

## Digital Marketing Strategy through Instagram in Payakumbuh Padang Restaurant

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### ABSTRACT

The development of digital marketing has had a significant impact on business marketing strategies, especially in the culinary sector. This research aims to analyze digital marketing promotion strategies through Instagram implemented by the Padang Payakumbuh Restaurant owned by Arief Muhammad. This research method uses a qualitative approach with data collection in the form of interviews with the management and observations of the Instagram content @padangpayakumbuh. The research findings explain that the digital marketing strategy implemented by Padang Payakumbuh focuses on three aspects: Search Engine Optimization (SEO), Social Media Content, and Quoting. SEO optimization through Google Business and social media can enhance the visibility and the number of visitors to the restaurant. The utilization of engaging and unique content on social media has successfully built engagement and strengthened brand awareness for Padang Payakumbuh. Furthermore, the use of quoting in captions and customer reviews plays a role in establishing trust and consumer loyalty. The digital marketing strategy through Instagram can be considered successful in increasing brand exposure and customer engagement for Padang Payakumbuh. Suggestions for further development include strengthening interactions with followers, conducting regular performance analyses, and implementing customer loyalty programs to maintain competitiveness in the culinary industry.

**Keywords:** Digital Marketing; Instagram; Payakumbuh Padang Restaurant

### INTRODUCTION

The development of technology and the internet has fundamentally transformed human behavior. Technological advancements have also influenced changes in marketing strategies, which are now shifting towards digital marketing. Digital marketing focuses on increasing product awareness through digital media, allowing for a broader consumer reach without geographical limitations. The utilization of digital marketing can also facilitate reaching target markets that may be inaccessible without leveraging digital marketing, such as using advertising features in the marketing process of a product, which will appear on social media pages or the internet of potential consumers when they input a certain keyword (Kotler & Keller, 2015). In this regard, the effective determination of marketing strategies and the selection of appropriate media platforms become crucial, as they are essential for increasing sales and profits (Sutrisno et al., 2024). Marketing through social media is currently widely utilized by entrepreneurs, both large-scale and small-scale businesses; one of the media platforms used is Instagram for promotional activities via social media. Digital marketing can have a significant impact when executed according to marketing targets, and fundamentally, marketing serves as a means to encourage potential consumers to become familiar with the

products offered. The utilization of digital tools can expand the reach to a broader target audience (Ryan, 2014). In October 2023, Indonesia ranked 4th in the use of Instagram social media, with a total of 104.8 million users (Annur, 2023). This indicates that the Indonesian community is quite active in using the social media platform Instagram, and this can serve as a reference for businesspeople to conduct promotions on social media, particularly Instagram.

Social media marketing is currently widely employed by various entrepreneurs to assist in enhancing their brand awareness, which includes collaborating on endorsements with several influencers. As a result, a social media-based promotional strategy has emerged that is frequently encountered everywhere today. Social media is also extensively utilized by customers because the platform offers services that can be experienced directly by users when they wish to learn about or purchase a product (Charlesworth, 2018). Social media not only serves as a tool for promotion, but also as a platform for shopping, which is referred to as social media marketing (McDonald, 2023). Social media also helps to broaden reach and widely opens connections between people across various corners of the world, as reported by Smart Insight in early 2022 through an article, it is stated that more than half of the population in this world uses social media, approximately (58.4%) or 4.6 billion people, and as many as 424 million of that figure are individuals who have joined within the last 12 months (Arifin, 2022). This indicates that social media users are significantly large in the world today, thus it is very likely that everyone can easily access all information.

As time progresses, the development of social media has given rise to what are known as influencers, where many individuals follow a particular person's account and use it as a benchmark when considering purchases or encountering new information through social media. Typically, those who follow these influencers feel confident that the influencers they trust and follow are discussing or introducing a product, whether it be through endorsement or a brand launched by the influencers themselves. By utilizing influencers as representatives of a product for promotion, sellers can easily access audience numbers in real time, significantly impacting the awareness of their products among the general public. (Barry & Barry, 2015). In addition, the presence of social media facilitates prospective consumers when purchasing a product without having to see or experience the product first. This is because the feelings of prospective consumers towards a product are represented by influencers who convey the product through their posts on social media. (Dahl, 2018).

