

Marketing Strategy Analysis to Improve Brand Image on the Instagram account @MixueIndonesia

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ABSTRACT

Objective: This study aims to analyze the marketing tactics employed by the Instagram account @MixueIndonesia in enhancing brand image and customer engagement. **Method:** A qualitative content analysis was conducted using five screenshots of posts from January to March 2023. Primary data were collected through systematic observation and documentation of the account's content, while secondary data were obtained from relevant literature and supporting articles. **Results:** The findings indicate that @MixueIndonesia effectively strengthens its brand image by utilizing engaging visual content, interactive captions, and personalized greetings such as "Mixue Lovers." Additionally, the use of distinctive product packaging featuring the Mixue logo, the slogan "Share Sweetness, Spread Happiness," and consistent visual identity further enhance consumer recognition and emotional connection with the brand. **Novelty:** This research contributes to the understanding of how consistent visual branding and interactive social media strategies can effectively build brand image and loyalty within the food and beverage industry, particularly through Instagram-based marketing approaches.

INTRODUCTION

In the increasingly digital era, social media has become a highly effective tool for enhancing marketing strategies and enhancing brand image. One popular platform is Instagram, which allows users to share visual content directly with their audience. In this context, analyzing marketing strategies is crucial for enhancing the brand image of the @mixue Instagram account.

Marketing strategy is the process of building a strong and consistent personal image and reputation. In the context of the @MixueIndonesia Instagram account, the objectives of a marketing strategy can include creating strong awareness of the Mixue brand and the services or products it offers. Furthermore, a marketing strategy aims to gain audience trust through relevant content [3].

The development of the internet in the modern era has led to changes in people's communication models, shaped by new media and today's lifestyles. For people who can access anything, the internet has become a necessity. Information can be accessed quickly and without limits, leading to increased usage. The internet has a significant influence on all activities, from office activities, business to learning activities, where everything is done and provided quickly and efficiently with appropriate solutions. Broadly speaking, [4] the internet is a collection of interconnected computers on the World Wide Web. Any connected device can communicate with each other without regional or geographic

restrictions. From this statement, using the internet is without limitations and can extend to a wider area. Furthermore, we can exchange data and information in text and document formats.

In general, marketing is a social process in which individuals and groups produce and exchange goods and value with other individuals and groups to obtain what they need and want [5]. Sales promotion is a marketing activity that adds value to a product within a specific timeframe to encourage consumer purchases, increase sales effectiveness, and stimulate sales efforts. More broadly, marketing aims to elicit a response to an offer. Marketing strategy is a type of planning in the marketing field. Promotion is a method implemented through various steps with specific messages to maintain a brand. Sales promotions for goods or services can be used to attract consumer interest and accelerate purchases.

Promoting goods, brands, or services to an audience through advertising aims to increase consumer interest, engagement, and sales [7]. The benefit of social media is that it can reach targeted consumers with information without time or location constraints. Instagram is one of the most widely used platforms for developing personal branding. Compared to other social media, Instagram has unique features. Several features can be utilized for marketing communications. Several previous studies [8] have examined how Instagram advertising influences purchasing decisions, including the benefits of social media platforms. However, several other studies have shown that advertising has no significant influence on purchasing decisions [6].

Another marketing tactic is word-of-mouth (WOM), where advertisers develop campaigns with the aim of gaining traction by sharing them with friends who use Instagram. In the world of marketing, customers play a crucial role in helping businesses execute their marketing plans successfully. In addition to being marketing targets, consumers can also influence other consumers and act as agents for businesses that use viral marketing to promote their products [3].

RESEARCH METHOD

Data collection methods included screenshots of the @mixueindonesia Instagram account in 2023, selecting seven pieces of content with the highest number of likes and views from January to March. This study employed a qualitative content analysis approach, observing the @MixueIndonesia Instagram account, and selecting 10 pieces of content as references.

The types and sources of data used by the researcher were primary and secondary data. Primary data is data obtained through documentation derived from observations on the @mixueindonesia Instagram account. Secondary data is data used to supplement primary or supporting data in research, such as articles, literature reviews, and so on.

The 4Ps of marketing strategy are Product, Price, Promotion, and Place [9]. Anything offered to the market to attract interest, satisfy a need, be used, or be consumed to satisfy a customer's desire is considered a product. Fundamental choices regarding costs, marketing initiatives, the marketing mix, and marketing distribution are all closely

related to marketing strategy. Managers must decide on a pricing strategy because price is the only component of the marketing mix that has the potential to generate profit or revenue. The cost of acquiring a product or set of products is known as price. Utilizing a distribution channel system to ensure customers can purchase products or services easily from anywhere is one of the goals of marketing policy.



Figure 1.

Mixue coffee cookies sundae is a new product from Mixue that combines the flavors of ice cream, coffee, and cake into one. This menu variant is highly anticipated by Mixue Lovers, especially teenagers and children. Because of its delicious taste and relatively affordable price of around 18,000. From the content uploaded by the Instagram account @MixueIndonesia, we can see that it has received many likes and comments from Mixue Lovers.



