

Flamburger's digital marketing strategy through Instagram to increase sales in 2025

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Abstract

The development of information technology has driven the transformation of marketing strategies in the culinary industry, with social media, especially Instagram, becoming the primary tool for reaching a wider range of consumers. In Yogyakarta, fierce competition between burger brands has forced MSMEs such as Flamburger to continue innovating in order to remain competitive. This study aims to examine digital marketing strategies via Instagram to enhance sales in 2025, considering the significant potential of digitalization in online food consumption and the need to adapt to evolving trends among young consumers. This study uses a descriptive qualitative approach with in-depth interviews and documentation. Research sources include the owner of Flamburger, operational employees, and active customers. Data collection techniques were carried out through semi-structured interviews, observation of Instagram accounts, and analysis of sales documents. Data validity was tested using source triangulation, while analysis was carried out through data reduction, presentation, and conclusion drawing to understand digital marketing strategies comprehensively. The results indicate that Flamburger implements authentic content, active interaction, collaboration with influencers, and consistent branding through reels and stories, which successfully attract audience attention, increase engagement, expand reach, and drive sales of up to 151 million rupiah through collaboration with @eatventure.inc. This strategy plays a role in building brand awareness, engagement, and customer loyalty, as well as integrating the AIDA model, brand awareness, and customer journey.

Keywords

Digital marketing, Instagram, Culinary MSMEs, Brand awareness

Introduction

The development of information and communication technology has revolutionized marketing strategies in various business sectors, including the culinary industry, which now relies heavily on social media as the primary means of building brand image and increasing sales. According to a report by We Are Social and Meltwater, the number of internet users in Indonesia has reached 212 million people, or 74.6% of the population, an increase of 8.7% from the previous year, reflecting the high level of digitalization and

Published:
May 04, 2026

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Selection and Peer-
review under the
responsibility of the 7th
BIS-HSS 2025 Committee

changes in consumption patterns among the public, including in the online purchase of fast food [1]. In the context of culinary competition in Yogyakarta, the creativity of MSMEs in utilizing social media is an important factor in attracting consumers. Flamburger, a local brand, faces the challenge of transforming its advantages in taste and price into a strong digital image amid competition with brands such as Suburbuns, Harsa Jogja, and Zabunch. Limitations in content consistency and suboptimal digital strategies hinder the strengthening of brand awareness, requiring an in-depth analysis of the effectiveness of Flamburger's digital marketing strategy in expanding its reach and increasing competitiveness [2],[3].

Various studies show that creative and targeted digital marketing strategies through Instagram play an important role in increasing the turnover and visibility of MSMEs. Rizkiani found that the use of visual features such as Reels, Stories, and collaborations with influencers can increase audience engagement by up to 35% [4]. Then Tyasari's research confirms that content innovation and proper ad placement contribute significantly to sales growth [5]. Zakaria's research on Bakers Kitchen X in Purwokerto also highlights the effectiveness of collaborating with public figures and using compelling visual narratives to build emotional connections with consumers [6]. These findings are in line with Flamburger's promotional practices, which utilize local influencers such as @eatventure to expand their marketing reach and increase sales. The promotional strategy carried out by Flamburger through collaboration with these culinary accounts can be categorized as a form of endorsement, where businesses collaborate with third parties to promote products through digital content uploads. This pattern is part of influencer marketing practices commonly used in MSME digital marketing strategies. However, there have not been many studies that have explored in depth the integration of digital marketing strategies in the context of local fast food businesses, so this study is expected to fill this gap by exploring the relationship between digital marketing strategies, brand communication, and consumer behavior on social media.

This research gap highlights the need for an in-depth study of the effectiveness of digital marketing strategies in dynamic local culinary businesses. Flamburger is a relevant case study because, despite actively adapting to digital developments, it still faces challenges in strategically optimizing its promotional strategies. Analysis of content, collaboration, and digital interactions is necessary to understand the effectiveness of implementing these strategies. Therefore, this study aims to describe and analyze Flamburger's digital marketing strategy through Instagram in increasing sales in 2025 using a descriptive qualitative approach through interviews and documentation. The results are expected to contribute practically to the development of digital promotion strategies for culinary MSMEs and enrich the literature on digital marketing in Indonesia.