Instagram has become one of the preferred platforms due to the high population of Instagram users in Indonesia. The impact of social media marketing can greatly assist in promoting a product through digital platforms such as Instagram and TikTok. Quoted from Jeswani (2023), the impact of social media marketing provides extensive visibility for brands in promoting their products. Influencers has the ability to introduce a product or service to a larger audience due to their broader reach. Therefore, an influencer nowadays has become a credible and trustworthy figure among their followers on social media accounts. Utilizing influencers to assist in the digital promotion process of a brand is an easy step, as influencers possess a wider range of followers and listeners, and employing their services is more efficient because influencers can more easily reach the desired target audience (Kotler et al., 2020). One of the influencers representing his restaurant business is Arief Muhammad on the Instagram account @padangpayakumbuh.

The Padang restaurant in Payakumbuh is a culinary venture located in Jabodetabek. This restaurant was established in 2022 and has competitors in the same field and category, namely, Restoran Pagi Sore, Restoran Sederhana, and other Padang restaurants. The Payakumbuh Padang restaurant has a significant difference from its competitors, The Payakumbuh restaurant sources rice and raw materials directly from local farmers in West Sumatra. This Padang restaurant has its own method of preserving all flavors to ensure the taste produced is consistent and in accordance with the original taste of the menu. This was explained by Arief Muhammad in which he describes how they select the menu items at the Payakumbuh Padang restaurant; and how they maintain the flavor profile across all branches of the Payakumbuh Padang restaurant by conducting research together with the team and adjusting the flavor of the dishes created by their chefs and revising the taste if it is not satisfactory in order to achieve a flavor that is exactly like the original dish. Then, to maintain consistent taste across all branches of the Payakumbuh Padang restaurant, training is provided to all staff, and the Standard of Procedure (SOP) is communicated to all branches. This effort is aimed at preserving the taste and character of the Payakumbuh Padang restaurant (Raditya Dika, 2023).

The researchers are interested in understanding the digital marketing strategies implemented by the Padang restaurant in Payakumbuh, due to the phenomenon of Padang restaurants becoming increasingly modern, with some establishments having abandoned the Minangkabau cultural touch. However, this is not the case with the Padang restaurant in Payakumbuh, which remains deeply rooted in Minangkabau culture and can attract the Generation Z market to enjoy the traditional cuisine of West Sumatra. As previously done by the Payakumbuh Padang restaurant, this was explained by Arief Muhammad through his video during the launch of the first Payakumbuh Padang restaurant location, starting at the minute where Arief Muhammad explains the uniqueness of the Padang restaurant concept he established, and discusses the raw materials such as spices, rice, and others sourced directly from selected farmers in West Sumatra. This was intentionally done by Arief Muhammad and the team to preserve the taste and authenticity of the Payakumbuh Padang restaurant, and that has become phenomenal in social media, especially Instagram (Arief Muhammad, 2022).

Therefore, the researcher is interested in raising “Digital Marketing Promotion Strategy through Instagram in Payakumbuh Padang Restaurant Business” where this research journal aims to examine the current implementation of digital promotion strategies carried out by Arief Muhammad and the Payakumbuh Padang Restaurant and to ascertain the extent of social media marketing application by the Payakumbuh Padang Restaurant through Instagram. Furthermore, this study also seeks to evaluate the effectiveness of Instagram social media usage in digital promotion activities at a restaurant, and currently, there has not been much discussion regarding the impact of digital promotion implementation through Instagram social media on the Payakumbuh Padang restaurant business owned by Arief Muhammad. The research question pertains to how the implementation of digital marketing promotional strategies through Instagram has been conducted by the Payakumbuh Padang restaurant.

The grand theory employed in this research explains the role of digital marketing through digital marketing strategy, social media marketing, and Instagram, within the context of Padang restaurant business in Payakumbuh. Digital marketing serves as a foundation for planning digital marketing strategies. To realize digital marketing, social media marketing

emerges as a key focus, as it plays the most influential role in attracting a wide audience and increasing brand awareness. Furthermore, Instagram serves as a primary platform in the implementation of digital marketing strategies. Instagram is not only a platform for promotion but also one of the ways for a brand to maintain a good relationship with its consumers, ensuring that in the future, consumers will return. Furthermore, Instagram serves not only as a link between the brand and the consumers but also as a place for consumers to make reservations or to gather further information regarding the brand they wish to inquire about.

