

# Analysis of Content Marketing Strategy Through Instagram Reels in Building Zhafa's Brand Awareness

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## Abstract

Social media has become a crucial platform for business development, including in building brand awareness. Instagram, with its Reels feature, offers significant potential for dynamic visual content marketing. This research aims to analyze the content marketing strategy implemented by the Muslim fashion brand Zhafa through Instagram Reels (@zhafa\_official) in an effort to build brand awareness. The research focuses on how content marketing strategy elements such as upload consistency, content relevance, visual appeal, and content substance are implemented in Zhafa's Reels, and how the Reels format influences audience engagement. This study employs a descriptive qualitative approach with data collection techniques through in-depth interviews with Zhafa's internal informants, customers, and an expert, as well as content analysis of Reels uploaded in September 2024. Data will be analyzed using the Miles and Huberman interactive model and the 7C framework (Context, Content, Community, Customization, Communication, Connection, Commerce). Although Zhafa has a significant number of followers, initial data indicates a relatively low engagement rate compared to competitors, suggesting challenges in its content strategy. The results of this research are expected to provide insights into effective digital marketing practices, particularly for brands with similar market segments, and theoretical contributions to the understanding of content marketing and brand awareness on social media platforms.

**Keywords:** Content Marketing, Instagram Reels, Brand Awareness, Zhafa, Marketing Strategy.

## Introduction

The development of social media-based technology has been widely utilized for business growth. This makes social media a significant opportunity to be leveraged as a medium for advertising or promoting a business. Online marketing is currently booming among business actors, ranging from small to large enterprises. The main reason is online marketing's ability to adapt to consumer characteristics, where consumers tend to choose products according to their income and seek convenience in efficient shopping. Social media marketing is a form of direct or indirect product marketing with various purposes, such as building relationships, branding, promotion, and market research. One of the main objectives of social media usage by businesses is to create broader and deeper brand awareness.

In today's business world, understanding social media features is essential as a tool for building brand awareness among consumers. Social media marketing not only functions as a promotional tool but also as a way for businesses to communicate directly with consumers, shape positive perceptions, and increase brand exposure. Social media plays a crucial role in making brands known to the public and strengthening brand-consumer relationships.

According to data from We Are Social (2025), the Instagram advertising audience in Indonesia is dominated by men and women aged 25–34. This finding aligns with the statement by Ardiansah and Maharani (2021), which revealed that Instagram outperforms Facebook in reaching the young and productive market, leading many businesses to choose Instagram as their marketing platform. Moreover, Instagram offers advantages in integrating with other platforms such as Facebook and Twitter, making its use more efficient and practical than Facebook.

Consumers—especially millennials and Gen Z—are more attracted to visual content such as images and videos rather than text, with videos tending to generate higher interaction and audience engagement. Instagram Reels has become one of the most effective features for building brand awareness due to its ability to showcase content on the Explore page, enabling brands to reach new audiences. Its short and dynamic format aligns with the fast-paced modern lifestyle, making it easier for audiences to absorb information (Novita et al., 2023). Many businesses use Reels to create creative and engaging content, highlighting product strengths through transitions and clip combinations. Supporting data from Emplifi (2023) shows that Reels garners more views than TikTok in various video duration categories, further reinforcing its role in effective digital marketing strategies.

Creating content on social media platforms like Instagram is a creative way to market products and build brand awareness. Promotion through Instagram can serve as an effective marketing strategy to enhance brand recognition. Reels provides brands with

opportunities to express their identity and values creatively. Narratives through captions, behind-the-scenes stories, and planned campaigns can strengthen brand messages and make them more relatable. With consistent visual and narrative styles, brands can build identities that are easy to recognize and remember. Leveraging narrative power and creativity in content can foster stronger awareness. Through Reels, products can deliver emotional and relevant messages, creating close connections with audiences, where clear and easily understood messaging is key.

One of the brands utilizing Instagram Reels is Zhafa, which focuses on balancing aesthetics and practicality, aiming to meet its target market's expectations for comfortable and easily mix-and-match clothing. This approach serves as the foundation for Zhafa's product development—comfortable, versatile, and stylish apparel. The strategy is manifested in Instagram Reels content that highlights product advantages through campaign videos, mix-and-match ideas, reviews, and transitions.