Method

This study uses a descriptive qualitative approach to understand the implementation of Flamburger's digital marketing strategy through Instagram in increasing sales in 2025. Data was obtained through in-depth interviews and documentation, with informants selected using purposive sampling, including business owners, operational employees, and active customers. Data collection was conducted from January to August 2025 to obtain a comprehensive picture of the implementation of Flamburger's digital marketing strategy during that period. Data analysis was conducted interactively through the stages of data reduction, data presentation, and conclusion drawing and verification as described by Miles and Huberman in [7]. To maintain the validity of the findings, source triangulation was used by comparing the results of interviews, observations, and supporting documents so that the data obtained reflected the actual conditions in the field. This approach allowed researchers to obtain a comprehensive picture of the effectiveness of the digital marketing strategy implemented by Flamburger in the context of the local culinary business [8].

Results and Discussion

Results

1. Flamburger's Digital Marketing Strategy on Instagram

The results of the study show that Flamburger's digital content strategy focuses on authenticity, spontaneity, and closeness to customers. Instagram is used as the main medium to introduce products while maintaining relationships with consumers. The content uploaded shows the real atmosphere in the outlet without excessive editing, reflecting the brand's relaxed and honest character. Posts are made flexibly according to current events, such as new menu launches, promotions, or activities in the open kitchen. The visuals used are simple with natural lighting and a light tone to create a familiar impression. This approach makes the @flambburger Instagram account not only a promotional tool, but also a medium for strengthening brand identity and forming emotional closeness with customers.

Figure 1 shows an example of Flamburger's promotional content posted on its Instagram account, which displays the atmosphere of the outlet and its operational activities. This visual documentation is used as empirical evidence of the implementation of a digital marketing strategy that emphasizes the authenticity of content and interaction with the audience. The post represents how Flamburger utilizes Instagram's features as a brand communication medium to attract consumers' attention and strengthen its brand image on social media.



Figure 1. Photo upload of activities in an open kitchen with natural lighting and a lighthearted tone.
Source: Researcher documentation (screenshot of Instagram account @flamburger), 2025.

2. Customer Interaction and Engagement

Research findings show that digital interaction is an important part of Flamburger's communication strategy on Instagram. Owners and employees actively respond to comments and direct messages and repost customer posts that interact with the brand. Based on interviews with employees, content creation is done collaboratively through simple coordination between employees and owners, including video recording and posting activities at the outlet. Customers revealed that the admin's quick, friendly, and polite responses fostered a sense of closeness with the brand. Customer engagement was also evident in their high participation in creating content at the outlet and tagging the Flamburger account in their personal posts. This reciprocal relationship reinforced Flamburger's image as an open, humanistic, and community-oriented digital brand.

Figure 2 presents Instagram Insights data showing that Flamburger content received a total of 147,168 views, with 39.6% of the audience distribution coming from followers and 60.4% from non-followers, reaching 9,381 accounts throughout 2025. This data is used as supporting information to reinforce the results of interviews and observations regarding the brand's communication reach through Instagram. These findings indicate that the published content not only maintains the engagement of existing followers but also reaches audiences outside the account's follower base. This condition shows that the digital marketing strategy implemented plays a role in expanding the reach of digital promotion and increasing brand visibility. Theoretically, these findings reflect the process of brand awareness formation in the early stages of the AIDA model, where audience attention and interest are built through consistent and relevant visual exposure.

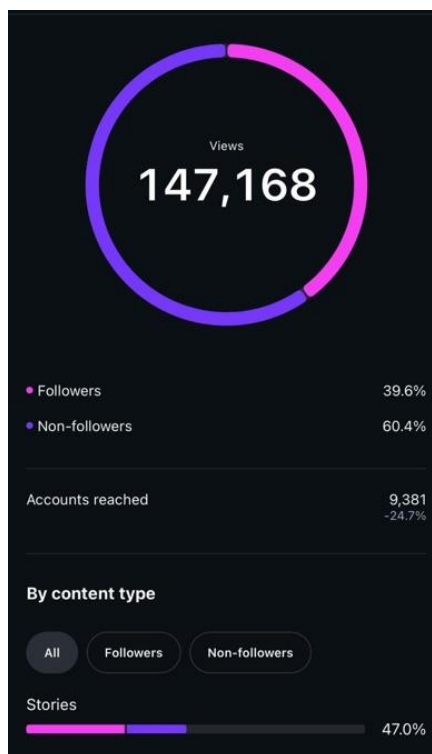


Figure 2. Data on the reach and distribution of Flamburger’s Instagram account audience in 2025
Source: Researcher documentation (Instagram Insights screenshot of the @flamburger account), 2025.

