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## Instagram-Based Marketing Communication Strategies in Building Brand Awareness: The Case of Kingkong Mosquito Coil

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### Abstract

*The rapid development of digital media has transformed marketing communication practices, encouraging brands to utilize social media platforms to build and maintain brand awareness. Instagram, as a visually oriented and interactive platform, offers strategic opportunities for engaging consumers and reinforcing brand recognition and recall. This study aims to analyze Instagram-based marketing communication strategies used by PT Hasta Lestari Jaya in building brand awareness for Kingkong Mosquito Coil. The research adopts a qualitative descriptive approach with a case study design. Data were collected through in-depth interviews with digital marketing practitioners and followers, non-participant observation of Instagram content, and documentation of visual materials and engagement features. The findings reveal that brand awareness is constructed through an integrated strategy involving consistent visual identity, clear product differentiation, diversified content formats, and active audience interaction. The use of dominant visual elements, such as color and brand symbols, strengthens brand recognition, while storytelling, educational, and humorous content enhances brand recall. Audience engagement through interactive Instagram features contributes to familiarity and perceived closeness between the brand and consumers. This study concludes that Instagram functions not only as a promotional tool but also as a communicative space that enables traditional household products to adapt to contemporary digital environments. The findings provide practical insights for marketers in leveraging social media to sustain brand awareness amid changing consumer communication patterns.*

**Keywords:** brand awareness, digital marketing communication, Instagram, marketing strategy, social media

## INTRODUCTION

The rapid expansion of digital technologies has fundamentally transformed the way brands communicate with consumers, particularly through social media platforms that emphasize visual interaction and user engagement (Kannan & Li, 2021). Social media has evolved from a supplementary promotional tool into a primary arena for marketing communication strategies aimed at shaping consumer perceptions and strengthening brand positioning in competitive markets (Appel et al., 2020). This transformation has increased the strategic importance of brand awareness as a foundational stage in the consumer decision-making process within digital environments (Keller, 2020).

Brand awareness refers to the extent to which consumers are able to recognize and recall a brand within a specific product category, serving as a prerequisite for brand equity formation and long-term customer loyalty (Aaker, 2020). In digital contexts, brand awareness is increasingly shaped by algorithm-driven exposure, visual storytelling, and interactive content that collectively influence consumer memory structures (Blasco et al., 2021). Consequently, firms are compelled to adopt platform-specific communication strategies that align with user behavior and content consumption patterns (Tuten & Solomon, 2021).

Among various social media platforms, Instagram has emerged as one of the most influential channels for marketing communication due to its visual-centric architecture and high engagement rates (Sheldon & Bryant, 2021). Instagram enables brands to combine images, short videos, captions, hashtags, and interactive features to deliver integrated marketing messages that are both informative and emotionally engaging (Casaló et al., 2020). These affordances make Instagram particularly effective for building brand awareness through repeated exposure and narrative consistency (Phua et al., 2022).

In developing countries such as Indonesia, Instagram plays a strategic role in reaching mass audiences due to its widespread adoption across demographic segments (Sahu et al., 2021). The platform's popularity is further reinforced by mobile-first usage patterns and the cultural preference for visual communication (Kristoffersen et al., 2021). These conditions create a favorable environment for brands to engage consumers through localized content that resonates with everyday experiences and social norms (Jill M et al., (2020).

For traditional household products, digital branding presents both opportunities and challenges, particularly in repositioning long-established products within modern media ecosystems (Lamberton & Stephen, 2021). Products such as mosquito coils, which are commonly associated with functional utility rather than symbolic value, must adapt their communication strategies to remain salient in digitally saturated environments (Haar & O'Kane, 2022). Instagram-based storytelling enables such products to transition from purely functional narratives toward lifestyle-oriented brand meanings (Pansari & Kumar, 2020).

Marketing communication strategies on Instagram increasingly emphasize content consistency, humor, education, and interactivity to foster cognitive and affective brand responses (Soares & Mosquerad, 2021). Interactive features such as polls, quizzes, and comment sections allow brands to establish two-way communication, enhancing consumer involvement and message memorability (Popli et al., 2021). Such engagement-oriented

strategies contribute directly to brand awareness by increasing both recognition and recall (Ashley & Tuten, 2022).

