

**PROMOTIONAL COMMUNICATION STRATEGY OF AIR BAMBU
HABIBURRAHMAN IN INCREASING BRAND AWARENESS ON
INSTAGRAM @AIRBAMBU.ID**



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Abstract

This study analyzes the promotional communication strategy used by Air Bambu Habiburohman through their Instagram account @airbambu.id. The findings show that Air Bambu successfully adapts its communication style to the social and cultural context of its audience, which values sustainability and natural products. The use of casual language helps build emotional closeness and maintain relevance with the target market. Content formats such as aesthetic photos, short videos, and Reels are effectively used to deliver engaging and easily understood promotional messages. Collaborations with micro-influencers who share similar values and have a relevant audience have expanded reach, enhanced credibility, and strengthened the brand image. Additionally, prompt responsiveness and relevant promotional offers help foster customer loyalty and audience engagement. These strategies contribute significantly to building brand awareness and establishing long-term relationships with consumers.

Keywords: Habiburohman Bamboo Water Promotion Communication Strategy, Increasing Brand Awareness on Instagram @Airbambu.id

INTRODUCTION

The presence of herbal medicine among Indonesian society today is still considered a second option after conventional medical treatment. It is often regarded as an alternative when conventional medical methods fail to cure an illness. Nevertheless, the use of herbal medicine is not unfamiliar. Herbal remedies are perceived as more natural and having minimal side effects, making them a preferred choice for many. Based on data from the Alodokter application, around 45% of Indonesians prefer herbal medicine, although not all are officially registered with the Food and Drug Supervisory Agency of the Republic of Indonesia (BPOM RI). Meanwhile, the remaining 55% still opt for modern medicine as their treatment choice.

The perception that herbal medicine is merely an alternative has begun to shift with the emergence of various herbal products believed to treat different types of diseases, one of which is Air Bambu Habiburrahman. This herbal product serves as a solution for those seeking natural healing, while also offering a primary choice over medical drugs in terms of effectiveness.

In an effort to increase brand awareness, Air Bambu Habiburrahman applies promotional strategies across various media platforms, including the social media platform Instagram. Promotional activities through Instagram are considered effective in building consumer awareness, leading them to the purchasing stage and encouraging them to share information with others (Haryani & Fauzar, 2021). In some countries, such as China, herbal medicine is even prioritized in treatment, showing that with the right promotional strategy, herbal products can achieve a significant position in the market (Quoquab et al., 2023).

In the context of digital marketing, brand awareness is a key factor determining a product's success in the market. Brand awareness refers to the extent to which consumers recognize and remember a brand and associate it with a particular product category (Divianti et al., 2024). Although Air Bambu Habiburrahman already has an Instagram account (@airbambu.id) as a medium for communication and promotion, it is still unknown how its promotional communication strategy on Instagram is designed, developed, and received by its audience, including how the brand builds closeness and trust amid many similar herbal products.

Instagram has proven effective as a medium for promoting herbal products (Anggapuspa & Abidin, 2024; Darwati et al., 2024). With the right strategy, Instagram can be a powerful tool in building brand awareness. Air Bambu Habiburrahman needs to maximize the use of social media, especially Instagram, by utilizing features such as Instagram Stories, Reels, and IGTV to deliver engaging and informative content. Furthermore, collaboration with influencers or health figures who have large followings can enhance the product's reach and credibility.

In addition, Instagram offers paid features such as Instagram Ads, which allow businesses to target audiences specifically based on demographics, interests, and online behavior (Firdaus & Wiratama, 2025). This feature provides great opportunities for SMEs to compete with big brands without having to spend excessively on marketing. Moreover, the presence of influencer marketing on Instagram further strengthens its position in the digital marketing world, as collaboration with influencers can improve brand credibility and reach (Sinolungan & Chan, 2025). With a combination of features that support digital promotion,

Instagram has become a top choice for many businesses in developing brand awareness and increasing customer interaction.

In the digital era, promotional communication strategies through social media have become one of the crucial aspects in enhancing brand awareness of a product. However, to date, there is still a literature gap regarding digital marketing communication strategies for natural drinking water products. Most studies have focused more on the food and beverage industry in general, such as coffee or soft drinks, while research on how herbal-based products can leverage digital marketing strategies remains limited. Therefore, this study fills the gap by exploring promotional communication strategies on social media for the Air Bambu Habiburrahman brand, which has unique characteristics in its production process and health benefits.

