

# Marketing communication strategy of morse board game & cafe through Instagram @morseboardgame to increase consumer purchase interest in 2025

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## Abstract

The development of social media, particularly Instagram, has changed the pattern of marketing communication through the presentation of interactive visual content. Morse Board Game & Cafe utilizes its Instagram account @morseboardgame as a medium to promote its entertainment and culinary concepts in order to attract young consumers. This study aims to analyze the subject of research, namely the marketing communication strategies applied by Morse through Instagram in increasing consumer purchasing interest. The research uses a descriptive qualitative approach with informants including business owners, social media managers, and active consumers. Data was obtained through in-depth interviews and documentation of Instagram posts, then analyzed through data reduction, data presentation, and conclusion drawing with source triangulation. The results show that communication strategies are carried out through visual consistency, two-way interaction using Instagram features, and thematic event promotions. Based on the AIDA model, attention is gained through visual aesthetics, interest is built through interaction, desire arises from the experience offered, and action takes the form of visits to the café. These findings indicate that these strategies contribute to increased purchasing interest and consumer loyalty.

## Keywords

Marketing communication strategy, Instagram, Board game, Culinary, AIDA model

## Introduction

Social media has become an important part of digital marketing communication strategies, especially for culinary and entertainment businesses that rely on visual power to build consumer perception and interest. Instagram, with features such as Feed, Stories, and Reels, allows businesses to creatively showcase their atmosphere, activities, and products. This is in line with Sanapang et al., who state that Instagram's characteristics include the dominance of visual content, feed aesthetics, and interactive

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features such as Stories and Reels, making it an effective platform for building engagement and strengthening brand visual identity [1]. In Indonesia, this platform has more than 98 million users and is dominated by young people who are responsive to visual content [2], making it a relevant medium for attracting consumer interest. In this context, the use of Instagram is a strategic necessity for experience-based businesses such as Morse Board Game & Cafe, which carries a concept of both culinary and entertainment.

Previous studies have discussed the role of Instagram in increasing the effectiveness of marketing communications. Hakim et al. showed that product photos and the use of communicative captions can expand the reach of promotions and attract consumer attention [3]. Marasabessy and Dimiyati emphasized that consistency in posting and content interactivity increase the emotional closeness between brands and audiences [4], while Wara and Fadillah found that promotional and collaborative features on Instagram can have a positive impact on interest in purchasing local brands [5]. However, these studies have not highlighted marketing communication strategies in experiential marketing-based businesses, particularly board game cafes that sell social experiences, not just products.

To fill this gap, this study analyzes the marketing communication strategies of Morse Board Game & Cafe through its Instagram account @morseboardgame using a descriptive qualitative approach. The focus of the study is on how visual messages, digital interactions, and promotional activities are organized to build consumer interest in the experiences offered. This study is expected to contribute to the literature on digital marketing communication, particularly in the culinary-entertainment sector that emphasizes social experiences, and to serve as a reference for businesses in designing relevant communication strategies in the digital era.

The setting of 2025 in this study is not merely a current temporal context, but is based on the increase in the intensity of digital promotion, the more systematic organization of thematic events, and the visitation growth targets set by the management of Morse Board Game & Cafe for that period. The year 2025 also represents the optimization phase of the Instagram strategy as the primary marketing communication channel, making it a relevant moment to evaluate the effectiveness of the implemented strategy.

The novelty of this research also lies in the analysis of the integration between physical experiences in cafes and digital narratives built through Instagram. This integration forms a marketing loop, where offline experiences are documented and published digitally, then trigger the interest of new audiences who return to visit the cafe and generate the next experience content. This cycle demonstrates a continuous reciprocal relationship between physical interaction and digital exposure that reinforces the effectiveness of experience-based marketing communication.

## Method

This study uses a descriptive qualitative approach to understand the marketing communication strategies of Morse Board Game & Cafe through Instagram @morseboardgame, as this approach allows researchers to explore the meaning, process, and experiences of informants in depth, with researchers acting as key instruments in data collection and analysis [6][7]. Informants were selected using purposive sampling techniques and consisted of business owners, social media administrators, and active consumers who were directly involved in the design, implementation, and reception of marketing communication strategies [8]. Data was collected through in-depth interviews to gain a comprehensive understanding of the informants' perspectives and experiences, as well as documentation in the form of photos, videos, reels, captions, and digital interactions on the Instagram account @morseboardgame as supporting material for analysis [9]. The documentation analyzed includes the last 98 posts from January to August 2025, which were selected to represent visual communication patterns, forms of digital interaction, and promotional strategies that were consistently applied during the research period. Data analysis was conducted using the Miles and Huberman model through the stages of data reduction, data presentation, and conclusion drawing, which took place simultaneously throughout the research process [7], while data validity was strengthened through source triangulation by comparing interview results and documentation to ensure consistency, credibility, and accuracy of findings [10].

## Results and Discussion

### Results

#### 1. Visual Content and Brand Identity

The results of the study show that the @morseboardgame Instagram account consistently uses warm tones, soft lighting, and aesthetic visual compositions to highlight the atmosphere of playing board games and the comfort of the café space. The content includes visitor activities, menu displays, and documentation of the game collection, presented harmoniously to form a recognizable brand identity. Based on interviews, the admin explained that the visual strategy was designed to convey a cozy and playful impression so that the audience could get an idea of the experience before visiting, thereby increasing brand recall and a positive image of Morse.

#### 2. Digital Interaction and Visitor Participation

Digital interaction has proven to be an important aspect of Morse's marketing communications, as demonstrated by the admin's quick responses to comments and direct messages containing questions about games, operating hours, and reservations. The Instagram Stories feature is actively utilized through polls, question boxes, and quizzes to increase audience participation. Additionally, user-generated content from visitors who upload photos or videos of their experiences is reposted by administrators,

and this authentic content achieves higher engagement levels, thereby strengthening emotional connection and Morse's image as an interactive community space.

