

Research Article

Digital Communication Planning through Instagram for Product Marketing at Cavalry Gading Serpong Showroom

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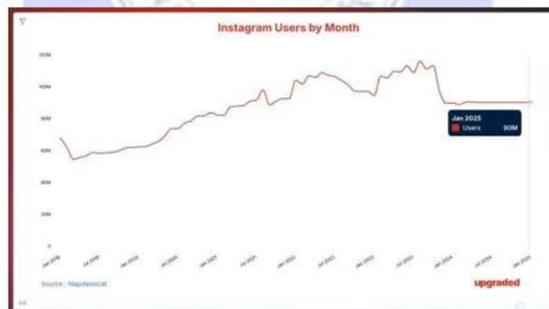
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Abstract: This study aims to analyze digital communication planning through Instagram to market MAKA Cavalry products at the MAKA Showroom in Gading Serpong . As a local automotive company producing electric motorcycles, MAKA Motors faces significant challenges from competitors and the importance of building brand awareness through digital media. The study used a qualitative approach using Regina Luttrell's Circular Model of SOME (Share, Optimize, Manage, Engage) as the foundation for its digital communication strategy. Data were collected through participant observation, in-depth interviews, and documentation of the activity of the @ makamotorsgadingserpong_vina Instagram account. The results show that a structured digital communication plan through Instagram can increase visibility, audience interaction, and brand image of MAKA Cavalry products. The strategies implemented include creating relevant and visually appealing content, optimizing posting times and hashtags, consistent account management, and encouraging audience engagement through two-way interactions. This study highlights the importance of evaluating Instagram insights and adapting content to suit the needs of the target audience. These findings can serve as a reference for the local automotive industry in optimizing social media as a marketing tool for environmentally friendly technology-based products.

Keywords: Brand Awareness; Digital Communication; Electric Motorcycles; Instagram Marketing; Social Media Strategy.

1. Introduction

The development of communication technology has brought about significant changes in the interaction patterns between companies and consumers. The emergence of various innovations in communication media has driven a shift from conventional marketing strategies to modern, digital-based marketing communications (Kotler & Keller, 2016). Social media, particularly Instagram, enables effective virtual communication without the need for face-to-face meetings, eliminating the distance between communicator and recipient (Ansa & Susanti, 2023).



Gambar 1. Angka Penggunaan Instagram di Indonesia.

Sumber: Upgraded

Instagram has become one of the largest social media platforms in the world, allowing users to share photos and videos and interact directly. Its popularity extends beyond individuals to companies, celebrities, and small business owners for promotional purposes (Bayu, 2022). This social media platform now serves as a strategic communication tool for marketing activities because it can expand consumer reach more cost-effectively than conventional media (Kusuma & Sugandi, 2019).

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According to a Kepios report, the number of global Instagram users reached 1.74 billion in February 2025, while Indonesia had 91 million active users in January 2025. This figure places Indonesia as the country with the fourth-highest number of Instagram users in the world (DataReportal, 2025). This situation makes Instagram a potential channel to support digital marketing communication strategies.

Digital marketing communications is the integration of marketing communications and the use of digital technology to deliver marketing messages interactively (Chaffey & Smith, 2017). This strategy encompasses the planning, implementation, and evaluation of marketing activities using digital platforms to create brand awareness, build relationships with consumers, and drive purchasing decisions (Luttrell, 2023).

Previous research has shown that consistent use of social media can increase consumer engagement and strengthen brand image. Kusuma and Sugandi (2019) found that Dino Donuts' use of Instagram features can create positive interactions with customers. Meanwhile, Rahmi et al. (2024) emphasized the importance of digital community management to support sales in automotive showrooms. Similar findings were also revealed by Mariati et al. (2023), who demonstrated that digital marketing strategies play a crucial role in improving automotive service and sales.

In a global context, social media has also become a means of forming new identities and counter-consciousness in market relations (Mészáros, 2000). This confirms that digital communication functions not only as a promotional tool but also as a means of shaping collective consciousness in society.

MAKA Motors, an Indonesian automotive company founded in 2022, launched its first electric motorcycle, the MAKA Cavalry, in January 2025. It was developed as an environmentally friendly solution for urban mobility. However, despite its significant market potential, MAKA Motors faces stiff competition from rivals such as United, Alva, Polytron, and Gesits, which have already aggressively utilized digital communication strategies (Pratama & Santosa, 2023).

