



# Analysis of Pancawati Batik Marketing Communication Strategy in Building Brand Awareness Through Instagram (Study in Cibuluh Batik Village, Bogor)

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**Abstract:** This study aims to analyze the marketing communication strategy of Batik Pancawati in building brand awareness through Instagram as a digital medium. The background of this research highlights the importance of digital marketing for batik SMEs in the global era, particularly to strengthen the existence of Batik Pancawati as the pioneer of Kampung Batik Cibuluh, Bogor. This research employs a descriptive qualitative method with data collected through observation, in-depth interviews, and documentation. The findings indicate that Batik Pancawati applies an Integrated Marketing Communication (IMC) strategy by utilizing educational content, digital promotions, community engagement, and audience interaction through Instagram features (Feeds, Reels, Stories, Hashtags). The strategy has proven effective in raising brand awareness, although challenges remain in terms of limited resources and consistency in managing social media. The study concludes that optimizing Instagram use can strengthen brand awareness while supporting local cultural preservation through digital marketing.

**Keywords:** Batik Pancawati, Brand Awareness, Instagram, Marketing Communication Strategy

## Introduction

Communication strategy is a fundamental element in the process of delivering messages that aim to build understanding, awareness, and change in the attitudes of the target audience. In the context of organizations and businesses, communication strategy serves as a comprehensive approach that includes planning, implementation, and evaluation of communication activities so that the objectives set can be achieved effectively and efficiently. A good communication strategy is characterized by team coordination, clarity of message themes, appropriate media selection, and rational use of resources (Lisa et al., 2022). Accordingly, communication strategies not only serve as a means of conveying information, but also as a means of shaping meaning and long-term relationships between organizations and audiences.

In marketing, communication strategies play an important role in building and strengthening brand awareness. Brand awareness is the ability of consumers to recognize and remember a brand, which forms the basis for consumers in determining their choice of products or services. According to Kotler and Keller (2016), a high level of brand awareness will increase a brand's chances of being chosen over its competitors, because consumers

tend to feel more familiar with and trust brands that they are already familiar with. Therefore, companies and business actors need to design consistent and sustainable marketing communication strategies so that the brand message can be firmly embedded in the minds of the audience.

With the development of digital technology, marketing communication strategies have shifted from conventional media to digital media. Social media has become one of the main tools used in marketing activities due to its ability to reach a wide audience and enable two-way interaction. Bungin (2017) explains that communication strategies enable communication actions to be designed to achieve specific changes, including changes in the knowledge, attitudes, and behavior of the audience. In the context of digital marketing, careful communication planning, including platform selection and relevant content development, is key to increasing brand awareness.

Micro, small, and medium enterprises (MSMEs) in Indonesia are a sector that plays a strategic role in the national economy. MSMEs not only dominate the number of business units, but also contribute significantly to employment and gross domestic product. The continuous increase in the number of MSMEs indicates a high level of competition, requiring every business owner to have a marketing communication strategy that can differentiate their brand from competitors. Eva et al. (2024) state that brand awareness is an important aspect for business actors because consumers tend to choose products or services that they are familiar with.

One of the MSME sectors that is growing in the creative economy is the batik industry. Batik is a cultural heritage of the archipelago that has high artistic, historical, and philosophical value and has been recognized by UNESCO as a world cultural heritage. Apart from being a cultural product, batik also has great economic value because it combines creativity, local wisdom, and innovation in its production process (Adcharina et al., 2021). Various regions in Indonesia, including the city of Bogor, have distinctive batik that serves as a local identity and cultural tourism potential (Kemenparekraf, 2021).

Cibuluh Batik Village in Bogor is one of the community-managed batik MSME centers involving several batik artisan groups. One of the pioneering MSMEs in this area is Batik Pancawati. Batik Pancawati promotes the local wisdom of Bogor City through distinctive motifs and carries the concept of exclusively handmade batik in Bogor. Despite the uniqueness of its products and strong cultural value, data shows that the number of visitors to Kampung Batik Cibuluh fluctuates each year. This condition indicates that the implementation of marketing communication strategies in the management and promotion of these batik SMEs is not yet optimal (Fahriza, 2023).

Instagram is one of the social media platforms that is widely used as a marketing communication medium because of its focus on visual content in the form of images and videos. Instagram allows businesses to convey brand messages creatively and build interactions with audiences through various available features. Hidayatullah et al. (2022) state that Instagram can be used to view, search, share, and disseminate information, as well as reinforce messages through accompanying narratives. Additionally, a report by We Are Social (2025) shows that the number of Instagram users in Indonesia is very large, making this platform highly potential as a means of building brand awareness.