Before focusing on Reels, Zhafa also used photo and carousel formats, similar to competitors such as Lozy Hijab and Iskanti. However, compared to these two brands, Zhafa's Reels impressions remain relatively low. Since 2015, Lozy Hijab has consistently achieved high and stable impressions, reaching up to 330,000 views. Iskanti, established in 2017, has also recorded varied but significant impressions, such as 103,000 views. These figures indicate that both brands have successfully implemented content strategies that consistently build audience engagement. Meanwhile, although Zhafa began focusing on Reels in October 2022 and initially received positive responses, its content performance has fluctuated drastically—from 28,000 views to just 1,000–2,700. This dynamic reflects the challenges in maintaining audience attention and the effectiveness of Reels in building brand awareness (Faladhin & Martina, 2020). Therefore, further analysis is needed regarding Zhafa's content strategy and how audiences perceive and respond to its content.

This study focuses on analyzing the content marketing strategy implemented through Instagram Reels by the @zhafa\_official account in its efforts to build brand awareness. Based on this background, the research problem is: "How is Instagram Reels utilized by the @zhafa\_official account in building brand awareness?" The study aims to identify and analyze how elements of content marketing strategy—such as posting consistency, content relevance, visual appeal, and content substance—are reflected in the Reels posted by Zhafa. Additionally, it seeks to understand how the Reels format is perceived by audiences and how their engagement and participation are formed through the uploaded content. The research also explores how Zhafa's content strategy shapes patterns of interaction with its followers. This approach is expected to provide deeper insights into how fashion business actors leverage digital content on social media to build brand awareness in a contextually relevant way for their audiences.

The scope of this research includes: first, the media used is limited to the Instagram platform, focusing on Reels content uploaded in September 2024 by @zhafa\_official. Second, the research focuses on specific elements of the content marketing strategy (consistency, relevance, visual appeal, and content substance), excluding other aspects such as offline marketing. Third, the study targets Zhafa's Instagram audience, specifically young mothers aged 25–30 in the Greater Jakarta (Jabodetabek) area.

## Literature Review

Research on luxury brands and personal branding often examines authenticity, uniqueness, and content consistency. However, specific studies on the use of Instagram Reels by fashion brands like Zhafa to increase awareness—viewed from both the content creator's and the audience's perspective using the 7C framework—remain limited. This research has the potential to provide new insights into effective Reels content strategies on Instagram.

### Brand Awareness

Brand awareness is the consumer's ability to recognize and recall that a brand belongs to a certain product category. It serves as an important indicator for companies to understand the extent to which consumers recognize their brand in a competitive market. Kotler and Keller define brand awareness as activities that encourage consumers' ability to identify or recall a brand within a certain category in enough detail to make a purchase. Aaker outlines four levels of brand awareness: (1) Unaware of brand (consumers are unaware of the brand), (2) Brand recognition (consumers acknowledge the brand's existence), (3) Brand recall (consumers can remember the brand without assistance), and (4) Top of mind (the brand is the first choice that comes to mind). Understanding these

levels helps companies design appropriate strategies to strengthen brand positioning. Increasing brand awareness raises the likelihood of transactions—because the more well-known a product is, the greater the chance a transaction will occur.

Building brand awareness is crucial because it can enhance the probability of transactions. Previous studies have identified social media marketing as an effective strategy for building brand awareness. Digital marketing through social media enables businesses to compete with a wider market reach and greater transaction opportunities. Digital marketing on Instagram has also been proven to help build brand awareness, as concluded by Zeqiri et al. (2025), who found an increase in followers and customers. Instagram serves as a reliable medium for communication in building brand awareness and brand–audience interaction. Small and medium enterprises (SMEs) require social media marketing strategies to leverage Instagram in building brand awareness.

## Content Marketing

According to Kotler et al. (2017), content marketing is a marketing approach involving the creation and curation of trustworthy and up-to-date information, as well as delivering engaging and useful content to the audience. Saragih (2020) adds that content marketing means sharing high-quality content that provides benefits and solutions—not just products, but also impactful information.

The dimensions of content marketing, according to Riska et al. (2020), include:

1. Reader Cognition: how consumers perceive the content, including accessibility (video, audio, kinesthetic interaction).
2. Sharing Motivation: reasons for sharing content, such as increasing company value and expanding audience reach.
3. Persuasion: the content’s ability to capture attention and encourage consumers to purchase through creativity.

