



## ANALYSIS OF SERUNI KOPI'S DIGITAL BUSINESS CONTENT IN INCREASING SALES TURNOVER

Aulya Fatahilla<sup>1</sup>, Indira Fatra Deni Peranginangin<sup>2</sup>, Deddy Parwis Jailani Nasution<sup>3</sup>

<sup>1,2,3</sup>Universitas Islam Negeri Sumatera Utara, Indonesia

\*Corresponding Author: [aulya0603223099@uinsu.ac.id](mailto:aulya0603223099@uinsu.ac.id)

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### ABSTRACT

*This study aims to analyze the use of Seruni Kopi's digital business content on Instagram as a marketing communication tool and its role in supporting increased sales turnover. This research departs from a gap in previous studies that tended to emphasize the role of social media in brand awareness and general promotion, while analysis of the function of digital content as a marketing communication instrument linked to sales turnover in local coffee MSMEs is still limited. The study used a qualitative approach with content analysis methods, supported by observations of the Instagram account @seruni.kopi, interviews with the business owner, and documentation of digital content. The results indicate that Seruni Kopi's digital content serves three main functions: conveying product information, building business image, and creating interaction with the audience through promotional content, shop atmosphere, and trend-based posts. The main finding of this study is that digital content contributes to a qualitative increase in visits and consumer response, but its effectiveness is not optimal because content management is still spontaneous and not strategically planned. Theoretically, this study emphasizes the importance of digital content as an interactive marketing communication medium for MSMEs. Practically, this study recommends the need for more consistent, varied, and targeted content planning to support optimal sales growth.*

**Keywords:** Digital content, Sales turnover, Marketing communication

## 1. INTRODUCTION

The development of digital technology has fundamentally changed marketing communication patterns in the business world, including in the Micro, Small, and Medium Enterprises (MSMEs) sector. While previously promotions were largely conducted through conventional media, social media has now become a key instrument, enabling businesses to reach a wider, faster, more affordable, and more interactive audience. In this context, digital media no longer functions solely as a channel for disseminating information but also as a strategic space for building relationships with consumers,

shaping brand perceptions, and influencing purchasing decisions (Kotler & Keller, 2016). This transformation demonstrates that marketing success in the digital era is largely determined by businesses' ability to effectively manage messages and content.

Social media has become one of the most dominant forms of digital media used in marketing communication activities because it provides a space for two-way interaction between businesses and consumers. Kaplan and Haenlein (2010) explain that social media are internet-based applications built on the foundation of Web 2.0 and enable the creation and exchange of user-generated content. With these characteristics, social media provides businesses with the opportunity not only to convey promotional messages but also to build engagement, receive direct feedback, and strengthen emotional bonds with consumers. In modern marketing practices, this kind of interactive relationship is crucial for building consumer loyalty and strengthening business competitiveness.

In the context of digital marketing, content is the core of communication between brands and audiences. Digital content can take the form of text, photos, videos, visual designs, or a multimodal combination published through digital platforms to attract attention, convey information, and encourage specific actions from audiences. Therefore, the effectiveness of digital marketing is determined not only by the presence of social media accounts, but also by the quality, consistency, and relevance of the content produced. Well-designed content can serve as a marketing communication tool that is not only informative but also persuasive, capable of guiding consumers from the product awareness stage to interest, desire, and even purchase decisions (Kotler & Keller, 2016).

For MSMEs, utilizing digital content presents a strategic opportunity to expand market reach without incurring significant promotional costs. Digital marketing provides businesses with more flexibility to introduce products, showcase competitive advantages, and respond to increasingly digital-centric consumer behavior. In the food and beverage sector, changes in consumer behavior are particularly pronounced, as audiences now tend to seek product information, venue atmosphere, reviews, and even promotions through digital platforms before making a purchase or visiting in person (Kim & Lee, 2023). This means that a business's digital presence, particularly through social media, is crucial in shaping consumer preferences.

Seruni Kopi is a local coffee MSME that has utilized Instagram as a promotional and marketing communication medium. Through its Instagram account @seruni.kopi, the business displays a variety of content including product information, the shop's atmosphere, promotions, and posts that follow social media trends. This activity demonstrates that Seruni Kopi has strived to adapt to developments in digital marketing and has made social media one of its primary channels for reaching consumers. Empirically, Seruni Kopi's use of social media demonstrates an awareness that digital promotion can help local businesses build visibility and expand interactions with a wider market.