Unfortunately, MAKA Motors' official Instagram account, @makamotorsgadingserpong_vina, has not been optimally utilized in terms of content, posting frequency, and audience engagement. This situation has the potential to leave MAKA Motors lagging behind competitors, especially in terms of building a strong brand image and engaging digitally with consumers. Therefore, a planned and measurable digital communication strategy is needed to maximize the potential of social media as a product marketing tool.

Based on gaps in previous research, this study aims to analyze digital communication planning through Instagram in marketing MAKA Cavalry products. This research is significant because it provides theoretical contributions regarding digital communication strategies in the automotive sector, while also providing practical recommendations for companies to increase their competitiveness in the rapidly growing electric vehicle market.

2. Research methods

This research uses a qualitative approach with this communication model. It is hoped that it will make it easier for social media practitioners to plan communication on social media.

3. Results and Discussion

Digital communication through social media platforms such as Instagram is considered as strategy crucial For launch product in market target. According to Purwanto and Wahyudi (2021) state that digital communication enables companies to deliver two- way, real-time, and data-driven messages, thereby increasing promotional effectiveness and building more personal relationships with consumers. Therefore, in this discussion, Instagram functions not only as a promotional medium but also as a platform for interaction and branding.

The development of electric vehicles (*EV*) in Indonesia continues to grow, along with increasing awareness public will importance energy clean And Environmentally friendly. The Indonesian government is also actively promoting the use of electric motorcycles as part of the national energy transition strategy. In this context, several local electric motorcycle manufacturers have emerged to meet domestic market demand, including MAKA Motors.

This research was conducted at the MAKA Showroom Gading Serpong with the aim of finding out how digital communication planning was carried out through the Instagram account in marketing MAKA Cavalry products, as well as the extent of its effectiveness based on interviews with the Showroom Sales Coordinator.

To explore digital communication planning through Instagram for marketing MAKA Cavalry products at the MAKA Gading Serpong showroom, this study focuses on the communication strategy implemented through the Instagram account @makamotorsgadingserpong_vina. The purpose of this study is to assess as far as where

communication digital contribute in increase awareness, attract consumer interest, and support product sales in the showroom

The interview results show that the Instagram account @makamotorsgadingserpong_vina plays an important role in supporting the strategy. communication digital in THEN Motors Ivory Serpong. Content Which The uploads have helped increase local *brand awareness* and served as a first step for potential customers to learn about MAKA Cavalry before ultimately visiting the showroom. However, the effectiveness of this account could still be improved in several ways. like audience segmentation Which more precise, consistency uploads, utilization of local hashtags, as well as stronger storytelling to build emotional closeness with the audience

This analysis is then linked to Regina Luttrell's Theory of digital content management, which consists of four main elements: Share, Optimize, Manage, and Engage.

3.1 Share

The content shared on the @makamotorsgadingserpong_vina account already covers two main categories: promotional content (price promotions, unit stock) and educational content (the advantages of the MAKA Cavalry electric motorcycle, environmentally friendly features). However, most of the content is still *reposted* from the @makamotor central account, so the uniqueness of the local content of the Gading Serpong branch is not yet prominent.

Evans' (2020) research, locally relevant content (e.g., showcasing activities at a branch showroom, testimonials from local customers) has a 35% higher engagement rate than generic content. This suggests that branch accounts actually need to create more original content that emphasizes their connection to their local audience.

Furthermore, local storytelling remains minimal. Content focuses more on technical information, while personal narratives, such as the experiences of consumers who purchase MAKA Cavalry, are more valuable. in branch Ivory Serpong can increase *emotional branding*. Perloff's research (2020) state that storytelling build proximity emotional which encourages audience trust in the product

3.2 Optimize

Optimization of content on this account has been done by selecting upload times during the audience's active hours, namely during the lunch break (11.00–13.00) and evening. (19.00–21.00). Findings This in line with studies Evans (2020), Which stated that urban audiences actively open social media during breaks and at night.

Furthermore, video content is still less common than images, even though video content is considered more effective at explaining product features. Wijana Dwika emphasized, *"I prefer video because it describes the product more clearly. If... only picture, person Not yet Of course understand form the original."* Matter This strengthened by research by Lestari & Wijaya (2023), which found that video content increases audience interaction 2.3 times higher than static images

3.3 Manage

Management account @makamotorsgadingserpong_vina Still done independently by *Sales Counter*, without There is team special content in level branch. Although efficient, matter This limit creativity And planning content structured. Account Branches are more likely to follow directions from central accounts and do not yet have an independent local content strategy. According to the Sales Coordinator, *"When This we only manage account limited to repost content center And occasionally make content promotion local. The hope to front Can more consistent and planned."*

This indicates that the local strategy has not yet fully implemented. However, according to Kotler (2017), local differentiation can increase content relevance and engagement with the target audience.

