

Gallery RJ's Promotion Strategy Through Instagram Social Media in Building Brand Awareness in Bengkulu City

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Abstract: The rapid development of digital technology has transformed business promotion practices, particularly through social media platforms. Instagram has become an effective promotional medium for businesses to introduce products, communicate with consumers, and strengthen brand awareness. This study aims to analyze the promotional strategy implemented by Gallery RJ through Instagram in building brand awareness in Bengkulu City. This research used a descriptive qualitative approach with a case study design. Data were collected through interviews with Gallery RJ customers, observation of the Instagram account @galleryrjbengkulu, content analysis, documentation, and literature review. The data were analyzed using the AISAS model, consisting of Attention, Interest, Search, Action, and Share. The findings show that Gallery RJ utilizes Instagram features such as feeds, stories, reels, highlights, captions, hashtags, product demonstrations, and discount information to attract consumer attention and encourage interaction. Consistent product uploads, affordable prices, attractive visual content, and customer testimonials contribute to consumer interest and brand recognition. The study also found that customers tend to search for product information through Instagram, direct messages, WhatsApp, and recommendations from friends or family before making purchase decisions. Furthermore, customers often share promotional information and shopping experiences, which supports word-of-mouth promotion. These findings indicate that Gallery RJ's Instagram promotional strategy has contributed positively to building brand awareness among consumers in Bengkulu City, although further development is needed in terms of customer interaction, influencer collaboration, and Instagram analytics optimization.

Keywords: brand awareness; digital promotion; Instagram; Gallery RJ; social media marketing.

INTRODUCTION

The rapid development of digital technology has significantly transformed business activities, particularly in the way companies communicate, promote products, and build relationships with consumers. In the current digital era, social media is no longer used merely as a platform for interaction, but has also become an important marketing communication tool for introducing products, maintaining customer relationships, and strengthening brand visibility. Social media marketing enables businesses to reach wider audiences, deliver promotional messages more efficiently, and create direct interaction between brands and consumers (Sony & Barkah, 2024). This condition indicates that digital marketing has become an essential strategy for businesses, especially for micro, small, and medium enterprises that need effective and low-cost promotional media to compete in an increasingly competitive market.

Instagram is one of the social media platforms widely used by business actors to promote products and build brand awareness. Through visual features such as feeds, stories, reels, highlights, captions, hashtags, and direct messages, Instagram allows businesses to present product information in a more attractive, interactive, and accessible manner. Digital marketing through Instagram is considered effective because consumers can easily obtain product information, compare alternatives, communicate directly with sellers, and make purchase decisions online (Pramadyanto & Irwansyah, 2023). In addition, content marketing on Instagram can help businesses attract consumer attention, increase engagement, and encourage consumers to recognize and remember a brand (Octaviana & Zahara, 2024).

Brand awareness is an important element in marketing because it reflects consumers' ability to recognize and recall a brand within a particular product category. A strong level of brand awareness can influence

consumer trust, purchasing decisions, and brand preference. According to Keller and Swaminathan, brand awareness refers to consumers' ability to identify and remember a brand through its name, symbol, image, style, or other brand elements, while Kotler, Keller, Brady, Goodman, and Hansen emphasize that brand awareness is related to consumers' recognition of a brand in their minds, which may influence their purchasing behavior (as cited in Wardhana, 2021). Therefore, promotional activities through social media must be designed strategically so that consumers are not only exposed to the brand but also encouraged to remember, search for, purchase, and share information about the brand.

Gallery RJ is a growing fashion and beauty retail business in Bengkulu City. The store offers various women's fashion and beauty products, including hijabs, clothing, pants, skirts, bags, sandals, shoes, underwear, lingerie, cosmetics, and other accessories. In facing competition with similar businesses, Gallery RJ utilizes Instagram as one of its main promotional media to introduce products, provide discount information, display product content, and communicate with customers. The use of Instagram is important for Gallery RJ because consumers increasingly rely on social media to search for product information, observe product quality, compare prices, and obtain recommendations from friends, family, or online communities.

Based on the initial observation described in the manuscript, Gallery RJ implements a promotional mix strategy through Instagram by regularly uploading product content, using attractive visuals, providing detailed product descriptions, offering discounts, and utilizing Instagram features to interact with customers. However, business competition in Bengkulu City remains a challenge because several competitors have been operating longer and already have stronger brand recognition among consumers. Therefore, Gallery RJ needs an effective social media promotion strategy to build brand awareness and maintain consumer interest.