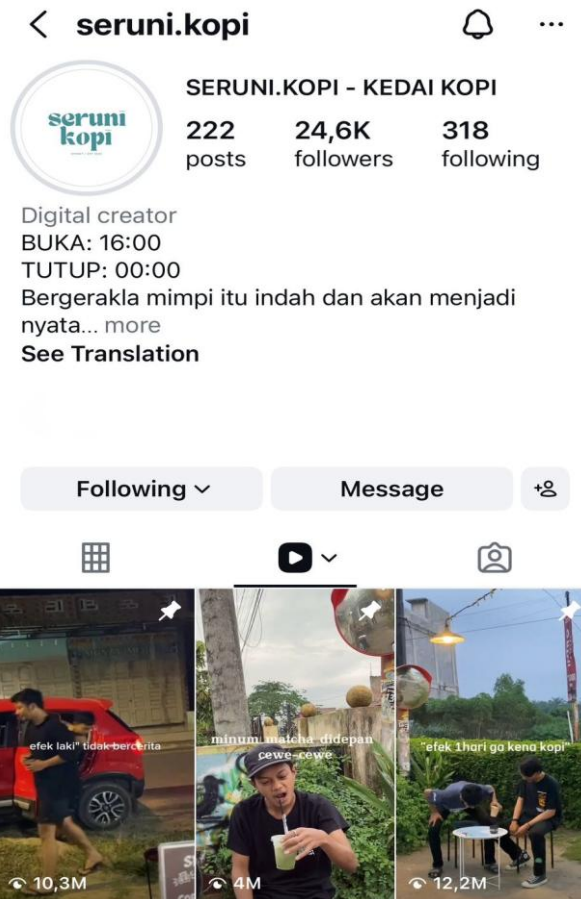


Figure 1. Appearance of Seruni Kopi's Instagram Account

However, the use of digital content by MSMEs is not always accompanied by planned management based on marketing communications strategies. In many small businesses, social media content is still produced spontaneously, following current trends, and not directed toward clear communication objectives. This situation is also evident at Seruni Kopi, where the content displayed tends to focus on simple promotions and product information, but does not fully demonstrate a systematic, consistent, and integrated communication pattern. Effective marketing communications require message planning, audience segmentation, content selection, and communication consistency to truly influence consumer perceptions and behavior (Kotler & Keller, 2016). Therefore, the key issue lies not simply in the presence or absence of digital activity, but in how that content is managed as a strategic marketing tool.

Several previous studies have demonstrated that social media and digital content play a significant role in supporting MSME marketing activities. Haq Pattihha et al. (2024) found that consistently and visually managed Instagram content can increase brand awareness in local coffee businesses. Meanwhile, research by Robby Aditya and R. Yuniardi Rusdianto (2023) emphasized that social media enables real-time interaction between MSMEs and consumers, thereby expanding market reach and enhancing business owners' understanding of the importance of digital marketing. Furthermore, Muhammad Tabrani and Abdul Karim Batubara (2026) demonstrated that digital media plays a crucial role in attracting consumers and building relationships with the public, especially when marketing messages are managed in a planned and consistent manner. Another study by

Pahlevi and Swarnawati (2024) also emphasized the importance of marketing communication strategies, including communication objectives, audience identification, message design, channel selection, and evaluation.

However, previous studies have focused more on general aspects of digital marketing, such as brand awareness, consumer interaction, or broader marketing communication strategies. There is limited research specifically analyzing digital business content as a marketing communication tool and linking it to increased sales turnover, particularly in the context of local coffee MSMEs. In other words, there is a research gap in understanding how digital content not only builds brand exposure but also acts as a communication medium that drives consumer response and impacts business economic activity. This gap serves as a crucial starting point for this research.

Based on this gap, this study makes a scientific contribution by presenting a more focused analysis of the relationship between digital business content, marketing communications functions, and their support for increasing sales turnover in local MSMEs. This research not only views social media as a promotional tool but also examines how the form, content, and management of digital content function in conveying marketing messages, building business image, creating engagement with audiences, and driving consumer interest. Practically, this research is expected to serve as a reference for MSMEs in developing more planned, consistent, and effective digital content strategies. Academically, this research expands the discussion on digital marketing communications at the local business level by positioning digital content as the primary unit of analysis.