A previous study conducted by Darwati et al. (2024) titled "*Utilization of Instagram Social Media as a Communication, Information, and Promotion Medium in the Berkah Setia Herbal Drink SME*" showed that using Instagram as a promotional medium significantly increased product exposure and reach. The strategies applied in that study included optimizing visual content and utilizing Instagram features in general, which resulted in an increased number of consumers. However, that research did not specifically identify which types or models of promotional communication were most effective in increasing brand awareness of new products in the market, such as Air Bambu Habiburrahman, which is still relatively new and requires a more focused communication approach to educate the public about its health benefits.

This study uses a qualitative approach with a focus on in-depth analysis regarding the effectiveness of promotional communication on Instagram in increasing brand awareness. Data were collected through in-depth interviews with the manager of the Instagram account @airbambu.id to understand the promotional communication strategies applied, as well as through observation and content analysis to identify types of posts, patterns of audience interaction, and the use of Instagram features such as Stories, Reels, and Ads. This approach allows for a deeper exploration of how communication strategies are implemented and how audiences respond to them.

REVIEW OF LITERATURE

Communication Strategy

According to Candra & Prasetyo (2022), a communication strategy is a process that includes communication planning and communication management aimed at achieving specific objectives through the application of systematic operational steps.

Public Relations

According to Kotler in Chukwudi & Aljounaidi (2021), public relations is a strategically designed effort by an organization to shape or change the views and attitudes of specific groups toward the organization.

Promotion

Promotion is an activity aimed at delivering a specific message about a product whether goods or services as well as a trademark or company to consumers. According to Kotler et al. (2022), promotion is a form of communication intended to accelerate the movement of products, services, or new ideas within a distribution process.

Social Media Marketing Theory

Chi (2011) states that in social media marketing, consumers act as marketers, while brands are considered as social currency. He also adds that social media marketing is a way of delivering messages that help consumers understand a brand.

Brand Awareness

According to Erwin et al., (2024), brand awareness is the ability of a potential customer to recognize or recall a brand as part of a specific product category. Consumers tend to prefer or favor brands they are already familiar with because it provides them with a sense of security.

Instagram Marketing

This activity is known as social media marketing, which provides opportunities for companies to reach customers and build relationships that can increase the company's profits (Park & Namkung, 2022).

RESEARCH METHOD

According to Sugiyono (2021), a research method is a scientific way to obtain data with specific purposes and uses. This study employs a qualitative method with a case study approach. The qualitative method was chosen because the research aims to gain an in-depth understanding of Air Bambu Habiburohman's promotional communication strategy in increasing brand awareness on Instagram @airbambu.id. Through this method, the researcher can explore in detail the processes, dynamics, and factors influencing the implemented promotional communication strategy. The case study approach was selected to obtain an in-depth depiction of the specific phenomenon being studied.

The case study approach is used to specifically examine how Air Bambu Habiburohman's promotional communication strategy is implemented and its impact on brand awareness among Instagram consumers. This approach enables the researcher to explore aspects such as the concept, implementation, and impact of the promotional strategy carried out through the content uploaded on Instagram @airbambu.id. With this approach, the researcher can understand how the audience receives messages, interacts, and interprets the presented promotional content, thus providing a comprehensive understanding of the effectiveness of communication in building the product's brand awareness.

The object of this research is the promotional communication strategy used by Air Bambu Habiburohman to increase brand awareness through content on the Instagram social media account @airbambu.id. The study focuses on how the strategy is implemented and perceived by the audience, thereby influencing brand awareness and brand identity within the digital community.

RESULTS AND DISCUSSION

Promotional Context of Habiburohman Bamboo Water Communication Style

The language style used consistently prioritizes educational aspects in a light and non-patronizing manner. The admin mentioned that they often insert *positive quotes* to add inspirational value, which aligns with the tone of the Habiburohman brand. This is clearly reflected in their strategy to reach audiences who care about natural health.

Consistency in choosing a communication style that suits the audience is crucial for building an authentic image without seeming fake. As further explained, from the audience's perspective, supporting informants felt that the language style used was highly effective in creating closeness.

Thus, the communication style applied by Habiburohman Bamboo Water successfully creates a casual yet professional interaction. The use of light and easy-to-understand language helps foster emotional closeness with the audience while delivering educational messages without appearing pushy or excessive.

Content Delivery Format on Social Media

They have a strong understanding of the importance of visual appeal on social media platforms such as Instagram, which focuses on images and videos. The use of aesthetically pleasing product photos combined with storytelling serves to build emotional closeness and provide deeper narratives about their products. By showcasing the production process and the stories of local bamboo farmers, they have managed to connect audiences with the product values they want to highlight, namely authenticity and sustainability.