The effectiveness of Instagram-based marketing communication is also influenced by strategic decision-making under conditions of information ambiguity and audience heterogeneity (Sidharta, 2025). Digital marketers must continuously interpret user feedback, algorithmic signals, and performance metrics to adjust communication strategies in real time (Verhoef et al., 2021). This adaptive process underscores the importance of managerial cognition and data-driven decision-making in digital brand communication (Kopalle et al., 2021).

Despite the growing body of literature on social media marketing, empirical studies focusing on Instagram-based communication strategies for traditional consumer goods in emerging markets remain limited (Arora et al., 2022). Existing research tends to prioritize fashion, beauty, and technology sectors, leaving a gap in understanding how everyday household brands leverage Instagram to build brand awareness (Pathak & Muralidharan, 2021). Addressing this gap is essential for expanding theoretical and practical insights into digital marketing communication across diverse product categories.

Therefore, this study examines Instagram-based marketing communication strategies in building brand awareness through the case of Kingkong Mosquito Coil. By analyzing content strategies, interaction patterns, and brand messaging on Instagram, this research seeks to contribute to the literature on digital marketing communication while offering practical implications for traditional brands navigating contemporary media environments (Gaio et al., 2022).

### Research Objective

This study aims to analyze and describe Instagram-based marketing communication strategies employed by Kingkong Mosquito Coil in building brand awareness among digital consumers. Specifically, the research seeks to examine how content characteristics, visual consistency, interactivity, and message delivery on Instagram contribute to brand recognition and brand recall. In addition, this study intends to explore how Instagram functions as a strategic communication platform for repositioning a traditional household product within a contemporary digital media environment. By focusing on the case of Kingkong Mosquito Coil, the research also aims to provide empirical insights into the role of social media marketing communication in strengthening brand awareness for traditional consumer goods in emerging markets

## METHOD

This study employs a qualitative research approach with a descriptive case study design to explore Instagram-based marketing communication strategies in building brand awareness. A qualitative approach is considered appropriate because it enables an in-depth understanding of meanings, strategies, and communication practices constructed through social media interactions rather than measuring variables statistically (Creswell & Poth, 2018; Hennink et al., 2020). The case study design allows the researcher to examine a specific brand context comprehensively, focusing on how marketing communication strategies are implemented and interpreted within a real-life digital environment (Yin, 2018).

The object of this research is the official Instagram account of Kingkong Mosquito Coil, managed by PT Hasta Lestari Jaya. Data collection was conducted through three main techniques: in-depth interviews, non-participant observation, and documentation. In-depth interviews were carried out with key informants involved in the brand's digital marketing activities, including a digital marketing officer and a content creator responsible for managing Instagram content. In addition, interviews were conducted with selected followers of the @obatnyamuk.kingkong Instagram account to capture audience perceptions related to brand awareness, message clarity, and content attractiveness. This triangulation of informants enables the study to capture both the strategic and audience perspectives of marketing communication (Tracy, 2020).

Observation was conducted by systematically examining Instagram content posted within a defined time frame, focusing on visual elements, captions, hashtags, interactive features, and posting frequency. The researcher analyzed how these elements were used to convey brand messages, encourage engagement, and reinforce brand identity. Documentation techniques were used to support observational data through screenshots of posts, Instagram Stories highlights, engagement metrics (likes, comments, shares), and visual branding elements. The use of digital trace data from social media platforms is increasingly recognized as a valid source for qualitative communication research, particularly in studies of online branding and consumer engagement (Kozinets, 2020).

Data analysis followed an interactive qualitative analysis process consisting of data reduction, data display, and conclusion drawing. Interview transcripts, observation notes, and documentation were coded thematically to identify recurring patterns related to content strategy, interactivity, visual consistency, and brand messaging. The analysis emphasized how these patterns contribute to brand recognition and recall, which are key dimensions of brand awareness. To ensure research credibility, data triangulation across methods and sources was applied, along with member checking to validate interview interpretations. This methodological rigor strengthens the trustworthiness and analytical depth of qualitative social media research (Hennink et al., 2020).

## RESULTS AND DISCUSSION

The results of this study demonstrate that Instagram-based marketing communication implemented by PT Hasta Lestari Jaya through the @obatnyamuk.kingkong account has been systematically designed to build and reinforce brand awareness of Kingkong Mosquito Coil. Field findings indicate that brand awareness is formed through the integration of consistent visual identity, clear product representation, diversified content strategies, and sustained audience interaction within the Instagram platform.

