



Optimizing the Digital Marketing Strategy of PT Sewu Segar Primatama through Instagram @rejuveid

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ABSTRACT

Purpose: This study aims to explore the digital marketing strategy employed by PT Sewu Segar Primatama, specifically through its Instagram account @rejuveid, for marketing its cold-pressed juice products in Indonesia. The research investigates how the company has adapted its marketing communication strategy in response to changing market dynamics. **Results:** The findings indicate that PT Sewu Segar Primatama has shifted its marketing communication from traditional methods to digital platforms, particularly Instagram, in response to emerging market trends. The company has optimized its marketing efforts to align with consumer behavior, leveraging Instagram's capabilities to engage with the audience. **Findings:** The study highlights that PT Sewu Segar Primatama has effectively used Instagram to engage consumers at various stages of the AISAS communication model (Attention, Interest, Search, Action, Share). The company's approach incorporates educational content and interactive campaigns to maintain consumer interest. **Novelty and Originality:** This research contributes to the growing body of knowledge on digital marketing strategies, particularly in the FMCG sector, by offering insights into how brands can optimize Instagram for effective communication and engagement. **Conclusion:** PT Sewu Segar Primatama's shift to digital marketing through Instagram has proven to be a successful strategy in adapting to changing consumer needs, demonstrating the effectiveness of social media in modern marketing communication. **Type of paper : Research Paper**

INTRODUCTION

In recent years, public awareness of health and wellness has significantly increased, influencing consumer preferences toward healthier lifestyle choices. This shift is particularly evident in the growing demand for food and beverage products that not only taste good but also provide health benefits (Hasan et al., 2023). Among these, cold-pressed juices made from natural ingredients have gained popularity as a healthier alternative to beverages with additives and preservatives (Ashurst, 2016; Martins et al., 2020). However, this trend has also intensified competition within the healthy food and beverage industry, requiring companies to adopt innovative marketing strategies to attract and retain customers (Kotler & Keller, 2012).

The motivation for this study arises from the critical role of marketing communication in navigating this competitive landscape. Effective marketing communication not only introduces products to the market but also builds a strong brand image and fosters customer loyalty (Belch & Belch, 2018). In today's digital age, advancements in information technology have further transformed marketing approaches, with digital platforms like Instagram becoming pivotal tools for engaging with consumers and disseminating information (Chaffey & Ellis-Chadwick, 2019). Digital marketing offers opportunities for real-time interaction, feedback collection, and strategy adaptation to meet evolving consumer expectations (Sudarnice et al., 2024).

Despite extensive research on digital marketing, studies focusing on its application in Indonesia's health beverage sector remain limited. This study aims to fill this gap by exploring how PT Sewu Segar Primatama, through its brand Re.juve, utilizes Instagram as a strategic digital marketing platform. Unlike general studies, this research emphasizes the unique challenges and opportunities of promoting health-centric products in a competitive market, contributing to a deeper understanding of digital marketing's role in fostering consumer trust and loyalty in Indonesia's health-conscious demographic.

Research on marketing communication strategies highlights their effectiveness in influencing consumer behavior and shaping brand perceptions (Hastutik et al., n.d.; Melati et al., 2021; Silitonga et al., 2020; Simabur et al., 2023; Wisnujati et al., 2024). Digital marketing, in particular, has gained prominence due to its ability to reach diverse audiences and provide measurable outcomes (Fitri, 2022). Instagram, as a visual platform, allows brands to create engaging content that attracts attention and fosters meaningful consumer interactions (Tsimonis & Dimitriadis, 2014). Re.juve, established in 2014, has effectively utilized Instagram (@rejuveid) to communicate its brand values of health, authenticity, and quality. With over 78,000 followers and 85 outlets across major cities in Indonesia, Re.juve has positioned itself as a leader in the health beverage sector (Suryadi, 2018). Its strategy includes visually appealing content and educational posts on healthy living, aiming to drive sales and strengthen consumer trust (Ahmad et al., 2016; Sangadji, 2023).