In addition, the Social Media Admin reflects a similar approach by emphasizing the effectiveness of using Reels to reach a wider audience. Reels have become highly popular due to Instagram's algorithm, which supports broader distribution of short videos. By leveraging Reels often paired with viral audio they can create more engaging content and increase brand visibility, particularly among younger audiences who actively use this feature.

On the other hand, the Admin also highlighted the importance of other format variations such as photos and carousels to ensure that the intended message remains informative without being excessive. This shows that videos, with their visual and audio elements, can accelerate audience understanding of the information delivered. However, for those without the time to watch videos, clear and concise captions remain an effective alternative.

For example, a single image has the power to deliver a strong message in a simple visual, making it suitable for products that want to showcase a strong visual identity. Carousels are more appropriate for longer educational content or storytelling, while Reels are highly effective for reaching a wider audience with quick and engaging content, as implemented by the admin. Experts also added that Stories are excellent for direct interaction, polls, or limited-time promotions, while Live sessions function to...

Overall, Habiburohman Bamboo Water effectively utilizes a variety of content delivery formats to meet the diverse needs of their audience. By using a mix of photos, videos, carousels, and Reels, they can reach a wider audience, deliver information in a more engaging way, and strengthen the brand image they want to emphasize.

Promotional Communication of Habiburohman Bamboo Water Responsiveness

The owner is well aware of the importance of responsiveness in maintaining relationships with consumers. They not only focus on speed in replying but also ensure that the responses remain polite, informative, and show genuine care for the customers. The speed and quality of these responses are essential to maintaining a brand image that is attentive and responsive to customer needs.

With a very fast response time, a maximum of 24 hours, they strive to provide adequate service so that customers do not feel neglected. For efficiency, the Admin also uses

quick replies on Instagram, allowing them to quickly respond to frequently asked questions such as pricing, ordering procedures, or location. Even so, they still adjust responses to avoid sounding like impersonal automated messages.

This shows that audiences feel valued through quick and friendly responses, making them more comfortable interacting with the brand. Supporting Informant 2 shared a similar sentiment: *“Once, I asked about their bamboo product. The response was quick and friendly, so it was pleasant to communicate.”*

By handling negative interactions well and providing appropriate solutions, the brand can repair its image and increase customer loyalty. Conversely, slow responses or ignoring interactions can damage the brand’s image and reduce consumer trust. Therefore, good responsiveness not only increases customer satisfaction but also has the potential to create deeper relationships and stronger brand loyalty.

Overall, Habiburohman Bamboo Water pays great attention to responsiveness in their social media communication. With high speed and quality of replies, they successfully maintain close relationships with their audience while enhancing the brand’s positive image. As a result, this responsiveness helps build stronger customer loyalty something crucial in facing the increasingly fierce market competition in today’s digital era.

Information Update

The owner of Air Bambu Habiburohman emphasizes the importance of maintaining fast and effective communication when providing updates to their audience. Although the quote does not explicitly mention “information updates,” the focus remains on quick and accurate responses, which are an essential part of keeping the audience informed.

These fast, friendly, and informative responses create the impression that the brand cares and is ready to provide the answers consumers need in a short time. This shows that consumers feel comfortable when receiving timely and communicative updates, which encourages stronger relationships between the consumer and the brand.

Although response times can sometimes be affected by business hours, Supporting Informant 3 still feels that the waiting time provided is quite good. This affirms that while speed remains important, flexibility in adjusting response times according to the audience’s context (such as the time the question is sent) also plays a role in maintaining customer satisfaction.

Overall, Air Bambu Habiburohman has successfully maintained fast and informative updates for its audience. The speed in responding to questions and providing the necessary information greatly influences customer satisfaction, which in turn helps build stronger and more loyal relationships between the brand and its customers. Friendly and solution-oriented responses also show that the brand cares deeply about the customer experience, making it more accessible and valued by its audience.

Promotional Collaboration

The owner of Air Bambu Habiburohman stresses that when selecting influencers to collaborate with, they do not only consider the number of followers but focus more on value alignment and the quality of audience interaction. The owner explains: Choosing influencers whose values align with the brand is crucial because it ensures that the message conveyed through the influencer remains authentic and relevant to the intended audience. Additionally, focusing on the quality of interactions (such as high engagement) is

more valuable than simply having a large follower count, which may not always reflect genuine audience involvement.