Batik Pancawati has utilized Instagram as a marketing communication medium by using various features such as feeds, reels, stories, hashtags, highlights, and captions. However, the use of social media is considered suboptimal, especially in terms of consistency of posts and content planning. This condition has an impact on the lack of maximum effort in building brand awareness among social media audiences.

Previous studies have shown that marketing communication strategies through Instagram can have a positive impact on MSMEs. Ahda et al. (2023) found that the use of attractive visual content and active interaction with followers can support the marketing objectives of batik MSMEs. Cahyaningrum et al. (2023) also showed an increase in the engagement rate on the Instagram accounts of batik MSME groups in Kampung Batik Cibuluh after social media optimization. Additionally, Rahma et al. (2024) stated that the storytelling approach in Instagram content can create a memorable brand experience and strengthen the brand's position in the minds of consumers.

Based on these conditions, this study aims to analyze the marketing communication strategies implemented by Batik Pancawati through Instagram and evaluate its role in building brand awareness. This research is important because it is expected to contribute academically to the study of digital marketing communication, especially for MSMEs based on local culture. In addition, the results of this study are expected to form the basis for strategic recommendations for Batik Pancawati managers in optimizing the use of Instagram as a marketing communication medium. The main findings of this study indicate that unstructured and inconsistent marketing communication strategies limit the potential of Instagram in increasing Batik Pancawati's brand awareness.

The problem statement in this study focuses on how marketing communication strategies can support Batik Pancawati's marketing activities and how these strategies are managed to build brand awareness through Instagram social media. This issue arises in line with the increasing importance of social media as a means of marketing communication for batik businesses in reaching consumers more widely and interactively.

Therefore, this study limits its scope to analyzing the marketing communication strategies implemented by Batik Pancawati through Instagram, with the aim of understanding the planning, implementation, and management of marketing communication content in an effort to increase brand awareness among digital audiences.

## **Methodology**

This study uses a qualitative approach with the aim of gaining an in-depth understanding of the marketing communication strategies implemented by Batik Pancawati through Instagram social media in building brand awareness. A qualitative approach was chosen because it allows researchers to explore the meaning, process, and communication strategies carried out by the research subjects in a contextual and natural manner. According to Bungin (2017), qualitative research focuses on understanding social phenomena based on the perspective of the subjects being studied.

## **Type and Approach of Research**

This research is descriptive qualitative research, which aims to describe systematically and factually the marketing communication strategies of Batik Pancawati. This research is

not intended to test hypotheses, but to analyze and describe marketing communication practices carried out through Instagram.

### **Research Subjects and Objects**

The research subjects include the managers of Batik Pancawati and those directly involved in managing the Instagram account @batikpancawati.id. The research object focuses on marketing communication strategies, particularly Instagram content management, the use of Instagram features, and patterns of interaction with audiences in building brand awareness.

### **Data Collection Techniques**

Data collection was conducted through:

1. In-depth interviews to obtain information related to the planning and implementation of marketing communication strategies.
2. Observations of the content and activities on the Batik Pancawati Instagram account.
3. Documentation in the form of Instagram posts, digital content archives, and other supporting data.

Triangulation techniques were used to increase data validity by comparing the results of interviews, observations, and documentation (Bungin, 2017).

### **Data Analysis Techniques**

Data analysis was conducted qualitatively through the stages of data reduction, data presentation, and conclusion drawing. This process was carried out continuously from the time the data was collected until the research was completed, thereby providing a comprehensive overview of Batik Pancawati's marketing communication strategy.

### **Data Availability and Research Ethics**

The research data was sourced from interviews, observations, and documentation collected directly by the researcher and stored in the researcher's archives. The data did not originate from large-scale public databases and did not use computer codes or special software. This research did not involve intervention with humans or animals and did not require formal ethical approval, but it still upheld the principles of research ethics by maintaining the confidentiality of informants and the validity of data.

### **Result and Discussion**

This study analyzes Batik Pancawati's marketing communication strategy through its Instagram account @batikpancawati.id using the Integrated Marketing Communication (IMC) approach and the AIDA model. Data was obtained through observation, interviews, and documentation.

The results of the study show that Batik Pancawati has utilized Instagram as its main marketing communication medium, with 2,340 followers and 267 posts. The content presented includes batik education, product promotions, community activities, and documentation of exhibitions and educational programs.

Based on the IMC analysis, the application of the six elements of IMC showed the following results:

1. Advertising

Visual and video content was used to attract the audience's attention, with a primary focus on batik education rather than direct sales promotion. Captions were used briefly as an introduction. Batik Pancawati has not utilized paid advertising (Instagram Ads).

2. Sales Promotion

Promotions are carried out in the form of giveaways, discounts, and bundling at certain moments, such as National Batik Day. Consumer response to these promotions can be seen from the increase in questions related to vouchers and bundling programs.