This study analyzes Gallery RJ's promotional strategy through Instagram social media in building brand awareness in Bengkulu City. The analysis is based on the AISAS model, which consists of Attention, Interest, Search, Action, and Share. This model is relevant for understanding consumer behavior in the digital environment because consumers may first be attracted by promotional content, develop interest, search for further information, make purchasing decisions, and then share their experiences with others. Thus, this study is expected to provide insight into how Instagram promotional strategies can support the development of brand awareness for local businesses, particularly in the fashion and beauty retail sector.

RESEARCHMETHOD

This study employed a descriptive qualitative approach with a case study design. This approach was used to describe and analyze the promotional strategy implemented by Gallery RJ through Instagram social media in building brand awareness in Bengkulu City. A qualitative method was considered appropriate because the study focused on understanding promotional practices, consumer responses, and the role of Instagram content in shaping consumer awareness of Gallery RJ as a local fashion and beauty retail business.

The object of this study was the Instagram promotional activity of Gallery RJ, particularly the Instagram account **@galleryrjbengkulu**. The research focused on how Gallery RJ used Instagram features, such as feeds, stories, reels, highlights, captions, hashtags, product demonstrations, discount information, and customer testimonials, to attract consumer attention and encourage brand recognition. The research was conducted from October to November 2025 by observing Gallery RJ's Instagram account and analyzing the promotional content uploaded during the observation period.

The data used in this study consisted of primary and secondary data. Primary data were obtained through interviews with two informants who were customers and followers of Gallery RJ's Instagram account, namely users of the Instagram accounts **@deltanovitasari** and **@cindyolv**. The interviews were conducted in Bengkulu City on November 14, 2025. The informants were selected because they followed Gallery RJ's Instagram account and had experience observing or responding to its promotional content. Secondary data were obtained from observations of the Instagram account **@galleryrjbengkulu**, documentation of promotional activities, previous studies, journal articles, and books related to social media marketing, Instagram promotion, and brand awareness.

Data collection was carried out through interviews, observation, documentation, content analysis, and literature review. Interviews were used to obtain information about consumer perceptions of Gallery RJ's Instagram promotional strategy. Observation was conducted to identify the types of content, posting consistency, use of Instagram features, promotional messages, and customer interaction patterns. Documentation was used to support the findings through screenshots, content records, and other relevant data from Instagram. Meanwhile, the literature review was used to strengthen the theoretical basis of the study, particularly related to digital marketing, social media promotion, brand awareness, and the AISAS model.

The data were analyzed using the interactive model of Miles, Huberman, and Saldana, which consists of data condensation, data display, and conclusion drawing. In the data condensation stage, the researcher selected and simplified relevant information obtained from interviews, Instagram observations, and documentation. In the data display stage, the data were organized based on the AISAS model, namely Attention, Interest, Search, Action, and Share. In the conclusion drawing stage, the researcher interpreted the findings to determine how Gallery RJ's Instagram promotional strategy contributed to the development of brand awareness among consumers in Bengkulu City.

The AISAS model was used as the main analytical framework because it is relevant to consumer behavior in the digital environment. The **Attention** stage was used to analyze how Gallery RJ attracted consumer attention through visual content, discounts, and product information. The **Interest** stage examined how consumers became interested in Gallery RJ's products after viewing its Instagram content. The **Search** stage analyzed how consumers searched for additional information through Instagram, direct messages, WhatsApp, friends, or family. The **Action** stage focused on consumer decisions to visit the store, ask about product availability, or make purchases. The **Share** stage examined how customers shared information, promotions, or shopping experiences with others through social media or word of mouth.

To maintain the credibility of the findings, the study compared data from interviews, Instagram observation, documentation, and relevant literature. This triangulation was used to ensure that the interpretation of Gallery RJ's promotional strategy was not based only on individual statements, but also supported by observable promotional activities on Instagram. However, this study has limitations because the number of informants was limited and the analysis focused mainly on Instagram promotional activities. Therefore, the findings should be understood as a descriptive case study of Gallery RJ rather than a general conclusion for all fashion and beauty retail businesses in Bengkulu City.

RESULTS AND DISCUSSION

The results of this study show that Gallery RJ uses Instagram as one of its main promotional media to build brand awareness among consumers in Bengkulu City. Based on observations of the Instagram account @galleryrjbengkulu and interviews with two customers who follow the account, Gallery RJ's promotional activities are carried out through consistent product uploads, attractive visual content, discount information, product demonstrations, captions, hashtags, Instagram stories, reels, highlights, and customer testimonials. These promotional activities are directed at introducing Gallery RJ's products, attracting consumer attention, encouraging product searches, influencing purchase decisions, and stimulating consumers to share information with others.

The findings are analyzed using the AISAS model, which consists of Attention, Interest, Search, Action, and Share. This model is relevant to explain consumer behavior in the digital environment, particularly in the context of Instagram-based promotion.

