

Establish for Brand Recall of Pillow Product by Using SOSTAC Model Through Instagram @afi_bantal

Lidya Radiatul Janah¹ & Kumala Hayati²

Ilmu Komunikasi Universitas Pembangunan Nasional Veteran Jakarta^{1&2}

Correspondence email: lidyaradiatuljanah04@gmail.com

Abstract

Previously, pillows were undervalued, but rapid technological advancements and widespread social media use have heightened awareness of quality sleep products. Instagram, with 103 million active users in Indonesia, has become a crucial online marketing platform, intensifying competition among small brands. While social media marketing studies abound, research on small businesses employing the SOSTAC model for brand recall on Instagram is limited. This study examines marketing efforts for the @afi_bantal brand using the SOSTAC framework. Employing a descriptive qualitative method, data were gathered from primary sources (observations, interviews) and secondary sources (documents), analyzed via Miles and Huberman's technique. Findings reveal that SOSTAC provides a comprehensive structure for marketing activities: situational analysis, objectives focused on brand recall, strategies via STP (Segmentation, Targeting, Positioning), tactics involving engaging content and customer testimonials, actions emphasizing content quality, and control through performance monitoring. However, challenges persist in maintaining content consistency, fully utilizing Instagram features, and regularly evaluating brand recall.

Keywords: Brand Recall, Instagram, SOSTAC, Marketing Communication

INTRODUCTION

Human needs are increasing and must be met appropriately in today's era of globalization. Pillows are a necessary product for human rest, providing comfort and supporting body posture, leading to better sleep quality (Anggita & Astuti, 2018). Sleep accounts for a third of our daily time (Desouzart et al., 2015). A pillow is an object used in bed to support the head, typically made of fabric filled with materials such as cotton, feathers, or kapok. Its existence is closely related to human activities in daily life.

Technological advancements are driving changes in various aspects of lifestyle, including increased awareness of the importance of quality rest. Sleep is now considered not only a physiological need but also an integral part of modern lifestyles. One key factor in quality sleep is a pillow that meets individual needs and preferences. Therefore, choosing the right pillow can directly impact a person's comfort and sleep quality (Nursalim, 2019).

In earlier times, people did not see pillows as very important, and they used whatever they could find without thinking about being comfortable, the pillow's quality, or if it was good for their health. But now, because of better information technology and lots of people using social media, more people in Indonesia know why it is important to pick the right pillow to sleep better. Because there is more information online, people now act differently and are more careful when they choose pillows. Because of this, businesses like @afi_bantal are starting up, it is a pillow and bolster business in Tangerang that started in September 2024 and mostly uses Instagram to advertise, which shows how marketing is changing from old methods to online methods.

The fast growth of online technology has greatly changed how marketing is done in many different types of businesses. Now that the world is more connected, online marketing is not just seen as something that helps, but it has become a key plan for companies that want to stay competitive and last for a long time. With online platforms, businesses can better show what their brand offers, talk to customers directly, and reach more markets than just their local area (Wati, Martha, & Indrawati, 2020). This change has really helped small and medium-sized businesses because they are using online marketing more and more to deal with not having many resources and to compete with bigger companies.

Social media is now a top way to communicate in online marketing because it allows people to interact and focus on visuals. Out of all the different social media sites, Instagram is very important because it focuses on pictures and how people interact with each other. In Indonesia, about 103 million people use Instagram, making it a very powerful site for marketing that uses pictures and for promoting brands (Riyanto, 2025). Because so many people use it and are very active on it, businesses have a great chance to make their brand more visible and make their relationship with customers stronger.

Picture 1

Indonesia's Digital Data 2025



Source: Hootsuite We are Social (Riyanto, 2025)

Despite the considerable potential offered by social media marketing, the level of digital channel adoption among Indonesian MSMEs remains relatively low. A survey conducted by the Institute for Development of Economics and Finance (INDEF) in December 2023 revealed that only 5.12% of MSME respondents relied on digital channels as their primary distribution method (Ahdiat, 2024). This finding highlights a persistent gap between the availability of digital marketing technologies and their strategic utilization by MSMEs, underscoring the need for more structured and evidence-based marketing communication approaches.