Visual identity emerges as a foundational element in strengthening brand recognition. Across all observed Instagram content, the Kingkong brand consistently applies dominant red color tones, bold typography, and the gorilla mascot as its primary visual symbol. This repetition creates a strong associative link between the brand and its visual cues, enabling audiences to quickly recognize Kingkong products in both digital and physical contexts. Interviews with the digital marketing team confirm that visual consistency is intentionally maintained to ensure continuity between offline packaging and online communication.



Figure 1. Kingkong Jumbo Mosquito Coil Packaging

As shown in Figure 1, the Kingkong Jumbo variant emphasizes its product identity through the prominent “JUMBO” label and bold visual composition. The packaging communicates durability and long-lasting protection, which aligns with Instagram posts highlighting the product’s suitability for extended household use. The same visual elements displayed on the packaging are repeatedly featured in Instagram posts, reinforcing brand recognition through visual repetition. Product differentiation is communicated clearly without fragmenting brand identity. The Kingkong SP variant retains the same core visual elements while presenting subtle distinctions in labeling and layout. This approach allows consumers to recognize product differences while maintaining a unified brand perception.



Figure 2. Kingkong SP Mosquito Coil Packaging

Figure 2 illustrates that the Kingkong SP variant adopts identical color schemes and imagery as the Jumbo variant, supporting cross-variant recognition. Field observations indicate that Instagram posts often present both variants side by side, accompanied by captions that explain their functional differences. This strategy strengthens brand recall by helping consumers remember not only the brand name but also the appropriate product variant for specific needs.

Analysis of Instagram content reveals the use of varied content formats, including educational posts, promotional messages, humor-based visuals, and storytelling narratives. Educational content focuses on mosquito prevention and product usage, while promotional posts highlight product benefits and availability. Humor-based content depicts everyday household situations, making the brand relatable and memorable. Storytelling posts often frame Kingkong Mosquito Coil as part of daily routines, positioning the product beyond its functional role. This variation in content contributes to brand recall by embedding brand messages

in familiar and emotionally engaging contexts. Informants noted that audiences tend to remember posts that reflect real-life experiences, particularly those presented with light humor and informal language.

### Audience Interaction and Engagement

Audience interaction represents another key finding. Although the number of followers is moderate, engagement patterns suggest active participation rather than passive consumption. Posts that incorporate relatable themes and humor generate higher levels of likes, comments, and story responses. Figure 3 below shows how Instagram features such as comments, highlights, and interactive icons facilitate two-way communication between the brand and its audience. Followers interviewed for this study stated that interaction with the account increased their familiarity with the brand and made Kingkong easier to recall when encountering mosquito-related problems.



Figure 3. Audience Interaction on @obatnyamuk.kingkong

Overall, the results indicate that Instagram functions as an effective communication space for reinforcing brand awareness of Kingkong Mosquito Coil. Through consistent visual identity, clear product differentiation, diversified content strategies, and meaningful audience interaction, the brand successfully maintains recognition and recall within a contemporary digital environment. These findings demonstrate how a traditional household product can adapt its marketing communication to social media while preserving its established brand identity.

### DISCUSSION

The findings of this study demonstrate that Instagram-based marketing communication plays a strategic role in building brand awareness for Kingkong Mosquito Coil by translating a traditional household product into a contemporary digital narrative. The discussion highlights how visual consistency, product representation, content strategy, and audience interaction function collectively to shape brand recognition and recall within a social media environment. Visual consistency emerges as a central mechanism in strengthening brand recognition. The repeated use of dominant red color, bold typography, and the gorilla mascot across packaging and Instagram content creates a stable visual identity that is easily identifiable. From a qualitative perspective, this consistency reduces cognitive effort for audiences, allowing them to associate visual cues with the Kingkong brand almost instantaneously. Rather than relying on explicit persuasive messages, the brand embeds recognition through repetition and familiarity. This finding suggests that brand awareness is not merely formed through information delivery but through sustained visual exposure that operates at a perceptual level.

The representation of product variants further reinforces brand awareness without causing brand fragmentation. Kingkong Jumbo and Kingkong SP are differentiated through functional narratives rather than drastic visual changes. This strategy reflects an understanding of consumer cognition, where too much variation may dilute brand identity. By maintaining core visual elements while adjusting textual emphasis, the brand ensures that consumers can recall both the brand name and the specific product variant when needed. Qualitatively, this approach supports the formation of associative memory, where the brand functions as a primary anchor and product variants act as secondary distinctions.