This study addresses the following research questions:

1. What are the key factors influencing consumer loyalty through Instagram marketing in Indonesia's health beverage sector?
2. How effective are health-based visual and textual messages in engaging Indonesian consumers?
3. How does Re.juve's Instagram strategy compare with those of its competitors in terms of building brand awareness and consumer trust?

The study's framework integrates Everett Rogers' diffusion of innovations theory to examine how new ideas and products gain acceptance within society. This theoretical lens is used to analyze how Re.juve's Instagram strategy raises awareness and encourages product adoption. Additionally, Middleton & Lin (1975) communication strategy model is employed to evaluate message delivery, audience targeting, and channel selection.

The purpose of this research is to analyze and optimize the digital marketing strategies employed by PT Sewu Segar Primatama through Instagram, with a focus on enhancing brand awareness, consumer engagement, and customer loyalty in Indonesia's health beverage sector. By comparing Re.juve's strategies with those of competitors, this study aims to provide actionable insights for companies seeking to strengthen their digital presence and succeed in the competitive health beverage market.

METHOD

This research employs a qualitative method, which, according to Creswell (2013), is an approach focused on understanding phenomena through information gathered directly from participants or objects within a broad context. It involves collecting data through open-ended questions, analyzing

participants' narratives, and interpreting the data subjectively to gain deep insights (Supriatin et al., 2022). The method follows structured procedures to ensure comprehensive and systematic inquiry.

Data for this study were collected using three primary methods: observations, document studies (literature review), and interviews. Although six potential data sources were considered—documents, archives, direct observations, recordings, interviews, and participant observations—this study emphasizes the first three due to their relevance to the research objectives. Observations focused on the activities and strategies employed in the Instagram account of PT Sewu Segar Primatama (@rejuveid). Structured observation guidelines were used to document marketing strategies, content types, audience engagement patterns, and visual elements. Document studies involved a literature review of relevant theories, frameworks, and previous studies on digital marketing, Instagram marketing strategies, and qualitative research in marketing. Semi-structured interviews were conducted with 10 participants, selected using purposive sampling to ensure relevance and diversity. Participants included marketing professionals from PT Sewu Segar Primatama and active Instagram users familiar with @rejuveid. Interview questions were designed to explore participants' perceptions of @rejuveid's digital marketing strategy, the effectiveness of specific content, and its alignment with brand identity.

The participants were carefully selected based on specific criteria. Marketing professionals were individuals employed by PT Sewu Segar Primatama with at least two years of experience in digital marketing. Instagram users were active Instagram users aged 20-45 who follow @rejuveid and engage with its content. These users were selected to ensure diversity in demographics and behavioral insights. The collected data were analyzed using thematic analysis, as outlined by Braun and Clarke (2006). Thematic analysis involves identifying, analyzing, and reporting patterns (themes) within the data. This process was conducted in six steps: familiarization with the data through repeated readings and listening to interview recordings; generating initial codes by systematically coding interesting features of the data; searching for themes by collating codes into potential themes; reviewing themes to ensure they align with the data set and research objectives; defining and naming themes to provide clear interpretations; and producing the final report, linking themes to the research questions and objectives.

To enhance credibility, triangulation was employed by cross-referencing findings from observations, document studies, and interviews. Member checking was also conducted by sharing preliminary findings with participants to ensure accuracy and resonance with their experiences. Additionally, researcher reflexivity was practiced to minimize bias. This study adhered to ethical research principles. Informed consent was obtained from all participants prior to data collection. Confidentiality was maintained by anonymizing participant identities in all reports. The research was conducted with transparency and sensitivity to avoid any potential conflicts of interest.