### **Digital Marketing**

Digital marketing is now widely used as a marketing strategy that follows technological advancements, where according to Kingsnorth (2016), nearly all significant business decisions, including those related to public relations (PR), product development, pricing, and even recruitment, involve digital marketing. Digital marketing is an exciting field today. Online and digital marketing are sometimes combined. As we enter the twenty-first century, most businesses already have a website or are in the process of creating one. Email is widely used, and due to technology, it is quite easy to handle by individuals. Digital marketing today can facilitate the enhancement of brand awareness, which can have a positive impact on businesses engaged in hospitality and tourism, as it can provide extensive information and attract public interest when visiting places such as restaurants or tourist attractions in specific areas (Minazzi, 2015). The existence of digital marketing allows business owners to obtain what is known as "Big Data" from which they can observe and evaluate the progress of their business through the data they possess. As the business grows, the data they have will continue to increase (Quesenberry, 2019).

The explanation regarding digital marketing was also discussed by (Lesmana & Valentina, 2021). This research provides an in-depth analysis of digital marketing in Padang restaurants through the Instagram platform, where the researchers explain that Instagram business accounts are quite satisfactory for business owners in assisting their digital promotions, as they yield satisfying results and a wide reach for entrepreneurs to promote their products, specifically Padang restaurants. This is supported by various aspects of digital marketing through Instagram, such as tone of feeds, captions/language style, and hashtags.

Digital marketing has become an essential aspect of business development today. Previous research discussing digital marketing by Sutrisno et al. (2024) explains that digital marketing and online shop e-commerce platforms play a crucial role in expanding marketing reach and increasing the sales of souvenirs from Sidoarjo. A similar sentiment was expressed by Putra & Asnur (2024), stating that the utilization of digital marketing can aid in enhancing sales, as business operators can segment demographics and consumer behavior within digital marketing and can identify the target market specifically. This can assist business operators in preparing appropriate digital marketing strategies.

### **Social Media Marketing**

According to the Kotler & Keller (2015), social media is a key element of digital marketing. Social media provides customers with the ability to communicate with businesses and with one another through text, photos, audio, and video, and vice versa. Social media marketing is a method that is currently widely used by entrepreneurs who wish to conduct or intend to conduct marketing through digital platforms. Clyne (2019), in his book, stated that utilizing social media to market your products and services can help your business succeed, expand

your brand's reach, and establish a trustworthy and recognizable image. Additionally, making your clients satisfied and happy is the first step in creating a positive brand image. Social media marketing programs typically focus on content that engages the target audience and motivates them to share it with their social networks (Barker et al., 2016). Therefore, many business actors, ranging from small to large scales, are currently utilizing social media as a marketing tool. One of the social media platforms frequently used is Instagram.

According to Clyne (2019), the dimensions of social media marketing are as follows: Search Engine Optimization (SEO), Social Media Content, and Quoting in Social Media Posts. Search Engine Optimization is a system through which the content of the Payakumbuh Padang restaurant can be viewed by many people due to its high engagement, which can be interpreted as posts that are frequently viewed and liked, or which elicit numerous comments. Social Media Content refers to the content posted on the Instagram account of the Payakumbuh Padang restaurant. Quoting itself is a type of citation or caption that appears on a post from the Instagram account @padangpayakumbuh.

The utilization of social media in building branding for businesses in the food and beverage sector is considered to be much faster in reaching the target audience, as various types of information, especially in the culinary field, are highly sought after by the public. The positive impact of this social media utilization can also be felt by consumers due to direct interaction between business actors and the audience, thereby building trust and assisting business actors in attracting potential consumers and enhancing brand image according to Paramita et al. (2023).

A similar point is according to Maro & Prasetyawati (2024) who stated that Social Media Marketing is a promotional method that can be carried out through social media platforms such as Instagram, Facebook, Twitter, and others. In utilizing this marketing approach, business practitioners can upload engaging content to increase engagement and insights on social media. Furthermore, the use of social media as a marketing tool can expand visibility and market reach.

### **Instagram**

Instagram is a media platform that is widely used by people today across various corners of the world, as stated by Clyne (2019) in his book, despite the fact that Instagram has over 800 million monthly active users, the primary reason for needing to gain expertise in this platform for building a marketing presence there is that Instagram users are not only active but also engaged. Instagram is about visuals, so if you are working in e-commerce, using Instagram to sell your company could be the next big thing. Instagram is a user-friendly platform for implementing digital marketing, as everything can be easily accessible without limitations (Miles, 2019).