Picture 2

Respondents of Sales Places in the INDEF Survey 2023



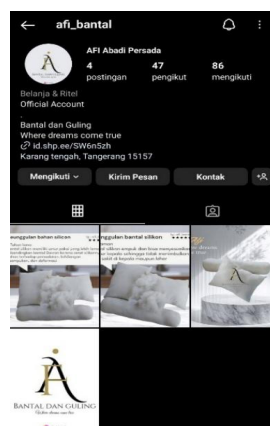
Even though marketing with social media could be very helpful, not many small Indonesian businesses are really using these online methods. A study done by the Institute for Development of Economics and Finance (INDEF) in December 2023 showed that just 5.12% of the small business owners who answered mainly used online methods to sell things (Ahdiat, 2024). This shows that even though online marketing tools are available, small businesses aren't using them as much as they could, which means they need better and more organized marketing plans.

Past research has demonstrated that using online platforms helps businesses grow, especially by making more people know about their brands (Ramadhaniyah et al., 2023). When people decide what to buy, knowing a brand is very important, and remembering the brand is a key part of this. Remembering a brand means a person can think of a brand without being reminded, which is often called unaided recall, and it shows how well-known the brand is in the person's mind (Aaker, DA 1997). If people remember a brand well, it means the marketing has worked well and has consistently made the brand stick in people's minds.

In online marketing, making people remember a brand takes more than just posting a lot of content or pushing sales hard; it needs a clear and well-planned communication strategy. Without a good plan, marketing efforts could become disorganized and not match what the brand is trying to achieve. Therefore, it's important to use complete strategic planning models to make sure online marketing communication is consistent, effective, and easy to measure.

One popular strategic planning model in marketing is SOSTAC, which includes looking at the current situation, setting goals, creating a strategy, choosing tactics, taking action, and checking the results. The SOSTAC model gives a simple and complete way to plan marketing, helping businesses connect their goals with how they do things and how they measure success. Studies show that the SOSTAC model helps guide marketing strategies in different situations, including online ones (Putera & Heikal, 2021). However, there is not much research on how SOSTAC can help small businesses build brand recall through social media. Source: Databooks, INDEF Survey (Ahdiat, 2024)

Picture 3
Account @afi_bantal (2025)



Source: Personal documents, Screenshot of Instagram account @afi_bantal (2025)

The Instagram account @afi_bantal, an MSME operating in the home and lifestyle product sector, recognizes the importance of strengthening its marketing communication in order to remain competitive and expand market reach. Although Instagram is actively utilized as the primary marketing channel, there is a lack of empirical research analyzing how its marketing communication strategies contribute to brand recall formation. Most existing studies focus primarily on engagement metrics or sales performance, while systematic examinations of brand recall using an integrated strategic framework such as SOSTAC in MSME social media contexts are still scarce.

This study is fascinating because it shows how people now see pillows as very important because of worldwide changes and new technology, how Instagram is the top place for online ads in Indonesia with 103 million people using it, how it's hard for small businesses to start using these tools (only 5.12% use the main online way), how remembering a brand is key when people choose what to buy, and how to use the SOSTAC plan to make marketing plans that always work well for small brands like @afi_bantal, which mainly shows how social media makes business fairer and helps it last in today's online world.

In response to this research gap, the present study aims to analyze the marketing communication implemented by @afi_bantal on Instagram in building brand recall through the application of the SOSTAC model. Specifically, this study seeks to examine how marketing communication is formulated and executed based on the SOSTAC framework, how Instagram-based marketing communication contributes to brand recall development, and what strategic challenges and opportunities arise in the process. The findings of this study are expected to contribute to the theoretical development of digital marketing and branding literature, while also providing practical insights for MSMEs in optimizing social media-based marketing communication.

THEORETICAL FRAMEWORK

Instagram

Instagram is a platform which focus on taking Photo And video Which It can then be shared and distributed. Instagram is a smartphone application specifically designed for social media (Dwi Atmoko, 2012). The Instagram application is almost similar to other digital media such as applications X/ Twitter, TikTok and Facebook, but that what differentiates it is that Instagram focuses on taking photos and is a platform for sharing information with its users. Instagram can also be a source of inspiration that enhances its users' creativity, thanks to features Which allows Photo seen more interesting, aesthetic, artistic and stunning.

The use or utilization of social media can be explained as follows:

- a. The advantage of creating a personal image through social media is that there are no tactics or fake fame, as the audience will be the one judging. Various social media platforms provide a platform for individuals to communicate, discuss, and gain popularity (Puntoadi, 2011:6).
- b. Social media offers the opportunity to build closer relationships with customers/users. These application platforms offer a more personalized method of communication with customers. By utilizing social media, business owners can understand and understand their customers' needs and interact more personally, creating deeper relationships and interactions (Puntoadi, 2011:21).