The purpose of content marketing is to introduce the brand, motivate, change customer perceptions, drive interaction, and strengthen relationships with audiences through relevant and beneficial content. A good strategy creates a positive brand image and stimulates purchases, where high-quality information influences consumer decision-making. Effective content that aligns with audience preferences will boost brand awareness to a top-of-mind position and influence purchase decisions (Plessis, 2022; Ho et al., 2020).

Creativity in producing Instagram content is also essential. Seyyedamiri and Tajrobehkar (2020) state that engaging content aligned with current trends can enhance brand awareness. Research on the use of social media to build brands has been extensive, including studies on luxury brands that use engaging content to communicate brand values and stories. Studies on personal branding in YouTube and e-commerce platforms adopting the 7C framework emphasize authenticity and uniqueness in content. Posting consistency is considered important for building trust and understanding audience interests.

Nevertheless, research that specifically analyzes the use of the Reels format on Instagram to enhance awareness is still limited. Previous studies have focused more on textual analysis or social media use by organizations. Therefore, this study will conduct an in-depth analysis of Zhafa’s Instagram Reels content from the content creator’s perspective using the 7C framework, with the potential to offer new insights.

Social media platforms like Instagram serve as arenas for computer-mediated communication (CMC), where digital interactions such as likes, comments, and shares occur. Communication within content is considered crucial for user engagement. Previous CMC studies have rarely employed interview methods, which is why this research adopts a qualitative approach using interviews, similar to Tandoc et al. (2019).

## Instagram Reels

Instagram Reels is a feature for creating and discovering short videos, similar to TikTok. Users can record and edit 3–15 second videos with music, then share them via Stories, the Feed, or the Reels tab. Reels can also be discovered on the Explore page, showcasing videos from followed accounts as well as popular accounts. The Reels algorithm considers followed accounts, user interactions, and location. This feature provides opportunities for creators and brands to expand their reach. Certain Reels can be marked as Featured by Instagram as relevant content.

## Computer-Mediated Communication (CMC)

CMC refers to interactions between individuals or groups through digital media such as the internet and social media. According to Holmes (2012), four key elements in CMC theory are:

1. The digital world as a unique element of communication.
2. Interaction being prioritized over social rules.
3. Communication being influenced by external factors, with messages capable of representing the real world.
4. Information being delivered in various forms.

Communication within each piece of content is considered essential, as evidenced by studies on user engagement that highlight the importance of user interaction with digital content in shaping audience experiences and utilizing technology effectively.

## The 7C Framework

The 7C Framework, proposed by Rayport and Jaworski, outlines seven fundamentals underlying internet-based marketing communication practices: Context, Content, Community, Customization, Communication, Connection, and Commerce. This theory is used to design customer interfaces, marking the shift from a traditional marketplace (face-to-face) to a market space (screen-to-face) mediated by technology. This study will apply the 7C framework to understand Zhafa's Reels content.

## Method

This study employs a descriptive qualitative approach. According to Safarudin (2023), qualitative research is a systematic activity aimed at discovering theory within social reality rather than testing an existing theory. The qualitative approach is oriented toward natural and real-life phenomena. The researcher, serving as the primary data collection instrument, must remain as objective as possible, although bias may occur, and verification is sought through alternative perspectives. This method was chosen because the study focuses on an ongoing event—audience responses to the Instagram Reels content of @zhafa\_official in building brand awareness.

## Data Collection Techniques

Data collection involves defining boundaries, gathering information through observation, unstructured or semi-structured interviews, documents, and visual materials, as well as establishing recording protocols (Creswell, 2018). Qualitative researchers collect data independently using various methods (Creswell, 2014).

### 1. Primary Data:

Collected directly through semi-structured in-depth interviews with respondents. The respondents consist of two key informants (Zhafa's content creators), eight external informants (loyal Zhafa customers who follow and consume @zhafa\_official Reels content), and one expert in digital marketing. Primary data is also obtained by examining the Reels content itself using relevant theoretical frameworks.

### 2. Interviews:

A data collection technique conducted through verbal communication to gather information, enabling researchers to understand respondents' thoughts and experiences. Interviews are purposeful conversations (Creswell, 2018). This study will conduct semi-structured in-depth interviews, where the researcher prepares an interview guide but may develop additional questions beyond the prepared list.