### 3. Digital Promotion and Community Activities

Morse implements digital promotions in the form of bundling packages, thematic discounts, and birthday promos presented through informative and easy-to-understand visuals, which have been proven to correlate positively with an increase in the number of visits, especially in the June-July 2025 period. In addition to promotions, Morse regularly organizes community activities such as mini-tournaments and group play sessions that attract new visitors while strengthening the loyalty of the board game community. All of these activities are documented and uploaded to Instagram to expand the reach of information, demonstrating the platform's role in enhancing the experience, social interaction, and appeal of the cafe.

## Discussion

### 1. Visual Content as an Advertising Element in IMC

The visual content displayed by Morse Board Game & Cafe serves as a key element in advertising activities within the Integrated Marketing Communication (IMC) framework. The consistent use of warm tones, soft lighting, and aesthetic visual composition demonstrates a systematic effort to build brand identity and perception. This finding is in line with Kotler and Keller's view that marketing communication must convey a consistent brand image across all channels so that the audience gets a uniform picture of the brand's values and personality [11]. In addition, the results of this study support the findings of Hakim et al., who stated that relevant and attractive visual quality plays an important role in enhancing brand image and appeal on Instagram [3].

Within the AIDA model framework, Morse's visual content contributes to the attention and interest stages. Consistent visuals are able to quickly attract the audience's attention, thereby increasing the chances of message exposure. Furthermore, the presentation of the playful atmosphere and ambiance of the room provides initial information that shapes consumers' interest and curiosity about the experience offered by the cafe. Thus, visual content is not only an aesthetic element, but also a strategic communication instrument that strengthens the process of forming initial perceptions of the brand.

### 2. Digital Interaction as a Strengthening of Personal Communication and e-WOM

The digital interaction carried out by Morse through comments, direct messages, Stories features, and reposting of visitor content reflects the application of direct marketing and public relations elements in IMC. The admin's quick, informative, and personal responses demonstrate an effort to build relationships oriented towards emotional closeness between the brand and consumers. This finding is in line with Khair and Ma'ruf, who emphasize that the combination of brand content and user-generated content (UGC) can strengthen brand attitude and increase purchase intention through

higher message credibility [12]. This interaction also shows the active involvement of consumers as part of brand image formation.

The existence of UGC reposted by administrators provides a form of electronic word of mouth (e-WOM) that is effective in increasing trust and positive perceptions of the quality of the experience at Morse. This is in line with research by Wara and Fadillah, which confirms that digital interaction through Instagram features can significantly influence purchasing decisions [5]. Within the AIDA framework, digital interactions and UGC support the interest and desire stages by presenting real-life experience evidence that encourages consumers to seek similar experiences. Thus, digital interactions function as a mechanism for sustaining engagement.

### 3. The Effectiveness of Promotions and Events in Driving Desire and Action

Although the three main strategies—visual, interaction, and promotion—complement each other within the IMC framework, the interview results show that digital interaction has a more direct influence on visit decisions than visuals alone. Visuals serve as an initial attention grabber, but quick responses from administrators and engagement in conversations are considered more decisive in building consumer trust and confidence. Thus, the effectiveness of a strategy is determined not only by its aesthetic appeal, but also by the quality of interpersonal communication built through digital platforms.

High dependence on Instagram as the main marketing communication channel also presents potential challenges, such as algorithm changes that can affect organic reach, audience saturation with promotional content, and increasingly fierce competition in the culinary and entertainment industries. These conditions require managers to continuously innovate content and consider diversifying digital platforms in order to maintain the effectiveness of marketing communication strategies.

The digital promotion strategies implemented by Morse, such as bundling, thematic discounts, and birthday promotions, are an important part of the sales promotion element in IMC. These promotions provide concrete incentives that strengthen consumers' considerations before visiting, while increasing the chances of a purchase decision. The consistency of visual design in each promotional material also makes it easier for consumers to understand the benefits and value offered, thereby supporting the effectiveness of marketing messages delivered through Instagram.

In addition to promotions, the implementation of community events such as mini-tournaments and play sessions reflects the application of experiential marketing that integrates digital and offline activities. The use of thematic events shows that Morse has successfully connected digital communication with offline activities at its cafe locations. This strategy is in line with the Integrated Marketing Communication concept, which emphasizes that marketing messages must be consistent across all communication channels [13]. This strategy is in line with the views of Rehman, Gulzar, and Aslam that social media is an important component of IMC because it enables consistent message integration and creates relationships between brands, consumers, and communities

[14]. Publishing event documentation through Instagram expands the reach of communication and attracts new audiences. In the AIDA model, promotions and events support the desire and action stages because they provide emotional and rational motivation for consumers to make direct visits.

## Conclusion

This study shows that Morse Board Game & Cafe's marketing communication strategy through Instagram is able to support an increase in consumer purchasing interest through three main elements, namely visual content, digital interaction, and experience-based promotions. Visual consistency has been proven to help shape a strong brand identity, while two-way communication through comments, direct messages, and user-generated content increases trust and closeness with the audience. Digital promotions and community activities also provide a real boost for consumers to visit and reinforce their purchasing decisions, so that the overall strategy is in line with the Integrated Marketing Communication concept and the AIDA stages. This study contributes to the study of digital marketing communication by showing that experiences and atmospheres can be communicated effectively through social media. For future research, it is recommended to use more digital platforms or quantitative approaches to gain a broader understanding of the effectiveness of marketing strategies in similar businesses.

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