3. Collaboration, Digital Promotion, and Its Impact on the Brand

In addition to content and interaction strategies, Flamburger also implements digital promotions through collaborations with local communities and influencers to expand its audience reach. Collaborations such as Nightwok, Breezy’s Slow Sunday, and posts from the popular culinary account @eatventure have been proven to increase engagement and sales by 80-90% during certain periods. According to interview results, promotions are carried out naturally without excessive concepts, highlighting the authenticity of the process and atmosphere at the outlet, and are considered attractive and influential in purchasing decisions. To show the difference in audience engagement levels before and after promotional collaborations, Instagram Insights data is presented on Flamburger’s Instagram account.

Figure 3 before and after figures show an increase in the number of views and account reach after the collaboration. These findings support the interview results that promotional collaboration through Instagram contributes to increased engagement and expanded digital audience reach, while strengthening Flamburger’s image as a local culinary brand that is close to its audience.

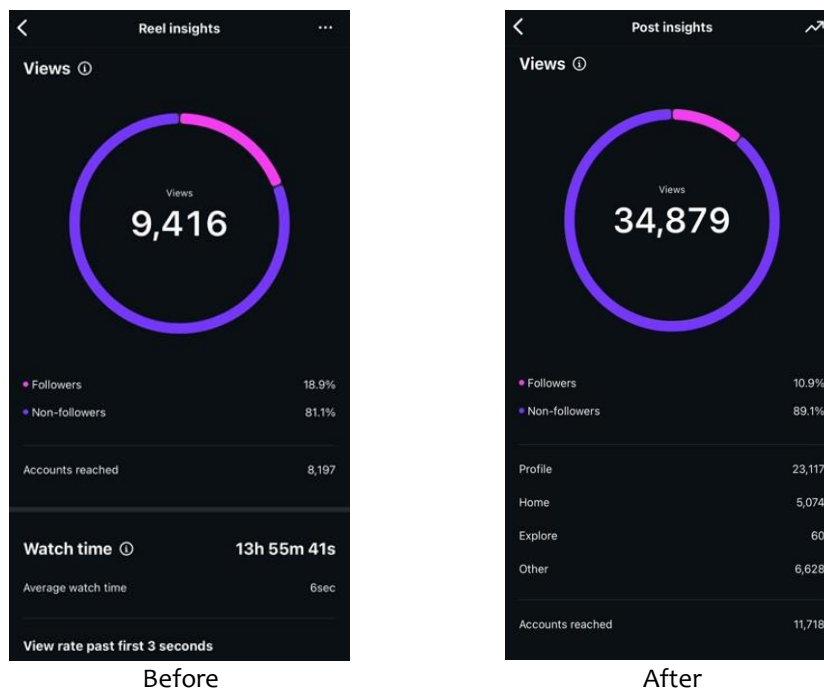


Figure 3. Instagram Insights data before and after the promotional collaboration
 Source: Researcher documentation (Instagram Insights screenshot of the @flamburger account), 2025.

Discussion

1. In Integration of Flamburger's Digital Marketing Strategy in Building Brand Image and Customer Loyalty through Instagram

The results of the study show that Flamburger's digital marketing strategy on Instagram emphasizes the authenticity of content, interaction with the audience, and promotional collaborations to build closeness with consumers while increasing sales. Based on the results of interviews with informants (owners), Flamburger's content focuses on authentic visuals, such as the cooking process and the atmosphere of customers at the outlet, to attract attention and arouse the interest of the audience. This pattern is in line with the Attention and Interest stages in the AIDA theory [9], [10]. Field findings show that content is produced by displaying real activities at outlets, including product processing and customer interactions, thus reflecting a communication approach that emphasizes the operational reality of the business.

Digital interactions are carried out collaboratively between the owner and the outlet team through spontaneous internal coordination, reflecting the principle of brand engagement in strengthening emotional relationships with customers [11]. Interview results indicate that the planning and publication of Instagram content involves direct communication between the owner and employees through informal internal media, allowing for quick and flexible responses to the dynamics of outlet activities.