In relation to the use of Instagram, Piyoh et al. (2024) elucidates a positive and significant influence of advertising variables on consumer purchase intention. The role of advertising on Instagram can substantially impact potential consumers before they decide to purchase a product from the brand Innisfree. This indicates that the presence of social media, particularly Instagram, and its advertising features can enhance brand awareness of a product among the public and serve as a reinforcement when potential consumers contemplate using or purchasing products from a brand.

In addition to advertisements, the marketing process on Instagram can also be associated with the presence of influencers, where the role of an influencer can significantly impact trust and increase sales due to the establishment of trust and brand awareness, as explained by Tarmidi & Mardhiyah (2022) regarding the influence of influencer marketing on consumer purchasing interest for a brand. The study states that influencer Arief Muhammad plays a role in instilling confidence in consumers, enabling them to trust the products promoted by him. Among 400 respondents, the influencer credibility variable scored an excellent position at 89%. The research shows that the role of an influencer can provide and enhance an individual's purchasing interest towards a brand.

The development of engaging content and the establishment of a distinctive identity for a business, particularly in the culinary sector marketed through Instagram, can have a positive impact on a culinary business. The utilization of hashtags and reviews can also influence decisions and assist in the dissemination of promotions to a more specific target market, as noted by Rambli et al. (2024). In addition to the use of hashtags, reviews, influencers, and advertising on Instagram, marketing on this platform is also supported by the creation of focused content; this can encourage the creation of personal branding and brand awareness through compelling posts that showcase the unique characteristics of the business. From the focus on content creation and the utilization of various features available on Instagram, this can help enhance sales and brand awareness of a product. Additionally, the interaction with the audience through social media can assist business actors in obtaining feedback from the audience and help them continuously improve the quality of their ventures (Purnama & Sani, 2022). Digital marketing through Instagram is inseparable from content marketing that is uploaded to the Instagram social media account. According to Umami & Darma (2021), content marketing is an appropriate strategy to reach online consumers because it can reach a wider potential audience at a lower cost.

## METHOD

The research methodology is conducted using qualitative analysis and descriptive methods, focusing on the Payakumbuh Padang restaurant as the subject of this study. The research is carried out online via Zoom during interviews with three informants, which include (1) the Social Media Specialist of Padang Payakumbuh, (2) the Project Manager of Padang Payakumbuh, and (3) a Digital Marketing Practitioner. In this qualitative research, the data utilized comprises content from the Instagram account @padangpayakumbuh as one of its digital marketing strategies. The data in this study may also include information from the management of the Padang Payakumbuh restaurant. The sources of data in this research include both primary and secondary data. Primary data is obtained from interviews with the management of the Padang Payakumbuh restaurant, while secondary data is sourced from previous studies related to the use of social media in product marketing.

The data collection technique in this research is by documenting the content owned by the Instagram account @padangpayakumbuh. Subsequently, the database is created by analyzing the content that has been posted on the social media platform Instagram @padangpayakumbuh. The next data collection method is through interviews; in this research, this technique is used to obtain further information regarding the use of social media as a tool for digital marketing for the Padang restaurant Payakumbuh. The informants

involved in this interview process are the management from the Padang restaurant Payakumbuah, as they are deemed capable of providing accurate information. The data analysis technique used in this research is the Miles & Huberman model, involving data reduction, data presentation, and conclusion drawing (Yusuf, 2016). The researcher used data triangulation to obtain interrelated data that will represent different data in a single event (Rosyada, 2020).

## **RESULT**

The Payakumbuah Padang restaurant is currently continuing to develop and is truly focused on the promotions they are carrying out, so that this business continues to operate even without continuously showcasing Arief Muhammad's figure on Instagram. The marketing team of Arief Muhammad is genuinely serious in preparing various ways to further develop this Payakumbuah Padang restaurant through its flavors and characteristics. This can be seen from the social media activities on Instagram of the Padang Payakumbuah Restaurant, which actively reposts customer posts of Padang Payakumbuah on their Instagram story as one way to interact with consumers. In addition, the Padang Payakumbuah Instagram account also actively uploads posts on Instagram feeds and reels on the official Instagram account @padangpayakumbuah.

