content strengthens the brand image. The elements This help build association interesting brand visually and emotionally, strengthening brand image.

d) Brand Attitude & Behavior

Brand Attitude & Behavior related with attitudes and behavior brand communication. Instagram account @Temanhaticoffee builds interaction active with followers through engagement and response content fast to Comments. Updates consistent information through Instastory and highlight

ensure need followers information is fulfilled. Elements This build communication effective, improve trust and loyalty to brand.

CONCLUSIONS AND RECOMMENDATIONS

Implementation theory media dependency on Instagram @Temanhaticoffee implemented through renewal strategies information daily through Instastory and posts others, so that succeed to form followers' dependency and increase visits. Brand identity through Instagram account @Temanhaticoffee was built through use consistent visual elements such as logos, taglines, and concepts color. Brand personality or personality the brand on the Instagram account @Temanhaticoffee was built through active interactions and consistent content. Brand Associations or association the brand on the Instagram account @Temanhaticoffee was built through making trending content such as content collaboration with celebrity local, but still still guard consistency in theme and content them. Consistency in vintage and aesthetic themes also help in strengthen their brand image with implementation the desired visual elements, so that increase visibility and engagement on the Instagram account @Temanhaticoffee. Brand attitude & behavior in Instagram account @Temanhaticoffee is shown through interaction active and responsive with audience or followers. With Thus, this strategy capable strengthen image brand and build trust audience or followers of the Instagram account @Temanhaticoffee.

FURTHER STUDY

Further research could examine the extent to which media dependency on Instagram influences consumer purchasing decisions and long-term brand loyalty, particularly in the coffee shop industry. Additionally, a comparative analysis between @Temanhaticoffee and other similar brands could provide deeper insights into the effectiveness of visual branding, content strategies, and audience engagement techniques. Future studies may also explore the psychological aspects of brand dependency, such as how frequent interactions and consistent themes shape consumer perceptions and emotional connections. Moreover, analyzing the role of influencer collaborations in strengthening brand identity and driving customer engagement could provide valuable insights for optimizing social media marketing strategies.

ACKNOWLEDGMENT

With all due respect, I would like to express my deepest gratitude to everyone who has provided support and contributions in the completion of this research. First and foremost, I would like to thank my supervisor for their guidance, direction, and invaluable feedback throughout the research process. I also want to express my gratitude to my family for their moral support and motivation, as well as to my friends who have assisted directly or indirectly. I would also like to thank all the respondents who took the time to provide valuable information for this study. Without the help and support of various parties, this research would not have been completed successfully. May all the assistance provided be rewarded accordingly.

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