Communication Marketing

Marketing communications are the means used by companies to convey information, influence, and remind consumers, both directly and indirectly, about the products and brands they offer (P. Kotler, 2002). Marketing communications enable companies to associate brands with people, places, events, experiences, and other elements. To ensure consistent messaging and achieve brand positioning with the right strategy, marketing communications need to be integrated (and Keller. Kotler, 2016).

Marketing communications is Activities aimed at disseminating information, influencing, persuading, or reminding the target market about the company and its products, so that consumers will accept, purchase, and remain loyal to the products offered (F Tjiptono, 2008). Marketing communication is a crucial aspect in promoting products to the wider community, so that the product or service. Which offered can known And get response positive from consumers, which ultimately helps achieve the goals that have been set (Endri & Prasetyo, 2021).

Marketing communication is an important element in mission marketing company in a way overall And the main factor determining their success or failure. In general, communication marketing involving use technique communication to convey information to the wider public, with the main aim of increasing the company's income/profit (Shimp, 2010).

Brand Recall

Brand recall is an indicator of *brand awareness* that assesses the extent to which consumers can recall a brand when asked to name a brand they know. Strategy *branding* on basically aim For reach *brand level recall* the (Tandiono, 2013). Book entitled "*Marketing Management, 12th ed*", *brand awareness* covers two component main, that is *brand recognition* and *brand recall performance* (P. Kotler, (2008). Temporary that, *brand recall* is at on the third stage and is related to the extent to which consumers are able to recall a brand, which can be explained as follows:

1. No realize brand/*unaware of brand*

Unaware of brand is the lowest level in the pyramid regarding brand awareness, where consumers are not aware of the existence of a brand.

2. Introduction brand *recognition*

Brand recognition is the recognition of a brand where the level of awareness is high. consumer to something brand measured with given assistance by mentioning the characteristics of the product.

3. Reminder return to brand *recall*

Brand recall is the recall of a brand that is reflected in other brands that are remembered by consumers after consumers mention it, brand which first. Brand recall use multi-response question, which means consumers provide answers without assistance.

4. Peak thought (top of mind)

Top of mind refers to the first brand that comes to a consumer's mind when they think about a specific product category. It is measured with a single-response question, where consumers can only mention one brand that they remember first.

Brand recall is an important part of brand awareness, showing how well consumers can remember a brand without any help. When consumers think about a product category and can easily recall a brand, the chance of choosing that brand over competitors becomes higher, which can support loyalty and purchase decisions.

SOSTAC Model

SOSTAC is abbreviation from Situation, Objectives, Strategy, Tactics, Action, Control, Which is development more carry on Based on a SWOT (Strengths, Weaknesses, Opportunities, Threats) study (Smith, 2011). The SOSTAC model can be applied to marketing communication strategies. This model is not only suitable for *e-marketing* but is also effective in expanding a company's marketing reach (Rifai, Z., Faqih, H., & Meiliana, 2021).

Picture 4
SOSTAC Model



Source: (Chaffey, 2015), (Smith, (2011)

These six stages are required. to do marketing communications analysis Based on the business plan determined by @afi_bantal, the following are the stages of the SOSTAC model:

Situation Analysis

A situation analysis was used to determine the conditions experienced by the @afi_bantal account. The results of this analysis were used to develop a marketing communications plan. The purpose of a situation analysis is to evaluate current conditions and predict future conditions to support the achievement of objectives.

Tools such as SWOT are used at this stage, which serves to assess the condition of the @afi_bantal account from an internal (strengths *and* weaknesses) and external (opportunities and threats) aspect.

Information from analysis SWOT This become deep basis formulate goals to be achieved in a more focused manner.

Objectives

Objectives used as objective from What Which desired. In this stage, various models can be applied, one of which is the 5S objectives model , which includes: (1) Sell, every business naturally wants to increase sales. This is achieved by reaching new prospects, encouraging active engagement, increasing conversion rates, and building engagement with potential customers. (2) Serve, serve focus on improvement mark for customer through improving the quality of service or customer service. (3) Speak, speak aim for build connection which more close to customers through effective communication between sellers and consumers. (4) Sizzle, sizzle aims to build a product's brand by creating deep meaning and impression, so that the product is easily remembered by consumers. (5) Save, save is focused on optimizing efficiency, both in terms of time and cost, with identify areas which need to be improved, for example by saving excess budget.