Based on the dimensions of the theory the researcher adopted, there are three dimensions regarding social media marketing: SEO, Social Media Content, and Quoting, each of which has different objectives. In relation to this matter, the researcher has conducted interviews with the marketing team of Restoran Padang Payakumbuah. The interview also includes discussions on the theory the researcher applied in this research.

### **Search Engine Optimization (SEO)**

Based on the results of the interviews that have been conducted, it is known that the Padang Payakumbuah Restaurant has implemented and utilized SEO quite effectively and has also experienced a positive impact where Padang Payakumbuah leverages SEO by optimizing Google Business such as operational hours, Google reviews, and contact numbers of outlets. The SEO applied by Padang Payakumbuah is not limited to Google Business but also includes optimization for other platforms such as Instagram and other social media. This has had a positive effect on Padang Payakumbuah Restaurant, as there has been an influence on the increase in visitor traffic at the outlets, as well as an increase in brand awareness resulting from this SEO optimization.

A similar point was made by a practitioner during the interview, who stated that SEO is becoming increasingly important, especially for local searches. This can drive the potential traffic generated by the utilization of SEO. If a restaurant does not optimize its Google Business Profile and SEO-friendly content, it may not appear in search results, which can negatively affect the traffic that could simply be lost.

### **Social Media Content**

Based on the interviews conducted, the utilization of social media content has been adequately carried out by Padang Payakumbuah. As Padang Payakumbuah recognizes that the development of information through social media, particularly Instagram, where it is currently progressing rapidly, where all information can be easily accessed through social media,



especially on Instagram. With the utilization of social media content, Padang Payakumbuh presents itself as more outstanding compared to competitors in the Padang cuisine restaurant business, where the content and marketing concepts created by Padang Payakumbuh are more neatly organized and the activities conducted on Instagram social media also appear to actively interact with the audience.

The content developed by Padang Payakumbuh, according to the sources, aims to showcase dishes that can stimulate the appetite while presenting the food cooked with spices and ingredients sourced directly from the Minangkabau land. The management of Padang Payakumbuh stated that it is currently crucial to utilize social media effectively, given the ease of accessing information available on social media. This is very important for Padang Payakumbuh's business development, as well as maintaining the relationship between the restaurant and its customers. It is believed that this can enhance consumer trust as they feel heard and involved in the improvements.

A similar response was provided by a practitioner, who stated that relevant content comprises three main elements: (1) enticing food visuals, (2) interactive or relatable captions, and (3) consistency in tone and visual style. If implemented effectively, this will lead to an increase in engagement on social media accounts and can foster brand awareness within the community. This is due to the audience's participation in the development process.

### **Quoting**

Based on the results of the interviews conducted with the Payakumbuh team, quoting is effectively utilized by Padang Payakumbuh to reinforce the message intended to be conveyed to the wider community. The purpose of utilizing quoting for Padang Payakumbuh is to: build trust, provide social proof, and enhance engagement on social media. With this objective, Padang Payakumbuh maximizes digital marketing through the Instagram social media platform, as the Padang Payakumbuh team believes that utilizing quoting on social media is one way to get closer to consumers and hear directly their feedback, suggestions, or appreciation. Moreover, by utilizing quoting, Padang Payakumbuh can build the public's trust in the products offered by highlighting the distinctive features of Padang Payakumbuh.

By maximizing quoting, Padang Payakumbuh can enhance brand awareness through positive quotes made by Padang Payakumbuh or reviews from consumers. As one way to establish communication and listening to customer feedback, Padang Payakumbuh has a content titled "Kato Sanak," which contains comments and feedback or reviews from consumers who have visited the Padang Payakumbuh outlet. This content has a very positive impact on the outlet, increasing traffic from the content, and attracting potential customers to visit the Padang Payakumbuh outlet.

In line with the statement from the Payakumbuh Restaurant, the practitioners interviewed stated that the influence of quoting can have a significant impact. In this case, reshared posts from customers often receive a higher response compared to regular promotional content. This is due to the existence of testimonials that can create validation, making customers feel more confident to try.