### 3. Respondents:

Individuals selected to provide qualitative data. In qualitative research, these subjects are referred to as informants, chosen specifically based on predetermined criteria. Two key informants (Zhafa's content creators) and five external informants (loyal Zhafa customers who follow and consume @zhafa\_official Reels content) will be interviewed.

#### 4. Secondary Data:

Information obtained from sources other than primary data, such as public and private documents, as well as audio and visual materials (Creswell, 2018). In this study, secondary data consists of previous research, related journals, books, online articles, and text, audio, and visual materials from @zhafa\_official's Instagram Reels content.

### Data Analysis Techniques

Data analysis was conducted based on information obtained from participants (Creswell, 2018). The study employed the Interactive Model of Qualitative Data Analysis by Miles and Huberman (2019), which consists of:

1. Data Reduction – summarizing and focusing on the core information, identifying patterns and themes. Reduced data facilitates easier organization and the discovery of relevant insights.
2. Data Display – organizing the reduced data into summaries, narrative texts, diagrams, or other formats to make it easier to draw conclusions.
3. Conclusion Drawing and Verification – formulating conclusions based on findings and performing re-checks. Conclusions may evolve as fieldwork progresses. Subsequently, the analysis will be deepened using The 7C Framework (Context, Content, Community, Customization, Communication, Connection, and Commerce) to examine the utilization of Zhafa's Reels content.

### Trustworthiness Examination Techniques

This study used triangulation to validate the data. Triangulation is a multi-method approach to understanding a phenomenon from various perspectives to achieve greater accuracy. It involves using multiple data sources to verify the truth of themes (Creswell, 2018), thereby enhancing research credibility. This research applied source triangulation, comparing data from different sources (documents, observations, and interviews) for verification (Denzin, 2017). The purpose was to cross-check information from both internal Zhafa sources and external Zhafa sources to reach conclusions from multiple viewpoints.

## Results and Discussion

### General Overview of the Research Object: Zhafa

Zhafa is a Muslim fashion brand targeting young mothers aged 25–30 in the Greater Jakarta area (Jabodetabek). This audience was chosen due to their specific need for fashionable yet functional clothing. The brand is committed to producing stylish, functional, and sharia-compliant products, balancing aesthetics and practicality to meet the needs of its target market. Zhafa's digital marketing strategy leverages Instagram Reels to highlight the advantages of its products—design, functionality, and value—to increase brand recognition and purchase interest. To support the analysis, the following is an overview of the most frequently used social media rankings by the company.

### Data Analysis of Zhafa's Reels Impression Rate and Competitors

Before focusing on Reels, Zhafa also relied on content formats such as photos and carousels, similar to its competitors, Lozy Hijab and Iskanti. However, compared to these two brands, Zhafa's Reels impressions are relatively lower. Lozy Hijab, established in 2015, consistently achieves high and stable impressions, even reaching up to 330,000 views. Meanwhile, Iskanti, founded in 2017, also records varied yet significant impressions, such as 103,000 views. These achievements indicate that both brands have content strategies that are able to build and maintain strong connections with their audiences over time.

In contrast, although Zhafa began intensively using Reels in October 2022 and initially received positive responses, its impressions have drastically declined from around 28,000 to only 1,000–2,700 views. This suggests that having a large follower count does not necessarily guarantee high audience engagement. Zhafa's low impression rate signals potential areas for improvement in its content strategy or audience interaction approach, despite the fact that Zhafa uploads more consistently than its competitors.

### **Analysis of the Use of Instagram Reels @zhafa\_official in Building Brand Awareness Using the 7C Framework**

An in-depth analysis of Zhafa's Reels content during September 2024 and interview results will be examined using the seven elements of the 7C Framework:

1. **Context** – This refers to how Zhafa designs the overall look of its Instagram profile and creates Reels content to be visually appealing while addressing audience needs. There is consistency in visual aesthetics (colors, fonts, video style) in the Reels, aligning with Zhafa's overall brand identity. This visual consistency helps build audience awareness of Zhafa's product characteristics and enhances audience attraction toward the brand.
2. **Content** – Zhafa utilizes various types of Reels content (educational, inspirational, entertaining, product promotions, and behind-the-scenes). The team uploads content tailored to the needs and interests of its target audience (young mothers) and aligned with Zhafa's brand values (sharia-compliant, fashionable, functional). The production quality of the videos (resolution, lighting, audio, editing, use of music/effects) ensures clarity of message delivery and effectively highlights product advantages. Through this content presentation, audiences can clearly obtain product-related information from Zhafa's Reels.
3. **Community** – Zhafa's team fosters two-way interaction through Reels (for example, responding to comments and asking questions). The team actively replies to comments and answers audience questions in the comment section of Reels content to build engagement.
4. **Customization** – This is reflected in how Zhafa adapts its content to the characteristics of its audience. Zhafa has successfully segmented its audience and tailored Reels content for specific market segments. Based on audience characteristics, Zhafa responds by creating Reels that follow trends currently popular among its target audience.
5. **Communication** – The style and tone of voice used in Reels narration or text are updated regularly to align with the target audience. Zhafa's openness to feedback or criticism in the Reels comment section demonstrates that it effectively uses Reels as a channel to communicate important information (new products, promotions, events). This active communication helps shape the audience's perception of Zhafa through Reels (informative, persuasive, authentic).
6. **Connection** – Zhafa's communication and promotional patterns through Reels connect the brand and its audience to other platforms (website, e-commerce, other social media). Zhafa also uses clear calls-to-action (CTAs) in Reels to guide audiences toward the next step (e.g., visiting the profile, clicking the bio link, saving the post), creating collaboration between Zhafa and its audience through Reels.
7. **Commerce** – After addressing the previous six elements, Zhafa evaluates whether Reels content directly or indirectly supports sales objectives. The brand integrates commercial aspects without reducing the appeal or informative value of its Reels content. Zhafa adds links to its e-commerce store in its Instagram bio, and Reels captions often include calls-to-action encouraging audiences to purchase products via e-commerce, thereby helping generate sales through Reels content.

Based on the analysis using the 7C Framework and interview data, we found that the Instagram Reels of @zhafa\_official are designed with a relatable and light visual style that aligns with the lifestyle of Gen Z and today's social media users. Zhafa's content team developed a Reels strategy by adjusting the visual and audio context to be clean, cheerful, and trend-driven—featuring quick transitions and content durations under 20 seconds—while still reflecting the brand's simple, bold, and user-friendly identity for nursing mothers, hijab wearers, and those performing wudu. This content successfully conveys a close, light, and contemporary impression without appearing overly promotional, thereby strengthening the brand's youthful and friendly image.

In terms of content, the main focus of Reels is product education, tutorials, styling looks, and information about materials, colors, prices, and launch dates, all packaged attractively to build awareness while capturing audience interest. Audience engagement is a key priority, with Zhafa actively fostering interaction through comments, giveaways during open-order periods, and relatable

content such as “POV mom” videos, as well as turning audience responses into ideas for future content. The Reels also invite emotional responses and light opinions that drive interaction through comments, likes, and shares, forming an active and interconnected micro-community that strengthens brand recall and emotional attachment to Zhafa.

In terms of personalization, the creative team consistently draws insights from various sources such as Reels Explore, Pinterest, and competitors while maintaining originality and relevance to follower characteristics, tailoring content to fit their lifestyle and preferences. This reinforces the perception that the brand truly “understands” its audience.

This strategy reflects the principles of content marketing, where content is not merely a promotional tool but also provides value to the audience through educational information and entertainment aligned with the needs and lifestyle of the target market. The delivery style—light, trendable, and concise—supports an effective micro-content strategy to capture attention amid the limited attention span of social media users.

In the context of Computer-Mediated Communication (CMC), the communication built through Reels content is indirect yet remains interpersonal. Zhafa implements two-way communication by using comments, likes, and other interactive features as a space to actively engage with the audience. The team’s quick and solution-oriented responses to mentions and comments demonstrate that the digital medium is optimally utilized to maintain relationships and build perceived intimacy between the brand and its followers. This strengthens the impression that the brand is “close to” and “understands” its audience, in line with CMC principles that enable personal communication at scale through digital media.

From a brand awareness perspective, Zhafa’s approach covers various levels. At the brand recognition level, consistent visuals and distinctive content styles help audiences identify the brand quickly. At the brand recall level, engaging and emotionally resonant Reels foster attachment and activate audience memory of the brand when encountering similar contexts (e.g., nursing-friendly designs or earthy tones). For top-of-mind awareness, a consistent approach to trend insights and audience responses enables Zhafa’s content to repeatedly appear on user timelines, increasing the likelihood that audiences will immediately recall the name “Zhafa” when thinking of comfortable and practical Muslim fashion.