Strategy

Strategy is the approach a company uses to achieve predetermined goals. This strategy serves as a guide in achieving desired targets (Chaffey, D., & Smith, 2017). Strategic planning stage This important For set STP (Segmentation, Target Market, and Positioning), which are the three main steps in formulating a business strategy. STP helps companies direct their marketing focus and reduce the use of less effective promotional methods.

Tactics

Tactics done on stage this, covering a number of the steps that designed For support development system. The tactics used are the result of previously determined strategy formulation.

Actions

Action will be carried out if you have obtained the strategy and tactics to be implemented.

Control

This final stage focuses on evaluation and review to ensure that the actions taken are working, with Good And in harmony with objective, so that can provide optimal results.

METHODOLOGY

This study uses qualitative research that will delve deeper into the phenomena that occur in the research subjects, including actions, perceptions, motivations, to behavior, which are conveyed in descriptive form through words and language with a scientific method approach (Ansori, 2020). The object in this study is Marketing Communication Analysis in Building Brand Recall With the SOSTAC Model Through Instagram @afi_bantal. The subjects in this study are pillow and bolster businesses on the Instagram account @afi_bantal.

The researchers used three data collection techniques in this study: observation, interviews, and documentation. Both primary and secondary data were used. The primary data used by the authors were interviews with a research participant named Achmad Firgy, the owner and manager of the @afi_bantal account. This study employed data analysis techniques by Miles and Huberman, which include data reduction, data presentation, and drawing conclusions.

RESULTS AND DISCUSSION

To achieve the objectives of this study, namely analyzing marketing communications in building brand recall with the SOSTAC model through Instagram @afi_bantal, researchers have conducted in-depth interviews with parties related to this problem.

Researchers have conducted in-depth interviews with the owner of @afi_bantal (AF) as a key informant in this study. The selection of this key informant is certainly based on the relevance of the role and knowledge possessed by (AF) related to the research object. There are also informants from experts as supporting informants. The informant from academic circles (AZ), namely a lecturer who has expertise in the field of technological development and roles in the world of digital communication and data triangulation was also carried out. In addition, to support the data, researchers also conducted interviews with Dewi Sartika (DS), a housewife who is one of the consumers and also followers of the @afi_bantal account.

The interview was conducted offline at the home of the AFI Bantal owner which is also a production and sales location for pillows located at Jl. Pr. Jaya No. 52, RT.01/RW.03, Parung Jaya, Karang Tengah District, Tangerang City, Banten. The interview was conducted on Friday, June 6, 2025, from 1:30 PM to 2:30 PM. Then the second interview was also conducted offline as data validity, the interview took place at the same location on Sunday, June 22, 2025, from 1:00 PM to 1:30 PM. Meanwhile, interviews with expert informants and additional/supporting informants were conducted online via zoom. Interviews with expert informants were conducted on Tuesday, June 17, 2025, from 7:00 PM to 8:00 PM. Interviews with additional/supporting informants were conducted on Sunday, June 22, 2025, from 2:00 PM to 3:00 PM.

The qualitative data obtained from this interview will then be analyzed descriptively, resulting in the following results:

1. Situation Analysis

Situation analysis stage serves as a reference for market planning, reflecting the design of factors important to the organization, both internal and external. This stage consists of consumer analysis, competitor analysis, and SWOT analysis (Rifai, Z., Faqih, H., & Meiliana, 2021).

Household products like pillows are now essential necessities, playing a crucial role in supporting sleep quality and comfort. However, pillows haven't received as much attention or exposure on social media as other lifestyle products like fashion, beauty, and food and beverages.

SWOT analysis namely (Strengths) @afi_bantal has product advantages, neat and hygienic packaging: and affordable prices, neat and hygienic packaging can also increase added value in the eyes of consumers. (Weaknesses) minimal consistent content, lack of strong visual identity such as branding that is not yet fully consistent (logo, color, font), (Opportunities) increasing public interest in quality sleep makes it a potential market for premium pillow products, (Threats) tight competition Many large and cheap brands are already better known, and must quickly adapt to promotional styles and consumer preferences. Many large and cheap brands are already better known. The following is a quote from the owner of @afi_bantal during an interview session.

"When it comes to advantages, perhaps in terms of products, we've clearly stated that Afi Bantal sells pillows, so there's no confusion. Our bio also includes a short and to-the-point link to Shopee. So, if anyone wants to buy, just click on it. And if anyone has any questions, they can DM us on our Instagram." (AF interview, June 6, 2025)

Visual appearance and content quality play a crucial role in creating first impressions and building audience engagement in the process of building brand recall through social media, particularly Instagram. Interviews indicate

that although the @afi_bantal account is still in its early stages of development, efforts to present engaging and aesthetic content, albeit limited, are evident.