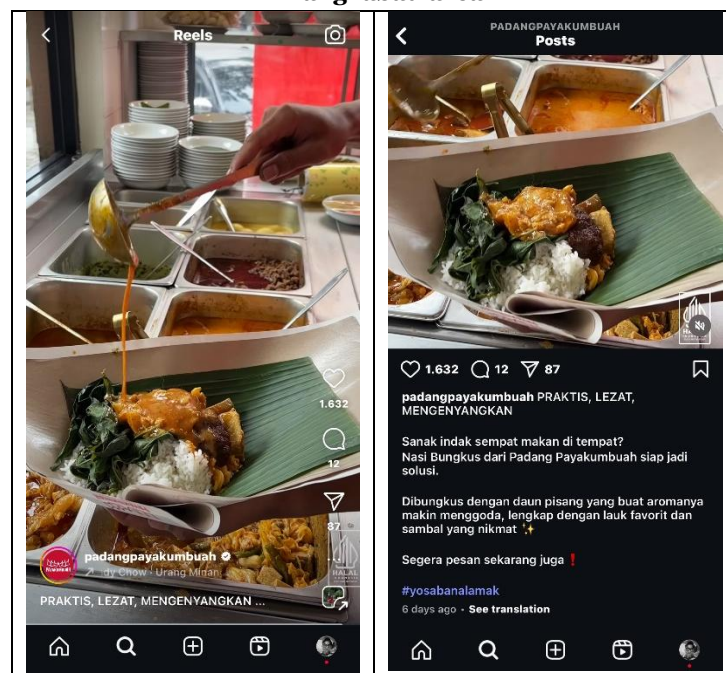
## **DISCUSSION**



Based on the research findings, there are several aspects that can be discussed regarding SEO (Search Engine Optimization), Social Media Content, and Quoting. Through the usage and utilization of SEO, Padang Payakumbuah has successfully built brand awareness from this optimization. This allows Padang Payakumbuah to directly assess and evaluate the quality of its products and services, which aligns with what was stated by Paramita et al. (2023). Such practices can enhance consumer trust in the offered products, and the utilization of social media can improve the brand image that is being established. This represents a positive impact for Padang Payakumbuah in leveraging Social Media Marketing. The optimization of SEO aids in promoting the content uploaded by Padang Payakumbuah, thereby expanding its visibility.

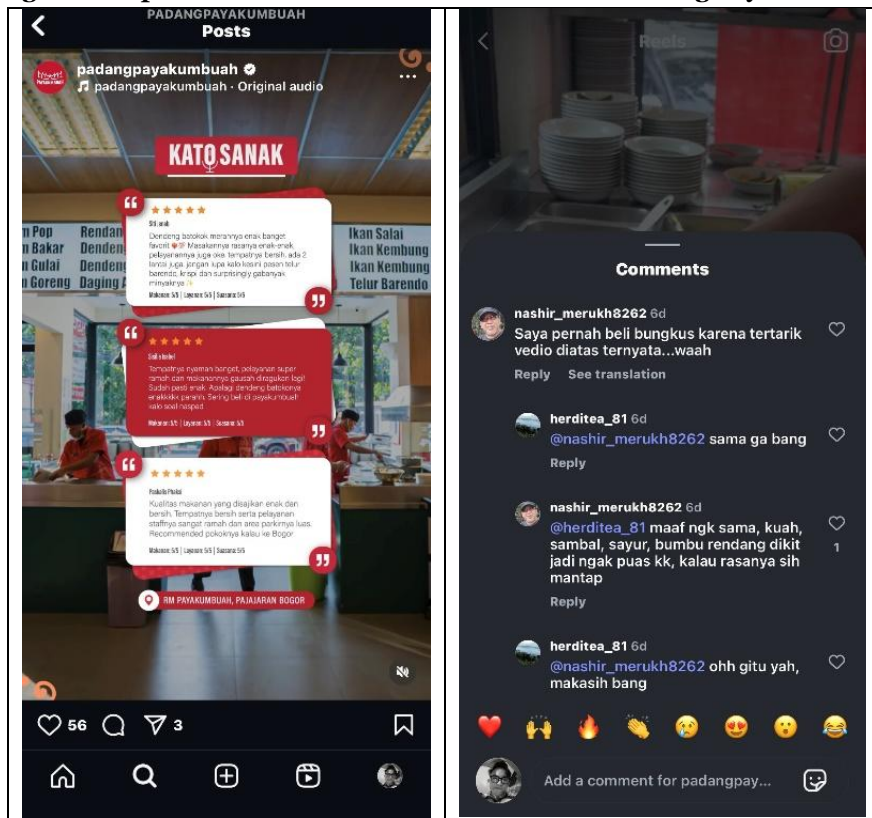
From the perspective of SEO optimization, high-quality Instagram content is also an important aspect to achieve the objectives of this SEO optimization, specifically increasing traffic and brand awareness for Padang Payakumbuah. As stated by Umami & Darma (2021), content marketing is the appropriate method to reach target consumers through social media. The posts on Padang Payakumbuah's Instagram can be observed from the content presented and the word choices made by Padang Payakumbuah, which can attract an audience because Padang Payakumbuah wants to convey that the products offered to consumers are of high quality. For instance, the image below is an example of the content uploaded on the Instagram account @padangpayakumbuah.