Attention

The first stage is Attention, which refers to the ability of promotional content to attract consumer attention. Gallery RJ attracts consumer attention mainly through visual content and promotional offers. The store frequently uploads product photos and videos through Instagram feeds, stories, reels, and highlights. These contents present various fashion and beauty products, such as hijabs, clothes, pants, skirts, bags, sandals, shoes, cosmetics, and women's accessories.

Discount information is one of the strongest promotional elements used by Gallery RJ. Based on the interview results, consumers are attracted to Gallery RJ because the store regularly provides discounts, especially during new product arrivals, special days, national holidays, and the store's anniversary. This

strategy makes consumers more interested in visiting the store or checking product availability through Instagram. In addition, the large number of Instagram followers, which reached approximately 198,000 followers, strengthens Gallery RJ's visibility as a fashion and beauty retail store in Bengkulu City.

This finding indicates that Gallery RJ has been able to create initial consumer awareness through consistent exposure on Instagram. Promotional content that appears regularly on consumers' homepages helps increase the possibility that consumers will recognize and remember the brand.

Interest

The second stage is Interest, which refers to the emergence of consumer interest after seeing promotional content. Gallery RJ builds consumer interest by presenting product information in a detailed and visually appealing manner. The interviews show that consumers are interested in Gallery RJ's Instagram content because the product photos and videos are clear, well-arranged, and supported by good lighting and sound quality.

Consumers also pay attention to the way Gallery RJ explains product details, such as price, material, product variation, and availability. This information helps consumers understand the products before making further decisions. The use of Instagram stories and reels also makes the promotional message more dynamic and easier to access. Product demonstrations by Gallery RJ employees further strengthen consumer interest because consumers can see how the products look when used.

Therefore, Gallery RJ's ability to provide detailed and attractive content contributes to the development of consumer interest. The promotional strategy does not only focus on displaying products, but also on presenting product value, price affordability, and visual attractiveness.

Search

The third stage is Search, which refers to consumer behavior in seeking additional information after being interested in a product. The findings show that consumers do not rely only on Instagram posts, but also search for additional information through Instagram direct messages, WhatsApp, friends, family, and people around them who have used Gallery RJ products.

This stage shows that Instagram functions not only as a promotional channel, but also as an information gateway. Consumers use Instagram to check product details, observe product quality, ask about stock availability, and compare products before making a purchase decision. Recommendations from friends and family also support the search process because consumers tend to trust the experiences of people close to them.

The search behavior found in this study indicates that Gallery RJ's Instagram promotion encourages consumers to become more active in seeking product-related information. This is important because information-seeking behavior can strengthen consumer confidence and increase the possibility of purchase.

Action

The fourth stage is Action, which refers to consumer decisions after obtaining sufficient information. The interview results show that after seeing Gallery RJ's promotional content, consumers often save posts, share them with friends, ask about product availability, visit the offline store, or make purchases. Some consumers also contact Gallery RJ through direct messages or WhatsApp to confirm product details before visiting the store.

Gallery RJ supports this action stage by providing several purchasing channels, including Instagram, WhatsApp, Shopee, and the offline store located on Jl. Putri Gading Cempaka Penurunan, Bengkulu City. The availability of multiple channels makes it easier for consumers to choose the most convenient way to obtain products.

The findings indicate that Gallery RJ's promotional strategy has succeeded in encouraging consumers to move from interest to action. Promotional content, especially discount information and detailed product explanations, can stimulate consumers to visit the store or make purchase-related inquiries.

Share

The final stage is Share, which refers to consumer behavior in sharing product information or shopping experiences with others. The findings show that consumers often share information about discounts, new products, or shopping experiences with friends and family. Some consumers also share Gallery RJ content through Instagram stories or other social media platforms.

This sharing behavior supports word-of-mouth promotion. Consumers who have purchased or used Gallery RJ products can indirectly become promotional agents for the brand. Their recommendations may influence other potential consumers to visit Gallery RJ's Instagram account or offline store.

The share stage is important because it shows that Gallery RJ's promotional strategy has created consumer participation. Consumers are not only receivers of promotional messages but also contributors to the dissemination of brand information. This condition can help Gallery RJ strengthen brand awareness more broadly among the people of Bengkulu City.

Discussion

The results of this study indicate that Instagram plays an important role in Gallery RJ's promotional strategy. Instagram is used as a platform to introduce products, communicate promotional messages, provide product information, and build interaction with customers. The use of Instagram features such as feeds, stories, reels, highlights, captions, hashtags, and direct messages allows Gallery RJ to deliver promotional content in a more visual, interactive, and accessible way.