RESULTS AND DISCUSSION

Re.juve, established in 2014, opened its first store in Gandaria City Mall. Today, Re.juve operates over 85 stores and outlets across major cities in Indonesia, including Jabodetabek, Bandung, Semarang, Surabaya, Solo, Palembang, Pekanbaru, Yogyakarta, and Bali. The company upholds key values such as "Live Happier 100% Good For You," "Honesty & Transparency," and "Passion & Ambition." In line with the core values of honesty and transparency, Re.juve established a Cold-Pressed Production Facility in December 2018, implementing the High-Pressure Processing (HPP) method in Cikupa, Tangerang. This facility was the first of its kind in Indonesia and even in ASEAN. Re.juve has expanded its market by introducing a new innovation, Re.refresh by Re.juve, a café offering smoothie bowls and healthy food, aiming to create a more satisfying experience for customers.

Additionally, Re.juve has launched a mobile ordering application, available on the App Store and Play Store, to enhance accessibility and convenience for customers. The company aims to improve product marketing by leveraging social media, particularly through the Instagram account @rejuveid.

This account currently has over 78,000 followers and features more than 3,500 posts of photos and videos related to information and education. This approach is expected to attract consumer interest through consistent, engaging content on Instagram. To further facilitate purchases, Re.juve also has a website, www.rejuve.co.id, and is available on other e-commerce platforms in Indonesia. Before embarking on digital marketing, several aspects need careful planning and attention by the company. These aspects include the type of digital marketing content to be posted, the target audience for the content, and the primary focus of the digital marketing content. By doing so, the company seeks to enhance its marketing efforts through digital media such as Instagram, websites, and e-commerce, considering engaging content, target audience, and the products to be promoted.

Table 1. Research Informants

Informant	Age	Responsibilities
Informant 1 (Marketing Communication & PR Specialist)	23	a. Media handling, events, marketing strategy, KOL/Influencer management. b. CSR initiatives.
Informant 2 (Digital Commerce & CRM Specialist)	25	a. Managing digital platforms, including the Re.juve app, website, and marketplaces. b. CRM and loyalty programs.
Informant 3 (Social Media Manager)	27	a. Content creation and scheduling. b. Social media analytics and audience engagement.
Informant 4 (Digital Advertising Specialist)	28	a. Planning and executing Google and Meta ads. b. Budget allocation and performance tracking.
Informant 5 (Customer Experience Officer)	30	a. Overseeing customer feedback channels. b. Improving service experience on digital platforms.
Informant 6 (E-commerce Operations Manager)	32	a. Coordination with third-party marketplaces. b. Inventory and order fulfillment for online sales.
Informant 7 (Health & Nutrition Consultant)	35	a. Educational content creation. b. Building credibility for health benefits of products.
Informant 8 (Brand Strategist)	34	a. Long-term brand positioning. b. Aligning digital marketing with brand identity.
Informant 9 (Data Analyst)	29	a. Tracking digital marketing performance metrics. b. Generating actionable insights.
Informant 10 (Customer Engagement Specialist)	26	a. Managing interactive campaigns. b. Fostering community loyalty.

Source: Data by Researchers, 2024

A well-planned and effective marketing communication strategy can help the company overcome challenges and sustain its business continuity. Developing an effective marketing communication strategy involves several key steps, such as analyzing the current market situation, understanding consumer behavior and preferences, identifying the appropriate target audience, selecting effective communication channels, and crafting engaging and persuasive marketing messages and content. With careful planning, the company can anticipate changes in the business

environment and adjust its marketing communication strategy to meet current needs and trends. This enables the company to remain relevant, reach the right audience, and maintain competitiveness in the market.

Based on the table above, the informants provided explanations regarding the changes implemented by the company according to their respective roles and responsibilities. PT Sewu Segar Primatama (Re.juve) made significant changes in its marketing strategy by shifting to digital marketing. The aim was to increase consumer awareness of the Re.juve brand, educate them about the products offered, and encourage repeat purchases in the long term. Marketing activities are conducted through the Instagram account @rejuveid and other platforms, with the hope of increasing consumer interest in purchasing. Re.juve targets potential consumers from the socioeconomic group A-B. PT Sewu Segar Primatama's market segmentation focuses on people who are health-conscious and seek alternatives to replace fruits or vegetables with juice. Thus, through digital marketing strategies, Re.juve strives to enhance brand awareness, educate consumers, and encourage repeat purchases, particularly among the upper-middle class who lead a healthy lifestyle and seek healthy beverage alternatives.