**Figure 1. Instagram post from Padang Payakumbuah displaying information related to the Minangkabau area**



Source: RM Padang Payakumbuah (2025), screenshot taken by researcher

From the post, it can be seen that Padang Payakumbuah aims to showcase Minangkabau cuisine by using a caption that offers a way to enjoy Padang dishes when they cannot be enjoyed at the outlet location, and the use of the hashtag #yosabalamak has become a hallmark of Padang Payakumbuah's marketing strategy. This content has received over 80,100 views, and the post has also generated feedback that can assist Padang Payakumbuah in improving their quality and service, as shown in the image below.

**Figure 2. Input and comments from consumers in Padang Payakumbuah**

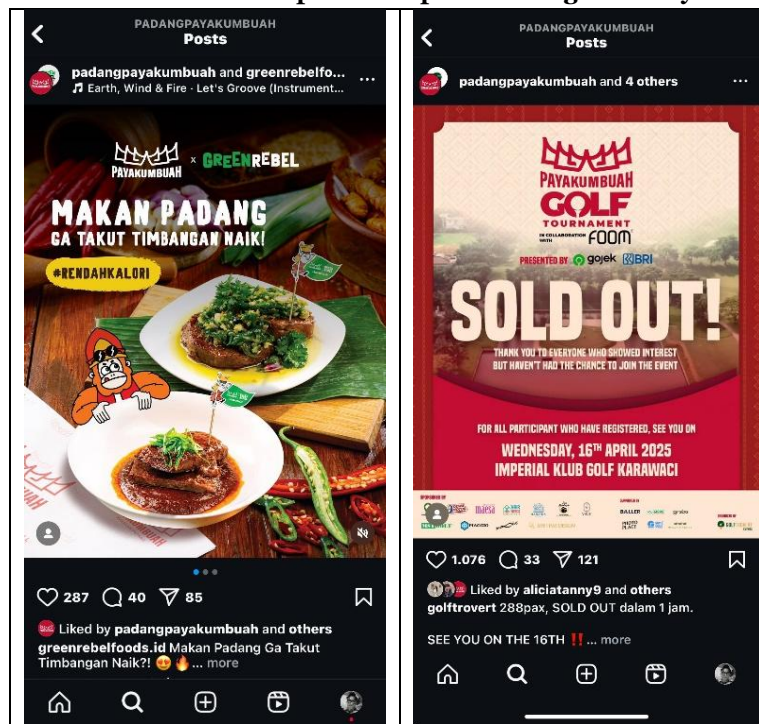
Source: RM Padang Payakumbuah (2025), screenshots taken by researcher

From the image above, it can be observed that there are positive and negative inputs from consumers which can serve as a development and evaluation of the quality and services of Padang Payakumbuah. As conveyed by the informants, the content 'Kato Sanak' serves as a platform that showcases reviews or feedback from consumers who enjoy the dishes from Padang Payakumbuah. This kind of interaction established by the entrepreneurs can enhance the brand image of a business which align with previous research (Paramita et al., 2023).

In addition to the content featuring food, Padang Payakumbuah also uploads content related to their activities with consumers, where Padang Payakumbuah organizes golf tournaments and collaborates with Green Label. This collaborative initiative enhances brand awareness, positioning Padang Payakumbuah as a Padang restaurant offering a collaborative menu that includes low-calorie rendang and dendong batokok lado hijau, which is highlighted in that post through the hashtag #rendahkalori. From the aforementioned social media activities, as conveyed by Purnama & Sani (2022) in their previous research, digital marketing through Instagram cannot be separated from the concept of marketing through content uploaded to Instagram social media accounts. This aligns well as the content presented in the collaboration between Padang Payakumbuah and Green Label becomes very appealing to the target consumers who prefer low-calorie meals. The marketing of this collaborative menu creates the potential for new consumers for Padang Payakumbuah, as noted by Umami & Darma (2021) in their earlier research, that content marketing is an appropriate strategy to reach online consumers because it can tap into potential audiences and extend reach.