Gallery RJ's promotional strategy is strongly related to the concept of social media marketing. Social media enables businesses to communicate directly with consumers, increase brand exposure, and influence consumer behavior. In the case of Gallery RJ, Instagram is used not only to display products but also to shape consumer perceptions of the brand. Consistent uploads, attractive visuals, affordable prices, discount programs, and customer testimonials contribute to the formation of positive brand impressions.

The findings also show that Gallery RJ's promotional strategy contributes to the development of brand awareness. Consumers recognize Gallery RJ as a store that provides complete women's fashion and beauty products at affordable prices. This recognition is supported by the store's consistent Instagram activity and its physical presence in Bengkulu City. In addition, the large number of followers strengthens the perception that Gallery RJ is a well-known local retail business.

Based on the brand awareness concept, Gallery RJ's strategy can be linked to several levels of consumer awareness. At the brand recognition level, consumers are able to identify Gallery RJ through its Instagram content, product displays, and promotional activities. At the brand recall level, consumers remember Gallery RJ when they need fashion or beauty products. Meanwhile, at the top-of-mind level, Gallery RJ has the potential to become one of the first stores remembered by consumers in Bengkulu City when they think of affordable women's fashion and beauty products.

The use of the AISAS model also shows that consumer behavior in the digital environment is not linear in a traditional way. Consumers may first see promotional content, become interested, search for more information, visit the store, make a purchase, and then share their experience with others. In this process, Instagram becomes a central medium that connects Gallery RJ with consumers at each stage of decision-making.

However, although the findings indicate that Gallery RJ's Instagram promotion has contributed positively to brand awareness, the effectiveness of the strategy should be interpreted carefully. The study is based on observations and interviews with two informants, so the findings cannot be generalized to all consumers in Bengkulu City. The limited number of informants means that the results are more appropriate to be understood as a descriptive case study rather than a broad measurement of promotional effectiveness.

In addition, the study would be stronger if supported by Instagram analytics data, such as engagement rate, reach, impressions, likes, comments, shares, saves, and profile visits. These data could provide stronger evidence of how far Gallery RJ's content reaches audiences and how consumers interact with the promotional content. Without such data, the analysis of effectiveness remains mostly based on consumer perceptions and qualitative observations.

Nevertheless, the findings provide useful insight for local businesses, especially fashion and beauty retail businesses, in using Instagram as a promotional medium. Gallery RJ's experience shows that consistent content, attractive visuals, discount strategies, detailed product information, and customer interaction can help build brand awareness. To further improve its promotional strategy, Gallery RJ can optimize Instagram analytics, increase direct interaction with followers, collaborate with local influencers, and develop a stronger brand identity that differentiates it from competitors.

Overall, the results and discussion show that Gallery RJ's promotional strategy through Instagram has a positive role in building brand awareness in Bengkulu City. The strategy works through the stages of attracting attention, creating interest, encouraging information search, influencing consumer action, and stimulating consumers to share brand-related information with others.

CONCLUSION

This study concludes that Gallery RJ's promotional strategy through Instagram has contributed positively to the development of brand awareness among consumers in Bengkulu City. Instagram is used not only as a medium for displaying products, but also as a communication channel to introduce new products, deliver promotional messages, provide discount information, interact with customers, and encourage purchase interest. Through consistent use of Instagram features such as feeds, stories, reels, highlights, captions, hashtags, product demonstrations, and customer testimonials, Gallery RJ is able to attract consumer attention and strengthen its visibility as a local fashion and beauty retail business.

Based on the AISAS model, Gallery RJ's Instagram promotion works through five stages: Attention, Interest, Search, Action, and Share. At the attention stage, consumers are attracted by visual content, product variety, and discount offers. At the interest stage, detailed product information, attractive photos and videos, and affordable prices encourage consumers to pay closer attention to the products. At the search stage, consumers seek further information through Instagram, direct messages, WhatsApp, friends, and family. At the action stage, consumers save posts, ask about product availability, visit the offline store, or make purchases. At the share stage, customers share promotional information and shopping experiences with others, supporting word-of-mouth promotion.

The findings indicate that Gallery RJ has reached several levels of brand awareness, including brand recognition, brand recall, and the potential to become top of mind among consumers in Bengkulu City. Consumers recognize Gallery RJ as a store that offers various women's fashion and beauty products at affordable prices. However, the findings should be interpreted carefully because this study is limited to qualitative observations and interviews with two informants. Therefore, future studies are recommended to involve more informants and include Instagram analytics data, such as engagement rate, reach, impressions, likes, comments, shares, saves, and profile visits, to provide stronger evidence regarding the effectiveness of Instagram promotional strategies in building brand awareness.

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