Content strategy plays a crucial role in enhancing brand recall. The findings indicate that the use of educational, humorous, promotional, and storytelling content allows the brand to appear repeatedly in different narrative forms without creating message fatigue. Educational content positions the brand as useful and informative, while humor and storytelling humanize the brand and embed it within everyday experiences. From a qualitative standpoint, this diversity enables the brand to enter multiple interpretive frames of the audience, increasing the likelihood that the brand will be remembered across different contexts. Rather than presenting the product solely as a mosquito repellent, the brand constructs it as part of domestic life and routine.

Audience interaction provides additional insight into how brand awareness is socially constructed. Although the follower count of the Instagram account is not exceptionally high, engagement patterns indicate meaningful interaction. Comments, replies, and story responses demonstrate that audiences do not merely consume content but actively respond to it. This interaction fosters a sense of familiarity and perceived closeness between the brand and its audience. Qualitative interviews reveal that such interaction enhances recall, as audiences tend to remember brands that engage them conversationally rather than those that communicate in a one-directional manner. This finding underscores that engagement quality may outweigh audience quantity in building brand awareness.

The use of Instagram features such as highlights, icons, and structured story categories further supports continuous exposure. By organizing content into accessible categories, the brand ensures

that information remains available beyond the short lifespan of individual posts. This structure contributes to brand recognition by maintaining visual presence and reinforcing key messages over time. Qualitatively, this suggests that brand awareness on social media is cumulative, built through repeated encounters rather than single impactful messages.

Overall, the discussion indicates that Instagram serves not only as a promotional platform but as a space for symbolic reconstruction of a traditional product. Kingkong Mosquito Coil successfully adapts to digital communication by aligning its visual identity, content strategy, and interaction patterns with the logic of social media use. Brand awareness is thus constructed through familiarity, repetition, and relevance rather than aggressive persuasion. This finding highlights the importance of understanding social media as a cultural and communicative environment, where brands must negotiate meaning with audiences rather than merely transmit messages.

In conclusion, the discussion reveals that Instagram-based marketing communication enables Kingkong Mosquito Coil to sustain and strengthen brand awareness by integrating visual consistency, narrative flexibility, and audience engagement. These elements collectively allow the brand to remain salient in consumers' minds despite shifts in media consumption and communication practices.

## CONCLUSION

This study concludes that Instagram-based marketing communication strategies implemented by PT Hasta Lestari Jaya play a significant role in building brand awareness for Kingkong Mosquito Coil. The findings demonstrate that brand awareness is constructed through an integrated communication approach that combines visual consistency, clear product representation, diversified content strategies, and sustained audience interaction within the Instagram platform. Rather than relying solely on promotional messages, the brand effectively utilizes Instagram as a communicative space to reinforce recognition and recall through familiarity and relevance.

The consistency of visual identity, particularly the repeated use of dominant colors, typography, and the gorilla mascot, enables strong brand recognition across both digital and physical contexts. This visual continuity ensures that consumers can easily associate Instagram content with the Kingkong brand, thereby strengthening perceptual memory. In addition, the strategic representation of product variants, such as Kingkong Jumbo and Kingkong SP, allows the brand to communicate functional differentiation without fragmenting its identity, supporting clearer brand recall during consumption decision-making.

The use of varied content formats, including educational, humorous, promotional, and storytelling content, further enhances brand awareness by embedding the brand within everyday domestic narratives. This approach positions Kingkong Mosquito Coil not merely as a functional household product but as a familiar part of daily life. Audience interaction facilitated through Instagram features such as comments, story highlights, and interactive elements contributes to a sense of closeness and familiarity, reinforcing the brand's presence in the audience's memory. The findings indicate that the quality of engagement plays a more critical role than the sheer number of followers in sustaining brand awareness.

Overall, this research highlights the effectiveness of Instagram as a strategic marketing communication platform for traditional household products in adapting to contemporary digital environments. The study contributes to the understanding of how social media marketing communication can be employed to maintain and strengthen brand awareness through visual consistency, narrative flexibility, and audience engagement. Future research may expand on this study by examining comparative cases across different product categories or by incorporating quantitative measures to further assess the relationship between social media interaction and brand awareness outcomes.

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