In the sporting event organized by Padang Payakumbuah, which is a golf tournament, there has been significant enthusiasm from prospective entrepreneurs, as many expressed their desire to participate in the event but were unable to register due to the rapid “sold out” of ticket sales. This has generated considerable excitement, especially since Padang Payakumbuah offers a grand prize in the form of a branch of Padang Payakumbuah itself. This initiative serves as a strategy for Padang Payakumbuah to enhance engagement and brand awareness, as the tournament distinguishes Padang Payakumbuah from its competitors. This makes Padang Payakumbuah actively engaged in utilizing Social Media Marketing. As stated by Maro & Prasetyawati (2024) in their previous research on leveraging marketing, businesses can upload appealing content to enhance engagement and insights on social media. Furthermore, using social media as a marketing tool can expand visibility and market reach. This is evidenced by the social media content uploaded, which includes collaborative content and sports competition events organized by Padang Payakumbuah, indicating the potential for increased reach to a broader target market and greater visibility.

**Figure 3. Content of collaboration and sports competitions organized by Padang Payakumbuah**



Source: Green Rebel Foods Indonesia (2025) & GOLFTROVERT (2025), screenshot taken by researcher

It can be observed that Padang Payakumbuah focuses on utilizing the role of digital marketing through Instagram, where the optimization of Search Engine Optimization (SEO), Social Media Content, and Quoting conducted by Padang Payakumbuah serves as a method to convey promotions aimed at increasing engagement, brand awareness, and traffic to Padang Payakumbuah Restaurant outlets. As stated by Rambli et al. (2024) in the previous research, besides the use of hashtags, reviews, influencers, and advertising on Instagram, marketing on Instagram is also supported by the creation of focused content. This can encourage the development of personal branding and brand awareness through engaging content that showcases the distinct characteristics of the business. By concentrating on content creation and utilizing various features available on Instagram, this can help enhance sales and brand awareness of a product. Additionally, interaction with the audience through social media can

assist business practitioners in obtaining feedback from the audience and help them continuously improve the quality of their ventures.

## CONCLUSION & RECOMMENDATION

Based on the research that has been conducted, it can be concluded that the digital marketing strategy through Instagram implemented by Padang Payakumbuah can be considered effective in increasing brand awareness and customer engagement. This is demonstrated through the utilization of Search Engine Optimization (SEO), Social Media Content, and Quoting, indicating that the presence of Instagram as a social media platform for digital marketing can assist in expanding marketing reach and enhancing customer loyalty. With the consistency applied by Padang Payakumbuah, it can maintain its competitiveness in the culinary industry. Based on the research that have been conducted, there are several recommendations that can be applied to optimize digital marketing for Padang Payakumbuah, firstly by enhancing Instagram ads, as this can expand the reach to potential customers.

Firstly, Padang Payakumbuah can strengthen and optimize interactions with followers on its Instagram social media account. This is aimed at maintaining the relationship or closeness between Padang Payakumbuah and its followers or consumers, so that the brand awareness held by Padang Payakumbuah can become more ingrained and increase its appeal to potential customers due to the closeness between business operators and consumers. For instance, actively responding to comments containing feedback or reviews from consumers that appear in the comment section of each Padang Payakumbuah post. Additionally, it can also be more proactive in inviting the audience to interact in a post, such as organizing mini-games that can foster direct interaction through social media.

Secondly, performing periodic performance analysis; this can be done so that the Padang Payakumbuah team can understand and evaluate the content uploaded on the Padang Payakumbuah Instagram social media account and make adjustments or renew strategies in accordance with trends and audience preferences while still maintaining the unique characteristics of Padang Payakumbuah. Thirdly, Padang Payakumbuah can innovate by creating a customer loyalty program, which will be something unique and distinctive for Padang Payakumbuah as it differs from other Padang restaurants that do not have customer loyalty programs yet. Furthermore, this program can also attract public interest because with the existence of this program, consumers will be increasingly interested in the exclusive offers provided for customers who join this loyalty program. By enhancing innovative and data-driven strategies, Padang Payakumbuah can continue to grow and maintain its position as a Padang restaurant that has a strong original Minang characteristic and is widely recognized by the community.

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