## 2. RESEARCH METHOD

This study uses a qualitative approach with a qualitative content analysis method to deeply understand how Seruni Kopi's digital business content is utilized as a marketing communication tool and its role in supporting increased sales turnover. The qualitative approach was chosen because this study does not focus on statistical measurements, but rather on interpreting the meaning, message patterns, and communication contexts that emerge in digital content published by business actors. According to Krippendorff (2018), content analysis is a research technique used to make replicable and valid inferences from data to its context. In this study, content analysis was used to examine the marketing messages contained in Seruni Kopi's social media posts, including their themes, message formats, and communication objectives.

The object of this study was Seruni Kopi, a local coffee MSME located in Galang District, Deli Serdang Regency, North Sumatra. Seruni Kopi was chosen because it has actively utilized social media, particularly Instagram, as a means of business promotion, but its content management has not yet been fully strategically implemented. The research was conducted from February 2026 to March 2026, encompassing initial observation, data collection, interviews, documentation, and data analysis. The research location and object were selected purposively, considering that Seruni Kopi represents a local MSME adapting to digital marketing communication practices. The focus of this research aligns with the problem formulated in the article, namely analyzing the function of digital business content as a marketing communication tool and its relationship to sales support.

The data sources in this study consist of primary and secondary data. Primary data were obtained through direct observation of the @seruni.kopi Instagram account and in-depth interviews with the business owner, who served as the key informant. Observations were conducted to identify content types, posting patterns, visual style, caption use, promotional methods, and audience responses such as comments, likes, and other indicators of engagement. Meanwhile, in-depth interviews were conducted to gather information regarding the purpose of content creation, considerations in selecting message types, strategies used, business owners' perceptions of audience responses, and their views on the relationship between digital content activities and sales growth. Secondary data were obtained through documentation in the form of screenshots of posts, archived Instagram content, and scientific references relevant to digital marketing communications, social media, and content analysis.

Data collection techniques in this study included observation, interviews, and documentation. Observations were conducted by directly observing content published on the @seruni.kopi Instagram account to identify content types, message patterns, and forms of audience interaction. Semi-structured interviews were conducted with the business owner to obtain information regarding content management strategies, marketing communication objectives, and perceptions of the content's impact on sales. Documentation was used to collect digital content archives in the form of uploaded photos, videos, captions, and audience interaction data to support the analysis. This approach allows for comprehensive and contextual data collection (Creswell & Creswell, 2018).

Data analysis was conducted using qualitative content analysis through several stages: (1) data reduction by selecting relevant content, (2) coding based on themes and communication functions, (3) categorizing content into marketing communication patterns, and (4) interpreting the meaning of content in relation to increased sales turnover (Krippendorff, 2018; Schreier, 2012). Furthermore, interview data was analyzed using an interactive model that includes data condensation, data presentation, and drawing conclusions (Miles et al., 2014). To ensure the validity of the data, this study uses triangulation of techniques and sources by comparing the results of observations, interviews, and documentation (Moleong, 2018).

### 3. RESULT AND ANALYSIS

The research results show that the digital business content managed by Seruni Kopi via Instagram serves as a marketing communications tool, not only conveying information but also building relationships with audiences. Based on observations of published content, it was found that the majority of posts focused on product promotions, visualizations of the shop's atmosphere, and content that followed social media trends. From a marketing communications perspective, this function aligns with the concept of integrated marketing communication, which emphasizes the importance of message consistency in building brand image and influencing consumer behavior (Kotler & Keller, 2016). Thus, digital content is no longer simply a promotional tool but has become a strategic communication medium that connects businesses with consumers directly and sustainably.

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When analyzed using the AIDA (Attention, Interest, Desire, Action) model, Seruni Kopi's digital content demonstrates a strong initial focus on attracting attention and building interest. Visual content featuring coffee products with attractive designs and an aesthetically pleasing shop atmosphere visually captures audience attention. This is reinforced by the increase in likes and views on several posts. In this context, visual content serves as an effective initial stimulus in attracting consumer attention (Kotler & Keller, 2016). However, at the desire and action stages, content is still not fully strategically directed to explicitly drive purchasing decisions, for example through strong calls-to-action or structured promotions.