Previous research by Putri & Wulandari (2021) also emphasized that the success of digital promotions at company branches is greatly influenced by the autonomy of local content management. Branches with their own content strategies have been shown to increase engagement by up to 40% compared to branches that rely solely on reposts from central accounts.

3.4 Engage

Audience interaction on this account is quite active through comments and direct messages (DMs). Many potential customers inquire about prices, stock availability, or test ride schedules via DMs, and some ultimately visit the showroom. This demonstrates that online engagement significantly impacts offline visits. This finding supports research by Sari & Nugraha (2024), which found that Instagram DMs are often the initial step in *the customer journey* toward a purchase.

However, this account does not yet have advanced engagement strategies such as *giveaways*. local, poll interactive, or *user-generated content* (UGC) Which Engaging the audience. Evans' (2020) research shows that UGC content can increase organic engagement by up to 50% because the audience feels directly involved.

Thus, the Instagram account @makamotorsgadingserpong_vina has made a positive contribution in supporting the promotion of MAKA Cavalry products in the Gading Serpong area. Through promotional content, education, and direct interaction with the audience, this account is able to increase *brand awareness* and become an initial medium that encourages potential consumers to visit the showroom. However, the results of the study also show that its effectiveness can still be maximized through several steps, such as clarifying audience segmentation to better align with the target market, increasing the consistency of posts to maintain relevance in the Instagram algorithm, utilizing local *geo-hashtags* to expand regional reach, increasing more informative video content, and strengthening storytelling so that the audience feels an emotional closeness to the product.

Furthermore, engagement strategies need to be further developed, such as holding local *giveaways*, *interactive polls*, or *engaging audiences through user-generated content*. These steps will make followers feel more involved and drive higher *organic engagement*. *Branch accounts also need the flexibility to manage their own content to be more relevant to local needs, rather than relying solely on reposts from the central account.*

If associated with theory Regina Luttrell, results study This shows that the four main elements of digital content management— *share*, *optimize*, *manage*, and *engage* —already walk, However Still need optimization so that more structured and impactful. This finding also reinforces previous research such as Sari & Nugraha (2024) who emphasized the role of Instagram DMs in driving *the customer journey*, Widyaningrum & Sari (2022) who highlighted the importance of brand hashtag combinations. And location, as well as Sustainable & Wijaya (2023) Which prove that video more effective than static images

In short, the Instagram account @makamotorsgadingserpong_vina can be said to be has become media promotion Which effective However Not yet fully Optimal. Developing a local strategy, improving content quality, and strengthening engagement with the audience will further enhance its impact on sales conversions. With more thorough digital communication planning, this account has the potential to not only increase product visibility but also strengthen MAKA Cavalry's image as a leading electric motorcycle in the Gading Serpong local market.

4. Conclusion

The digital communication planning carried out by MAKA Showroom Gading Serpong through Instagram to promote the MAKA Cavalry electric motorcycle has thoroughly integrated various elements of the SOME Model (Share, Optimize, Manage, Engage) proposed by Regina Luttrell. In the Share component, the Instagram account @makamotorsgadingserpong_vina actively disseminates informative content about product advantages, promotional offers, customer reviews, as well as education and events that support the electric motorcycle riding experience. Optimize efforts are carried out by utilizing Instagram features such as Reels and Stories, the use of relevant hashtags, geotagging, and adjusting upload times to increase visibility and reach. The Manage process of this account shows the existence of structured content planning and basic performance monitoring using Instagram Insights, supported by a good response to interactions from the audience. On the other hand, in the Engage aspect, various initiatives such as quizzes, Q&A sessions, and quick responses to comments and direct messages have been implemented to develop interactions and build trust with potential customers. Overall, this strategy proved effective in increasing brand awareness and stimulating initial interest in the MAKA Cavalry, successfully attracting potential customers to take a test ride in the showroom. However, the main challenge faced was converting interest. the become sale Which real And maintain interaction quality tall in condition competition market Which very strict, underscores the need for additional strategies to increase sales impact and maintain ongoing engagement.

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