Figure 1. Shows the giveaway content.



Figure 2. Shows an example of a bundling voucher.

3. Public Relations

Batik Pancawati has established relationships with art communities and educational institutions and has begun to involve public figures and local personalities. Digital PR activities are still limited to exposure, not yet formal promotional collaborations

#### 4. Direct Marketing

Personal communication is carried out via WhatsApp and Instagram DM, including post-purchase follow-ups and batik care education. Customer database management is still simple.



Figure 3. Shows KOL engagement content.

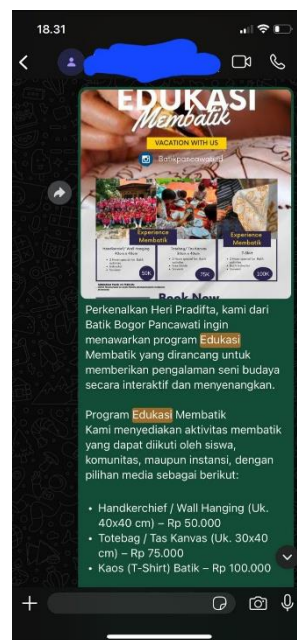


Figure 4. Shows an example of personal communication via WhatsApp.

#### 5. Interactive Promotion

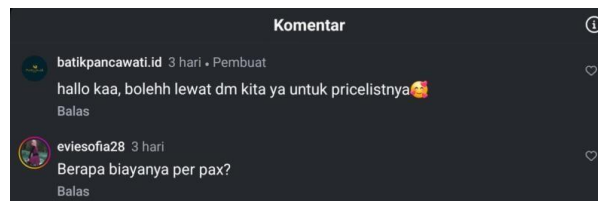
Batik Pancawati utilizes Instagram features such as feeds, stories, and comments to build interaction, and uses the ATM (Observe, Imitate, Modify) method in content development. The consistency of uploads is still limited.

## 6. Personal Selling

Personal selling is carried out at exhibitions and offline activities with an educational approach. This strategy is focused on specific segments and is not yet carried out regularly.

Analysis using the AIDA model shows that:

1. The Attention stage is achieved through visual and educational content.
2. The Interest stage is built through narration, storytelling, and cultural information.
3. The Desire stage is supported by testimonials, consumer experiences, and the cultural value of batik.
4. The Action stage is facilitated through CTAs, DMs, WhatsApp, and direct visits.



**Figure 5.** Shows an example of a CTA in the Instagram comments section.

## Discussion

The results of the study indicate that Batik Pancawati's marketing communication strategy reflects the basic principles of Integrated Marketing Communication, particularly in the use of visual content, sales promotions, community relations, and personal communication. These findings confirm that IMC not only serves to increase sales but also builds the brand image as a preserver of culture, as stated by Shimp (2003).

However, the implementation of IMC at Batik Pancawati is not yet fully integrated and consistent. Several elements, such as paid advertising, formal PR collaborations, and customer database management, are still not being utilized optimally. This has resulted in limited message reach and long-term brand awareness strengthening.

In the context of the AIDA model, Batik Pancawati's strategy proved effective in the attention and interest stages through educational content and storytelling. However, the transition from interest to desire and action still faces challenges, especially in reaching the younger generation and encouraging repeat purchases. These findings confirm that content consistency, the use of testimonials, and structured CTAs play a significant role in driving purchasing decisions.

Theoretically, these research results reinforce the relevance of IMC and AIDA in the context of local culture-based MSMEs. Practically, these findings show that optimizing the integration of digital marketing communication strategies can increase the effectiveness of Instagram as a medium for building Batik Pancawati's brand awareness. Thus, this study emphasizes the importance of structured, consistent, and integrated marketing communication planning to strengthen the position of MSME brands in the digital era.

## Conclusion

This study concludes that Batik Pancawati's marketing communication strategy through Instagram is effective in building brand awareness by integrating an integrated marketing communication approach that emphasizes educational and cultural values. The use of visual content, cultural narratives, and digital interactions is able to create audience engagement and build emotional connections with consumers. Instagram not only functions as a promotional medium, but also as a means of preserving local culture, thereby strengthening the brand identity of Batik Pancawati amid competition in the creative industry.

Based on the research results, Batik Pancawati is advised to optimize the use of Instagram by developing more interactive content and being consistent in the use of visual identity and brand narrative. In addition, expanding collaborations with influencers, creative communities, and related institutions is a strategic step to increase reach and strengthen brand awareness. Periodic evaluation through the use of social media analytics data is also necessary to ensure the effectiveness of marketing communication strategies. Integrating Instagram with e-commerce platforms is also recommended to expand the market and facilitate consumer access to Batik Pancawati products.

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