One of the main benefits of collaborating with influencers is the ability to reach new audiences who may not be reachable through regular organic marketing efforts. Endorsements from influencers who already have credibility in the eyes of their audience can also have a significant impact on the brand's image. Furthermore, such collaborations can generate more authentic and diverse content because it is perceived from the perspective of a trusted third party.

Collaborating with the right influencer can increase interaction and conversion potential, which is crucial to marketing success. However, the owner also highlights a major challenge in choosing the right partner: *"The biggest challenge is finding a partner who truly aligns with the brand, has a relevant and engaged audience, and then building an authentic collaborative relationship."*

This shows that clear communication and monitoring of produced content are important to maintaining message and brand image consistency. It also shows that collaborations with content creators help expand the brand's reach, and that more collaborations can further increase visibility. This reaffirms that influencers have a significant role in introducing products to a broader and more relevant audience.

Overall, promotional collaborations with influencers have had a positive impact on Air Bambu Habiburohman in expanding reach and increasing brand credibility. However, choosing influencers whose values align with the brand and whose audience is relevant is the key to ensuring authentic and impactful collaborations. The success of such collaborations is not determined by an influencer's popularity alone, but more by the quality of audience engagement and the alignment of the conveyed message with the brand's values.

Post-Purchase Response

The owner of Air Bambu Habiburohman reveals that they measure the effectiveness of influencer collaborations through various indicators not only the number of interactions but also the direct impact on sales and traffic.

This shows that they do not focus solely on social media metrics such as likes or comments, but also on conversions and tangible influence on consumer behavior, such as increases in website visits or purchases mentioning a particular influencer as the source of information.

This approach aims to maintain audience engagement even after the influencer has finished promoting the product. Such ongoing interaction ensures that the audience continues to feel involved, not just coming for prizes or discounts, but to participate in the brand's community.

This post-promotion strategy is crucial for creating long-term relationships with the audience. As explained by the Expert Informant, *"Post-promotion strategies are crucial to maximizing long-term impact and building loyalty, not just a 'hit and run'."* By transparently announcing contest winners or featuring user-generated content (UGC), the brand can show appreciation to customers and strengthen its community. This process focuses not only on short-term sales but also on relationship building that fosters customer loyalty in the long run. It indicates that timely promotions greatly influence consumer purchasing decisions.

Overall, Air Bambu Habiburohman's post-purchase responses are highly focused on maintaining interaction with the audience after influencer collaborations. By keeping

communication active and offering attractive deals such as discounts or bundles, they successfully retain consumer engagement. Additionally, more personal and interactive approaches through stories and other content show that they are not only focused on instant results from influencer collaborations but also on building sustainable relationships with their audience, which ultimately increases loyalty and participation in the future

Connection with the Audience

Offering Promotions

The owner of Air Bambu Habiburohman stated that one of the keys to building an emotional connection with the audience is honesty and closeness. This shows that their approach is not solely about selling products but also about making the audience feel personally connected to the brand. By doing this, they not only prioritize transactions but also build a solid community around the brand, where the audience feels valued and involved in the brand's journey.

This approach allows the brand to offer added value first, making the audience more interested without feeling burdened by a direct sales pitch. For example, creating content such as "*5 Easy Ways to Keep Your Body Fresh All Day*" and only introducing Air Bambu as a solution at the end. The admin also emphasizes the importance of aesthetically pleasing and calming visuals to capture the audience's attention.

Attractive promotions, such as giveaways or contests, are often used to increase followers and engagement in a short period. Interactive features like Stories or Reels can also enrich the delivery of promotions to make them more appealing. However, experts warn of potential pitfalls: over-reliance on promotions can attract consumers who are loyal only to discounts rather than the brand itself, often referred to as *discount hunters*. Therefore, promotions must be used strategically and measured, aligning with the desired brand image.

This shows that well-timed promotions, such as when consumers need the product, can significantly boost impulse purchases. Overall, promotions at Air Bambu Habiburohman are used with a careful and structured approach. Through *soft selling* and attractive promotional packaging, they have succeeded in creating an emotional connection with the audience. Meanwhile, well-planned promotional strategies help maintain the brand image without seeming "cheap" or overly dependent on discounts. With this approach, Air Bambu not only increases short-term sales but also builds stronger and more sustainable audience loyalty.

Audience Visit Intensity

The owner of Air Bambu Habiburohman mentioned that to measure promotional success, they focus on reach, impressions, and interactions. However, the most important indicator is whether there is an increase in active followers who later become buyers.

This emphasizes that while metrics such as reach and impressions are important, converting followers into customers is a more accurate measure of true success. An increase in active followers shows that promotions not only capture attention but also build strong enough relationships to drive purchasing actions. To analyze this performance, they use Instagram Insights to gain deeper audience data. Continuous use of Instagram Insights helps them optimize content sustainability and engagement strategies.