Two-way communication is also evident, with the Zhafa team responding promptly and politely to important comments and mentions, even developing new content based on feedback. This interaction humanizes the brand and makes it feel closer to the audience, building trust and loyalty. In terms of connection, while the main focus is on Instagram, Zhafa uses Reels as a soft-selling channel by placing purchase links in its bio and stories to direct audiences to Shopee or other platforms, effectively prompting further action.

Finally, in terms of commerce, although Reels do not directly drive transactions, captions are used to persuade audiences with promotional information, purchase invitations, and reinforcement of the main goal—building product and brand awareness. Thus, Reels function effectively in building brand awareness while subtly guiding audiences toward making purchases. Overall, the combination of insights from the digital team and audience perceptions shows that @zhafa\_official’s Instagram Reels strategically apply consistent and relevant 7C elements, supporting brand awareness objectives with a communicative, personal, and engaging approach tailored to its target audience.

## Conclusion

From the overall results and findings of this study, it can be concluded that the content marketing strategy through Instagram Reels by the account @zhafa\_official plays a significant role in effectively building brand awareness. The integrated application of the 7C framework across all aspects of Reels content shows that the brand is not only focused on product promotion but also on building emotional connections with the audience, delivering the brand message in a communicative and engaging way, and responding adaptively to market trends and needs. Reels serve as a visual storytelling medium that is not only informative and entertaining but also strengthens brand identity and creates a more personal digital experience for consumers.

Through this approach, Zhafa has been able to increase audience engagement, expand the reach of brand messages, and create a positive image in the eyes of consumers. Although there are challenges, such as fluctuations in impressions and engagement, overall,

Reels have proven to be a strategic medium in supporting brand communication that is relevant, light, and aligned with the needs of today's digital generation.

Furthermore, this analysis has successfully identified a set of key factors that significantly support—or, conversely, hinder—the process of building Zhafa's brand awareness through the Reels platform. These factors are not limited to the technical aspects of content creation but also include strategic elements such as the relevance of messaging to the target audience, the quality and visual appeal presented, consistency in publishing, and the depth and quality of interaction established with followers. All of these have been examined through various relevant analytical frameworks.

## Recommendations

Based on the conclusions developed, the following are several suggestions or recommendations that can be proposed, both for academic development and for practical application, particularly for Zhafa and similar businesses:

### 1. Academic Recommendations

#### a. Development of a specialized analytical model

Given that the conclusions emphasize the importance of in-depth analysis of Reels content marketing strategies, future research could be directed toward developing or refining a more specific analytical model for short-form video content such as Instagram Reels, particularly in the context of the Muslim fashion industry or other industries. This could provide a theoretical contribution to understanding the unique dynamics of such platforms.

#### b. Exploration of interrelationships between strategy elements

Future studies could further examine how different elements of content strategy (e.g., visual quality, narrative, posting frequency, and interaction) interact and combine to create maximum impact on various levels of brand awareness (from recognition to top-of-mind).

### 2. Practical Recommendations

#### a. Data-driven and feedback-based content optimization

In line with the conclusion regarding the importance of relevance, quality, and visual appeal, Zhafa is advised to continuously analyze the performance of each uploaded Reel. Utilize Instagram analytics and direct audience feedback (comments, direct messages) to continually refine content themes, visual styles, and narratives to better resonate with the target market of young mothers.

#### b. Enhancement of interaction quality and depth

Given that the conclusions highlight the importance of substantive audience engagement, Zhafa should focus not only on the number of likes or comments but also on the quality of these interactions. Allocate resources to respond to comments more personally and in depth, spark discussions, and use interactive Reels features (such as Q&A and polls) more strategically to build a stronger community.

#### c. Recommendations for other business players

Businesses, particularly in the fashion industry, are encouraged not merely to follow the trend of using Reels but to apply a deep analytical approach as outlined in this study. Understand your audience, define clear objectives for each Reel, and regularly evaluate its effectiveness.

#### d. Focus on authenticity and added value

To build strong and sustainable brand awareness, it is important for brands to present Reels content that is authentic, reflects brand values, and offers added value to the audience—whether in the form of information, inspiration, or entertainment. Meaningful engagement often arises from content perceived as genuine and relevant by the audience.

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