The kind of study done here is a way of looking at things that uses words to describe what's going on, mixing how good the product is with looking at what's happening inside and outside using the SWOT method. Looking at the product, pillows are seen as important things for homes that help people sleep well, but they are not talked about much online. When looking inside, the good things are that the product is easy to understand, doesn't cost too much, and the wrapping is nice and clean, but the bad things are that they don't always make content and the way it looks isn't fully formed. When looking outside, chances come from more people knowing about how important good sleep is, but problems come from fighting with brands that are already known and don't cost much. This complete look gives a full idea of where @afi_bantal is in the market now, which is used to plan how to get the word out to make people remember the brand on Instagram.

2. Objectives

After reviewing the findings from the situation analysis, the next stage is the objectives /goals to be achieved by @afi_bantal through Instagram. The Objective stage is the stage for determining the goals or vision-mission of the company, so that the targets the company wants to achieve are in line with the company's vision-mission (Rifai, Z., Faqih, H., & Meiliana, 2021). What business actors do at the objective stage is to focus on goals that can be estimated and can actually be achieved. Achieving these goals is done by developing a strategy, namely the 5S method. The 5S method that business actors can apply is : "Sell, Serve, Speak, Save, and Sizzle".

The objective of @afi_bantal's business is to build product branding to increase consumer recognition and recall, particularly by building brand recall, which ultimately leads to increased sales. The success of brand recall is heavily influenced by clear product positioning and differentiation. The following is an excerpt from an interview with an expert informant:

"So, in my opinion, it's clear that they must have branding that clearly differentiates them from each other. Actually, if it's effective, they can use anything, but now we have to see, in my opinion, using Instagram is possible." (Interview with Bang Jek, June 17, 2025)

Instagram's primary strength lies in visual branding, but its limitations in driving direct sales conversions. Therefore, it's best to integrate Instagram with other platforms that support further engagement, such as WhatsApp or e-commerce.

3. Strategy

Business owners need strategies to achieve their desired goals. Strategy is a crucial part of the SOSTAC framework, explaining how marketing

objectives will be achieved. In the context of Afi Bantal's marketing communications via Instagram, the implemented and planned strategies demonstrate efforts to build brand recall and strengthen the brand's position in the digital marketplace. One strategy that businesses can employ is the STP (segmentation, targeting, and positioning) method.

STP analysis is the classification of initially heterogeneous market conditions into homogeneous conditions with various characteristics. Marketing can be more effective and provide consumer satisfaction by segmenting the market. (Y. Tresnawati, 2015).

@afi_bantal's strategy also includes building a consistent brand identity through clean and uniform content, the use of matching colors, and consistent photography. The choice of soft colors, such as white or pastels, aims to create a comfortable, clean impression, and aligns with the characteristics of pillows used for sleeping. This is also part of an effort to make the brand more recognizable.

"Now I'm starting to try to create neater, more uniform content. I'm also experimenting with using consistent colors and consistent photos, so my intentions are more visible and consumers can easily recognize me." (AF interview, June 6, 2025)

Picture 5
Strategies Implemented by @afi_bantal



Source: Owner documentation @afi_bantal (2025)

4. Tactic

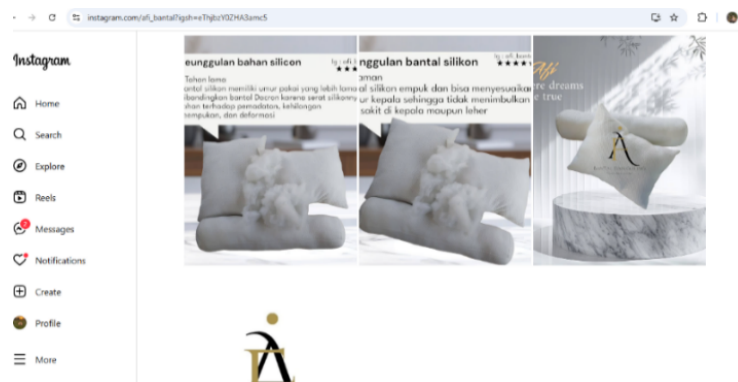
After creating a strategy, the next step is to analyze the strategy in detail using tactics. Tactics in the SOSTAC framework refer to the specific tools and methods used to implement a marketing strategy to achieve predetermined goals. In this case, @afi_bantal's marketing communication tactics implemented through Instagram demonstrate a combination of a simple approach with a future development plan to increase brand recall.