This highlights that while followers and likes may indicate popularity, deeper engagement such as comments, clicks, and direct interactions—is a more relevant indicator of whether the audience is genuinely interested and engaged with the content. It also shows

that the audience engages more frequently with the account when there is interesting content or relevant promotions, which can increase visit frequency and interaction.

Overall, the intensity of audience visits to Air Bambu Habiburohman's social media account is greatly influenced by attractive and relevant promotional content. By leveraging Instagram Insights data and focusing on deeper engagement, they can understand and adjust content strategies to continuously increase visits and interactions. Promotions, events, and new products are the main drivers encouraging more frequent visits, while increased engagement after influencer collaborations also has a significant impact in maintaining visit intensity and audience involvement with the brand.

Discussion

The promotional communication strategy implemented by Air Bambu Habiburohman on Instagram (@airbambu.id) can be analyzed using the *4C* social media theory framework, consisting of *context*, *communication*, *collaboration*, and *connection*.

First, in terms of context, Air Bambu is highly sensitive to the social and cultural dynamics of their audience. The choice of casual and informal language enables the brand to create emotional closeness with the audience, making it relevant to a wider target market, especially those who care about natural health and local products. This aligns with a social context that increasingly seeks natural and eco-friendly products, which form the core of the Air Bambu brand. Therefore, understanding the social context is crucial in building effective communication, as suggested by the *4C* theory, to ensure that the messages delivered are relevant to the targeted audience.

Next, in communication, Air Bambu Habiburohman successfully conveys their promotional messages through various Instagram content formats such as aesthetic photos, short videos, and Reels. These formats suit Instagram audiences who prefer visual content. Additionally, the use of light and easy-to-understand language ensures that messages are well-received without sounding patronizing. In the *4C* theory, effective communication depends not only on the amount of information conveyed but also on how it is delivered, influencing audience reception. Air Bambu effectively utilizes visual elements to increase visibility and interaction with their audience, thereby strengthening overall brand awareness.

In collaboration, Air Bambu's strategy of involving micro-influencers with relevant audiences plays a vital role in expanding the brand's reach. As explained in the *4C* theory, collaborating with other parties can increase credibility and provide access to audiences that may be difficult to reach organically. Air Bambu carefully selects influencers whose values align with their brand, such as environmental awareness and natural health advocacy. This collaboration helps introduce their products to new audiences who are more interested in these values while building more authentic relationships with consumers. Therefore, the right collaboration not only expands reach but also strengthens the brand image from the audience's perspective.

Lastly, in connection, Air Bambu Habiburohman focuses on building stronger relationships with the audience through responsive communication and relevant promotions. Fast, friendly responses that also prioritize clear and solution-oriented information greatly help strengthen emotional connections with the audience. In addition, promotions such as discounts and product bundling serve to increase audience engagement, create a sense of urgency, and drive purchasing decisions. In the *4C* framework, a strong connection with the audience is not only established when they first encounter the brand but also through

continuous interaction and value delivery. Through this approach, Air Bambu has successfully strengthened customer loyalty and deepened their relationship with the audience, directly contributing to increased brand awareness

CONCLUSION

Based on the analysis of Air Bambu Habiburohman's promotional communication strategy on Instagram (@airbambu.id), the following conclusions were drawn:

1. Air Bambu Habiburohman has successfully adapted its communication style to the social and cultural context of an audience that values natural and sustainable products. The use of a casual and non-formal tone has effectively created an emotional connection with the audience, making the brand relevant to a target market that prioritizes natural health and local products.
2. By choosing the right formats—such as aesthetic photos, short videos, and Reels—Air Bambu has been able to deliver promotional messages that are appealing and easy for the audience to understand. The use of a light yet informative language style ensures that communication remains effective, strengthening brand awareness without sounding patronizing.
3. Collaborations with micro-influencers who have relevant audiences and share values aligned with the Air Bambu brand have expanded reach and enhanced credibility. Focusing on the quality of interactions and audience relevance in these collaborations has helped build authentic relationships, introduce the product to new audiences, and strengthen the brand image in the eyes of consumers.
4. Air Bambu has successfully built a strong connection with its audience through quick responsiveness and offering relevant promotions. By maintaining responsive communication and organizing attractive promotional offers, they have reinforced customer loyalty and fostered long-term relationships. This has directly contributed to increasing brand awareness and driving greater audience engagement.

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