To convey marketing messages effectively, PT Sewu Segar Primatama has adapted its marketing communication strategy. The company recognizes the importance of adapting to changing trends and consumer behavior to remain competitive and grow in the market. One key step taken by PT Sewu Segar Primatama is leveraging Instagram with the account @rejuveid as a digital marketing communication channel. This approach aims to achieve greater effectiveness in reaching its target audience. By using Instagram, the company can deliver visually appealing marketing messages that resonate with the current digital lifestyle. Content posted on the @rejuveid account is designed to attract attention, build relationships with consumers, and ultimately drive product sales. Moreover, Instagram features such as paid ads, analytics, and the ability to interact directly with the audience allow PT Sewu Segar Primatama to engage in more personalized marketing communication. By transitioning to digital marketing through Instagram, PT Sewu Segar Primatama can align with modern marketing communication trends that are more effective in reaching consumers in the digital age.

The COVID-19 pandemic, which struck in 2020, forced PT Sewu Segar Primatama to make significant changes in its marketing strategy and communication. The company had to quickly adapt to the conditions to ensure that the Re.juve brand remained a top choice for consumers. Despite the challenges, PT Sewu Segar Primatama successfully utilized the pandemic situation to elevate Re.juve's image as a brand that cares about health and immunity. Re.juve products were promoted as a solution for recovery for those exposed to COVID-19 and for overall immune support. After the pandemic subsided, Re.juve benefitted positively by becoming more widely recognized. The marketing strategy that emphasized promoting the benefits of consuming Re.juve products (cold-pressed juice) for immune support and general health successfully attracted consumer attention. One key to Re.juve's success is its commitment to using 100% fresh, pure, and natural organic ingredients in its cold-pressed juice products. This ensures that the nutritional content of the fruits and vegetables remains intact, providing optimal health benefits. Through adaptive marketing and communication strategies that emphasize product quality and benefits, PT Sewu Segar Primatama successfully navigated challenging times during the pandemic and solidified its position as a trusted healthy beverage brand.

Through digital marketing, PT Sewu Segar Primatama found it easier to sell their products online. This approach proved more advantageous than conventional methods. Even though conditions have returned to normal, the company continues to implement digital marketing because it has experienced its benefits in increasing sales and profitability. The pandemic experience demonstrated that digital marketing is not just a temporary solution but an effective and sustainable marketing strategy.

For a company to operate smoothly in facing various conditions and situations, careful planning is needed to formulate the right marketing communication strategy. This strategy plays a crucial role

in helping the company overcome challenges and sustain its business continuity. Developing an effective marketing communication strategy involves several important stages, including analyzing the current market situation, understanding consumer behavior and preferences, identifying the appropriate target audience, selecting effective communication channels, and crafting engaging and persuasive marketing messages and content. With careful planning, the company can anticipate changes in the business environment and adjust its marketing communication strategy to meet current needs and trends. This allows the company to remain relevant, reach the right audience, and maintain competitiveness in the dynamic market.

PT Sewu Segar Primatama employs the AISAS model in its digital marketing communication strategy through several key steps. Firstly, the company seeks to capture the audience's Attention by creating engaging content on Instagram @rejuveid, which includes information, educational material, and promotions related to Re.juve products. This content is attractively packaged and aligns with current trends. Secondly, to generate Interest, the company uses informative and persuasive content that encourages the audience to learn more about the health benefits of Re.juve products. Next, the Search phase is targeted by prompting interested audiences to look for further details about product availability and store locations, utilizing digital platforms like the Re.juve website and ordering app. In the Action phase, the ease of accessing information and placing orders through digital platforms aims to turn the audience's interest into actual purchases of Re.juve products. Lastly, the Share phase leverages consumer satisfaction with Re.juve products to motivate them to share reviews, testimonials, and recommendations within their social circles.