Brand recall can be created through visual consistency, as this will build positive brand recall among the audience. The use of hashtags and interactions through Instagram stories, comments, and direct messages can also instill brand recall (Hermawan, S. F., & Diniati, 2024).

The @afi_bantal account's tactic is to use promotions as a marketing communication tool to build brand recall through its Instagram account. The tactic used by @afi_bantal in implementing marketing communication to build brand recall through Instagram is done by clearly showing the product, utilizing Instagram features such as posting feed, trying out testimonial content.

"Honestly, I haven't really maximized it yet. I've only been posting regular posts and stories. I haven't had the chance to explore reels or highlights regularly. But in the future, I want to start using them to reiterate messages like material quality, comfort, and testimonials" (AF interview, June 6, 2025).

Picture 6
Of an Instagram post @afi_bantal



Source: Personal Screenshot Document, Instagram @afi_bantal (2025)

Afi Bantal has strived to establish visual consistency on its Instagram account. Distinctive visual elements it has implemented include a simple logo, the use of white or pastel colors to create a comfortable and clean impression, and consistent photo selection.

Afi Bantal also acknowledges the importance of testimonials as tangible evidence of product quality. Although testimonial or review content from Shopee has not yet been widely repurposed for Instagram, this approach is planned to be implemented in the future on the Instagram account @afi_bantal.

Picture 7
Product Testimonials @afi_bantal



Source: Personal Screenshot Document, Shopee @afi_bantal
(2025)

5. Action

After determining Strategy and Tactics, actions are the stages to implement the strategy to make it a reality in the form of measurable actions. Action is the stage carried out after the company has successfully determined the strategy to be implemented. (Rifai, Z., Faqih, H., & Meiliana, 2021). Overall, the implementation of this strategy and tactics focuses on social media activities, especially Instagram @afi_bantal which is the main medium for introducing products and sales carried out by @afi_bantal.

The actions that @afi_bantal has taken in building brand recall on Instagram in the implementation of its content are increasing brand awareness through promotions and personal introductions first. Slowly, Afi Bantal has shown increased awareness among consumers since the initial promotion was carried out. This is not only through promotional content on Instagram, but also through efforts to introduce the product to those closest to them.

"... At the beginning, many people didn't know about our brand. So we tried to introduce Afi Bantal products to those closest to us. We also created promotional content for the product..." (AF interview, June 21, 2025).

6. Control

After carrying out the stages of the strategy and tactics that have been planned and implemented by @afi_bantal, the next stage is to carry out control. Control is the stage for monitoring, evaluating, controlling, and benchmarking the actions that have been carried out in the previous stages, so that they do not deviate from the goals set by the company. (A. S. Herlambang, 2019). This stage functions to control and evaluate performance based on the

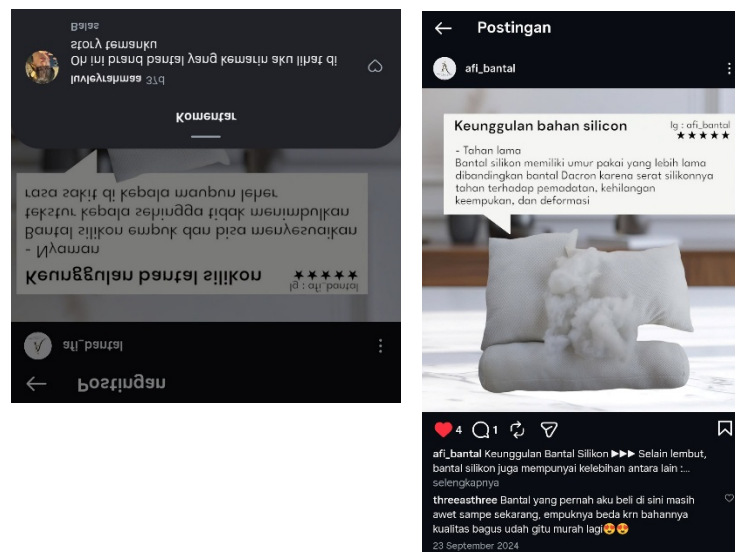
goals set in the objectives, whether the marketing communication planning and strategies created have been successful and implemented effectively.

Afi Bantal currently measures brand recall indirectly, through consumer responses such as comments, questions, testimonials, or reviews. Although a poll on Instagram Stories was conducted to gauge consumer brand recall, these results haven't yet demonstrated direct feedback indicating brand recognition without the need for reintroduction.