Interview results with informants (owners, employees, and customers) show that Flamburger's digital marketing strategy is perceived as one that emphasizes content

authenticity and emotional closeness with the audience. These perceptions were analyzed using the concepts of AIDA, brand awareness, and customer engagement as a theoretical framework. These findings indicate that the content production process is not based on complex planning, but rather on the representation of daily activities at the outlet, thereby reinforcing an authentic impression that is easily accepted by the audience.

In addition, collaboration with local communities and culinary influencers contributed to increased sales during certain periods, which in some moments were recorded to have increased by 80-90%, demonstrating the effectiveness of influencer marketing strategies in driving audiences from the desire stage to action [12]. Interview findings show that collaboration with culinary accounts has an effect on increasing brand exposure and customer visits, thereby strengthening the role of digital collaboration in supporting business marketing performance.

Flamburger also utilizes Instagram features such as Reels and Stories to showcase real activities at the outlet, expand audience reach, and increase user engagement, as explained by Hidayatullah [13]. Visual consistency through the use of the #Burgirls hashtag and a casual communication style shapes an inclusive and memorable brand image. This practice is in line with the concepts of brand awareness and brand engagement, which play a role in strengthening customer loyalty [11], [14].

2. The Impact of Digital Marketing Strategies on Sales and Customer Loyalty

The results of the study show that Flamburger's digital marketing strategy through Instagram has had an impact on increasing sales and customer loyalty. Based on sales data for the period January–August 2025, there was an increase, especially after the implementation of digital collaboration and intensive content activities on social media, with peak sales reaching IDR 151 million in July after collaborating with culinary accounts at the right moment. Interview findings indicate that increased Instagram account activity correlates with an increase in the number of outlet visitors, and that collaboration with culinary accounts contributes to an increase in purchase volume during certain periods.

The strategy implemented combines authentic content, active interaction with customers, and collaboration with local communities and influencers. From the customer's perspective, exposure to Instagram content plays a role in generating initial interest and encouraging purchasing decisions. This approach not only expands the audience reach but also strengthens the brand image as a creative, friendly, and consumer-oriented brand, as reflected in increased customer recall and brand affinity. These findings demonstrate the effectiveness of applying the AIDA principle and the concepts of brand awareness and customer engagement in building long-term relationships with customers.

3. Thematic Analysis

The analysis results show five main themes in Flamburger's digital marketing strategy, namely authentic and humanistic content, active digital interaction, strategic collaboration with influencers, consistent branding, and increased sales and customer loyalty. Thematically, these five aspects form a sustainable pattern, namely attractive content drives increased interaction, collaboration expands reach, branding strengthens image and ultimately has an impact on increased sales and customer loyalty.

The process of implementing Flamburger's digital marketing strategy begins with simple content planning, outlet-based content production, publication through Instagram features such as Reels and Stories, and evaluation through audience response and sales data. This process shows that the digital marketing strategy is implemented gradually and adaptively in response to market response. This pattern confirms that Flamburger's digital marketing strategy is integrative, humanistic, and sustainable, where customers are not only positioned as a target market but also as part of a digital community that contributes to the brand's growth.

Conclusion

This study shows that Flamburger's digital marketing strategy through Instagram has been effective in increasing brand awareness, customer interaction, sales, and consumer loyalty. This strategy is implemented in an integrated manner through authentic and humanistic content, active digital interaction, strategic collaboration with influencers, and consistent branding, thereby forming a sustainable marketing system that is adaptive to digital trends. Flamburger has successfully leveraged the power of social media to build emotional closeness with its audience and strengthen its position in the local culinary market. Based on these findings, it is recommended that Flamburger continue to develop creative content variations, optimize digital interactions through interactive Instagram features, expand strategic collaborations with relevant partners, utilize data analytics more deeply, and strengthen its digital customer community. With these steps, Flamburger can increase the effectiveness of its marketing strategy in the ever-evolving digital era.

Acknowledgement

The author would like to thank all those who contributed to this research. The author would like to express his gratitude to Muhammadiyah University Yogyakarta, particularly the Communication Studies Program, for their support and facilities. The author would also like to thank Flamburger for their cooperation in collecting data, as well as the respondents who took the time to participate in this research. The author also thanks the reviewers and proofreaders who have provided valuable input for the

improvement of this paper. The support and dedication of all parties have been instrumental to the success of this research.

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