In digital marketing efforts, companies can adopt the AISAS model (Attention, Interest, Search, Action, and Share) as the foundation of their marketing strategy. This model can help companies achieve their desired targets and outcomes from digital marketing activities. By systematically implementing the AISAS model, companies can map out effective digital marketing strategies to reach the audience, increase brand awareness, encourage purchase consideration, and build consumer loyalty and interest through targeted content and activation.

"Awareness is the phase we are currently focusing on. We try to introduce Re.juve products to the audience first; we aim to be broad initially so that Re.juve ads reach many audiences. We try to find as many prospects as possible. In the interest phase, we can see who has visited our website or engaged on social media like Instagram @rejuveid or through the Re.juve app available on the App Store and Play Store. Then we target these individuals and those who have reached the interest phase with our brand. Once they are in the interest phase, they consider our brand. We continue with promotional materials to entice them to take action and make a purchase. The AISAS model has been implemented." (Interview, Informant 1, 2024)

Utilizing digital platforms allows companies to conduct more specific targeting towards their intended audience. In Re.juve's case, the company utilizes Instagram @rejuveid as one of its main digital marketing communication channels to promote its products. The Instagram platform provides an opportunity for Re.juve to post engaging visual content, showcase the uniqueness and quality of their products, and provide interactive spaces for followers to engage directly through comments, likes, and messages.

CONCLUSION

This study examined the optimization of PT Sewu Segar Primatama's digital marketing strategy on Instagram (@rejuveid) within Indonesia's health beverage sector. The findings reveal that consumer loyalty is significantly influenced by key factors such as engaging health-based visual and textual messages, transparency in product information, and alignment with consumer values emphasizing health and wellness. Re.juve has effectively utilized Instagram's interactive features to communicate these values, thereby fostering trust, loyalty, and a stronger emotional connection

with its audience. The study also highlights the effectiveness of health-centric visual and textual messages in captivating and engaging consumers. Re.juve's strategy of combining educational content about product quality and health benefits with visually appealing aesthetics not only differentiates it within the competitive landscape but also reinforces its positioning as a premium health brand. Compared to competitors, Re.juve's emphasis on authenticity, consistent messaging, and a mix of online and offline initiatives, such as collaborations with wellness communities and the #SEASOLDIER campaign, has proven instrumental in building brand awareness and consumer trust. Furthermore, the expansion of complementary initiatives, such as the Re.refresh café and a mobile ordering app, has enhanced consumer convenience and accessibility, further solidifying brand loyalty. This integrated approach underscores the importance of blending digital platforms like Instagram with offline touchpoints to create a seamless consumer experience and achieve sustainable engagement.

From a managerial perspective, this study offers actionable insights for businesses in the health beverage sector and beyond. Companies should prioritize creating content that educates and resonates with consumer values, emphasizing authenticity and transparency to build trust. Utilizing interactive features on social media platforms, such as polls, live sessions, and user-generated content, can deepen engagement and foster community building. Additionally, aligning digital strategies with offline initiatives, such as hosting events and fostering collaborations with relevant communities, can amplify brand messaging and consumer reach. The success of Re.juve's mobile app and café concept highlights the importance of investing in innovations that enhance consumer convenience and accessibility. Managers should also regularly benchmark their digital strategies against competitors to ensure continuous improvement and differentiation in a rapidly evolving market. PT Sewu Segar Primatama's case demonstrates how a well-orchestrated Instagram strategy can drive consumer loyalty, strengthen brand equity, and position a brand as a trusted leader in the health beverage industry. These findings provide valuable insights for managers seeking to optimize their digital marketing efforts in similar sectors.

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