" Right now, we're still just looking at their responses, as some people comment asking questions or giving testimonials or reviews. But we've also run polls on our stories to find out how far consumers remember our brand." (AF interview, June 6, 2025)

" As for feedback that is really visible, there hasn't been any yet, but we once made a poll for followers on IG stories to see and get feedback on how they recognized @afi_bantal." (AF interview, June 21, 2025)

Picture 8
Comment Account @afi_bantal



Source: Personal Screenshot Document Comment Account @afi_bantal
(2025)

CONCLUSION

The conclusion section will answer the problem formulation in this study, namely regarding the analysis of @afi_bantal's marketing communications in building brand recall through Instagram, which is described using the SOSTAC model framework. The marketing communications carried out by @afi_bantal focus on efforts to introduce and make the @afi_bantal brand remembered by the target audience through

Instagram as its main platform. The analysis of @afi_bantal's marketing communications in building brand recall with the SOSTAC model through Instagram is as follows.

The first stage, Situation Analysis @afi_bantal is a MSME producing grade A silicone pillows and bolsters that is just starting out. The @afi_bantal account has advantages in product quality and affordable price positioning (Strengths). Lack of content and strategic consistency, a small number of followers, and low engagement on Instagram (Weaknesses). This has an impact on limited audience reach and difficulty in highlighting a strong visual identity to create brand recall. Currently, public interest in quality sleep has increased (Opportunities). The @afi_bantal account emerged and developed amidst tight competition in pillow products and rapid changes in market trends (Threats).

The second stage of Objectives, the main goal of @afi_bantal marketing communication via Instagram is specifically to build brand recall, with a focus on creating the ability of consumers to spontaneously remember the @afi_bantal brand when they have a pillow product category without any visual aids such as logos, brands, and products.

The third stage of Strategy, @afi_bantal implemented the STP (Segmentation, Targeting, Positioning) strategy. Segmentation is carried out based on demographics (ages 20-40 years: students, housewives, office workers, etc.), geography (Jabodetabek, with national potential), and psychographics (care about sleep comfort and aesthetics). The target market is the 20-40 year old age group who are looking for quality pillows at affordable prices. Positioning @afi_bantal is as a premium pillow product made of grade A silicone that is comfortable, soft, durable, affordable, and prioritizes cleanliness and neat packaging.

The fourth stage of Tactics, implementing tactics using a promotional approach. The @afi_bantal account's promotion primarily focuses on Instagram, showcasing product advantages and offering attractive prizes. The @afi_bantal account utilizes Instagram features (feed, stories), explores testimonial content, and begins developing visual branding (logo, colors, fonts) to strengthen its identity and facilitate brand recall. Afi Bantal also acknowledges the importance of testimonials as tangible evidence of product quality. Although testimonial or review content from Shopee has not yet been widely repurposed for Instagram

In the fifth stage of action, @afi_bantal's marketing communications on Instagram are still adaptive and do not yet have a formally structured content calendar. There is a consistent effort to showcase the comfort and quality of the product in each post, both through visuals and captions, although the posting frequency is not yet regular.

The final stage namely Control, the control and evaluation process is carried out simply by observing audience responses (comments, DMs, testimonials), and has tried polling on Instagram Stories to measure brand recall.