Research findings also indicate that digital content plays a role in building brand engagement, as indicated by interactions between the Seruni Kopi account and its audience through comments, direct messages, and responses to posts. This engagement is a crucial indicator in digital marketing because it demonstrates consumers' emotional and cognitive involvement with the brand (Brodie et al., 2013). In some posts, audiences not only provided passive responses but also demonstrated interest through questions related to products and locations. This demonstrates that digital content can create two-way communication that strengthens the relationship between businesses and consumers.

Interviews with business owners revealed that digital content management is still carried out in a simplistic manner and lacks a structured strategy. One business owner stated: "We usually create content based on current trends or when new products are released, but there's no specific weekly or monthly planning." This statement indicates that content production remains reactive, rather than strategic. From a marketing communications perspective, this situation indicates the suboptimal implementation of systematic message planning, which should include audience segmentation, communication objectives, and message consistency (Kotler & Keller, 2016). As a result, the effectiveness of content in driving consumer behavior is less than optimal.

The research results indicate that digital content contributes to increased consumer visits, although this was not measured quantitatively. The business owner stated: "Many customers who come say they know about this place from Instagram, so the content we create does have an impact." This finding indicates that digital content plays a role in the awareness and interest stages of the purchasing decision process. This aligns with previous research that found social media has a significant influence in shaping consumer purchase intention through visual exposure and digital interaction (Kim & Lee, 2023).

Compared with previous research, such as that by Haq Pattihha et al. (2024), which emphasized the importance of visual consistency in increasing brand awareness, Seruni Kopi's content management still shows limitations in terms of consistency and strategic planning. The published content lacks a consistent communication pattern, resulting in sporadic marketing messages. This indicates a gap between field practices and the ideal concept of digital marketing communications, which demands message integration and long-term planning.

This study also found that Seruni Kopi's digital content has not fully utilized the potential of storytelling and emotional branding, which can strengthen consumer engagement with the brand. Most content still focuses on conveying product information, without developing a narrative that can build an emotional experience for consumers. Yet,

in the context of modern marketing, storytelling is a crucial strategy for creating differentiation and increasing brand appeal amidst intense competition (Lundqvist et al., 2013). This limitation suggests that optimizing digital content lies not only in the frequency of posting, but also in the quality of the message and the depth of meaning conveyed.

This study indicates that Seruni Kopi's digital business content has served as an effective marketing communication tool in the initial stages of the communication process, namely building awareness and engagement. However, its effectiveness in driving purchasing decisions still needs to be improved through a more planned, structured content strategy based on clear communication objectives. Thus, these findings strengthen the argument that digital marketing success depends not only on social media presence, but also on the business owner's ability to manage content strategically and sustainably (Kotler & Keller, 2016).

From a theoretical perspective, this study contributes by emphasizing that digital content in MSMEs functions not only as a promotional medium, but also as an interactive marketing communication medium that has the potential to influence consumer behavior. Meanwhile, from a practical perspective, this study emphasizes the importance of content planning based on marketing communication models such as AIDA, improving the visual quality and narrative of content, and publishing consistency as strategies to increase the effectiveness of digital marketing and support an increase in sales turnover more optimally.

#### 4. CONCLUSION

The conclusion of this study confirms that the digital business content managed by Seruni Kopi through Instagram serves as an effective marketing communication instrument in building brand awareness, increasing audience engagement, and driving consumer interest in the product. However, this effectiveness is still in the early stages of the marketing communication process and has not yet been fully converted into a systematic strategy to optimally drive purchasing decisions. The research findings indicate that the main limitations lie in the lack of structured content planning, the lack of marketing message integration, and the minimal use of strategic approaches such as strengthening calls-to-action and storytelling. Therefore, optimizing digital content in MSMEs depends not only on the frequency and creativity of posts, but also on the ability to design a communication strategy that is focused, consistent, and based on clear marketing objectives. Overall, this study strengthens the understanding that digital content has a strategic position as an interactive marketing communication medium that has the potential to support business performance, but requires more professional management to achieve its impact on increasing sales in a more optimal and sustainable manner.

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