Figure 2.

The image above is a screenshot of a video uploaded by the official Instagram account @MixueIndonesia during the opening of the Mixue shop. The crowd, from children and teenagers to adults, was so enthusiastic.



Figure 3.

As seen in the image above, Mixue doesn't just sell. They can also offer prizes or giveaways to visitors at certain times. Of course, there are certain conditions that buyers must meet to receive these Mixue prizes. For example, they must follow the official Instagram account @MixueIndonesia and many others. This will undoubtedly attract a large number of attendees.



Figure 4.

From the image above, Mixue's promo is also very good, especially during Valentine's Day. Mixue offers buy one get one free. At this time, it's likely that teenagers in relationships will buy Mixue to give to their significant other to celebrate Valentine's Day.



Figure 5.

The image above is a repost from a Mifu customer who was satisfied with both the service and the food. It's likely that this customer's friends will also be interested in the snacks they've tried.

RESULTS AND DISCUSSION

Building a brand name to gain maximum exposure with a strong connection to quality is a key method of branding [10]. Essentially, a brand name is a symbolic representation of what your company stands for and offers. Foodies like Mixue often use this branding technique. Any product with a strong brand name has the potential to command a high price. While international fashion brands often employ this tactic, SMEs can also benefit, albeit on a smaller scale. Small, private restaurants in urban areas are a fairly basic example. They have only one location and often serve signature dishes that everyone in the neighborhood knows, attracting customers from the surrounding area to try them [11].

A new strategic stance in branding known as "no-brand" branding has emerged as a result of the era of consumerism and contemporary critiques of it. Essentially, small businesses, often creating environmentally friendly products, use this tactic to challenge the capitalism of large international brands. These brands emphasize privacy, locality, creativity, environmental friendliness, and stand out from the "blood-sucking" capitalist conglomerates. Another name for this movement is anti-branding. Of course, these businesses are present in the same capital markets and sometimes on the same shelves as well-known international brands. However, because no-branding is also a form of branding, people can accuse these "no-brand" businesses of hypocrisy. These businesses often want a generic look in their packaging, instead relying on word of mouth, their message, and their authentic products. They want the public to understand that branding is a waste of money and that businesses should stop using deceptive advertising to try to influence consumers. According to some, the movement began in 1999 when Naomi Klein released her book "No Logo," which contains the following sections: "No Space, No Choice, No Jobs, and No Logo." The book, for example, condemns brand-oriented

corporate disruptors for creating “dehumanizing factories” in the name of profit alone, drawing labor overseas, and hindering customer choice through market domination. [12] The term “place branding” refers to the competitiveness between countries, regions, and cities. Tourists, taxes, dominance, attention, resources, or quality can all be factors in competition [13]. In essence, branding can occur anywhere. The phrase "branding" refers to competition between countries, regions, and cities. Tourists, taxes, dominance, attention, resources, or quality can all be factors in competition. In essence, branding can occur anywhere. The phrase "branding" refers to competition between countries, regions, and cities. Tourists, taxes, dominance, attention, resources, or quality can all be factors in competition [9].

Mixue must consider several variables when rebranding and personalizing, including target market, competitors, and brand positioning. Mixue will be able to modify its corporate brand as needed and thus be successful. A marketing approach aimed at differentiating Mixue's products from competitors includes brand identity. This requires creating a strong and recognizable brand, which will enhance the company's reputation and image. Furthermore, Mixue's brand identity makes customers feel comfortable and secure using its products, which ultimately increases sales [14].

To create a successful brand identity, Mixue needs to consider several elements, such as target market, competitors, and brand positioning. This will help Mixue choose the best brand name, logo, and slogan for their products. After establishing a brand identity, Mixue needs to focus on brand promotion. There are several ways to achieve this, such as through participation in trade shows, advertising, and web marketing. In addition, Mixue needs to ensure their brand is unified and consistent across all company materials, such as packaging, websites, and customer communications. For Mixue products, developing a brand identity is crucial because it can enhance the company's reputation and image. As a result, customers perceive Mixue products as more credible and of higher quality, which ultimately increases sales. Therefore, Mixue must recognize the importance of brand identity and ensure their brand appears strong and well-known [15].

CONCLUSION

Fundamental Finding : The results show that consistency of Mixue's brand identity and digital marketing strategy plays a significant role in building a positive image and increasing customer loyalty. Through creative content on social media, collaboration with influencers, and the use of unique elements such as an iconic mascot, Mixue has successfully strengthened its brand appeal and expanded its market reach.

Implication : These findings confirm that the integration of visual branding, digital communication, and customer experience directly contributes to increased reputation and sales, so companies need to maintain consistent brand messaging across platforms.

Limitation : However, this study is still limited to descriptive observations of promotional strategies and public perception without quantitative analysis of the influence of certain variables, so the results cannot be generalized. **Future Research :**

Future studies are recommended to empirically analyze the relationship between brand identity, digital marketing strategy, and consumer loyalty using a quantitative approach, as well as expanding the research focus to compare brands in the fast food beverage industry to understand the effectiveness of different branding strategies.

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