REFERENCES

- Aaker, DA (1997). *Brand Equity* (Indonesian Edition). Mitra Utama.
- Ahdiat, A. (2024, January 29). Proportion of MSME Respondents Based on Main Sales Location (December 2023). *Databoks.Katadata.Co.Id* .
<https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/19a74d7d5f4a173/survei-indef-banyak-umkm-utamakan-jualan-lewat-aplikasi-digital>
- Anggita, D., & Astuti, D. Amelia. (2018). Review of Materials and Forms of Various Types of Neck Pillow Products in Jabodetabek. *Journal of Design & Art* , 5 (3), 383–400.
<https://media.neliti.com/media/publications/291078-tinjauan-material-dan-bentuk-ragam-jenis-113ad6b9.pdf>
- Ansori, M. (2020). *Quantitative Research Methods 2nd Edition*. Airlangga University Press: Surabaya. Airlangga University Press.
- AS Herlambang. (2019). " Marketing Communication Implementation on Informal Educational Institutions' Seaman's English Education Indonesia. *J. Econosains* , 17 .
- Chaffey, D. (2015). *SOSTAC Marketing Planning Model Guide*. Smart Insights; Smart Insights. <https://www.smartinsights.com/digital-marketing-Strategy/sostac-model/>
- Chaffey, D., & Smith, P. R. (2017). *eMarketing eXcellence: Planning and Optimizing your digital marketing*. 5th ed. In *Routledge*. Routledge.
- Desouzart, G., Filgueiras, E., & Matos, R. (2015). Relationship between Postural Reeducation Technique During Sleep and Relaxation Technique in Sleep Quality. *Procedia Manufacturing* , 3 , 6093–6100.
<https://doi.org/10.1016/j.promfg.2015.07.756>
- Dwi Atmoko, B. (2012). *Instagram Handbook Tips Fotografi Ponsel*. Media Kita.
- Endri, E. P., & Prasetyo, K. (2021). Strategi Komunikasi Pemasaran Produk Kopi Kawa Daun Tanah Datar dalam Membangun *Brand awareness*. *Jurnal Audiens*, 2(1). <https://doi.org/10.18196/jas.v2i1.9836>
- F Tjiptono. (2008). *Strategi Pemasaran, edisi ke-3*. CV. Andi Offset.
- GETIMedia. (2025, April 17). Boosting MSMEs and Startups Through Digitalization and Innovation. *Getimedia.Id* .
<https://getimedia.id/2025/04/17/genjot-umkm-dan-startup-lewat-digitalisasi-dan-inovasi/>
- Hermawan, SF, & Diniati, A. (2024). Instagram Account Management as a Brand Awareness Building Strategy @ torch.id. *Journal of Communication, Business and Social Science (JCOBS)* , 2 (2).
- Kotler, and Keller. (2016). *MARKETING MANAGEMENT* (15th editi).
- Kotler, P. (2002). *Manajemen Pemasaran*. PT. Prenhallindo.

- Liwe, F. (2013). Brand Awareness, Product Diversity, and Product Quality: Their Influence on Consumer Purchasing Decision Making at Kentucky Fried Chicken Manado. *EMBA Journal: Journal of Economics, Management, Business, and Accounting Research* , 1 (4), 2107–2116. <https://doi.org/10.35794/emba.1.4.2013.3420>
- Mamase, ARY, Hidayati, A., & Depriyani, M. (2024). IMPLEMENTATION OF SOSTAC METHOD IN *DIGITAL MARKETING STRATEGY* IN PONTIANAK VIP CHOCOLATE UMKM. *Scientific Journal of Socio-Economic Business* .
- Nursalim, A. (2019). *Expensive Pillows, Guarantee Better Sleep Quality?* Klikdokter. <https://www.klikdokter.com/gaya-hidup/sehat-bugar/bantal-mahal-jaminan-kualitas-tidur-yang-lebih-baik>
- Puntoadi, D. (2011). *Meningkatkan Penjualan Melalui Media Sosial*. Gramedia Pustaka Utama.
- Putera, GA, & Heikal, J. (2021). Business Strategy of Indah Kiat Pulp and Paper Perawang Mill, Riau, Indonesia using PESTLE, Porter's Five Forces, and SWOT Analysis under SOSTAC® Framework. *International Journal of Scientific Research in Science and Technology* , 252–270. <https://doi.org/10.32628/ijrst218624>
- Ramadhaniyah, U., Cahyo, B., Shah, A., & Ekoputro, W. (2023). Marketing Communication Strategy in Increasing *Brand Awareness* of Things About Them. *SEMAKOM: National Seminar of Communication Students* , 2 (1), 167–175.
- Rifai, Z., Faqih, H., & Meiliana, D. (2021). The SOSTAC Method for *Strategy Development Digital marketing* for MSMEs in Facing the Pandemic and Post-Pandemic. *EVOLUTION: Journal of Science and Management* , 9 (1).
- Riyanto, A. dwi. (2025). *Hootsuite (We are Social): Data Digital Indonesia 2025*. <https://andi.link/hootsuite-we-are-social-data-digital-indonesia-2025/>
- Smith, P. R. (2011). *The SOSTAC(r) Guide To Writing The Perfect Marketing Plan*.
- Wati, AP, Martha, JA, & Indrawati, A. (2020). *Digital marketing* . Edulitera.
- Wijaya, PK, & Hermawan, A. (2018). E- *Marketing Applications Based On Virtual Reality Using Sostac Planning Method On Sales Property*. *Tech-E* , 1 (2), 16. <https://doi.org/10.31253/te.v1i2.29>
- Y. Tresnawati. (2015). *Marketing Public Relations Strategy at the 2014 Jakcloth Event*. *Economics and Social Sciences* , 4 (1).