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Content Marketing Strategy Through Instagram for Kepahiang Coffee MSME Based on SWOT Digital Framework

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Abstract

Purpose: This study aims to develop an Instagram content marketing strategy for Kepahiang Coffee MSMEs in Bengkulu, Indonesia, to enhance digital visibility, strengthen brand recognition, and expand market reach by leveraging the product's distinctive characteristics.

Research Methodology: This study employs a qualitative descriptive approach using secondary data from scientific publications, APJII reports, and government documents, supported by direct observation of Kepahiang Coffee MSMEs. SWOT analysis is applied to identify internal strengths and weaknesses, external opportunities and threats, and formulate an appropriate Instagram content marketing strategy.

Results: The SWOT analysis identifies product quality and organic sourcing as key strengths, while limited digital marketing capabilities remain a major weakness. Increasing coffee consumption and market diversification provide opportunities for business development. The proposed Instagram content strategy consists of product introduction (50%), brand building (30%), and sales promotion (20%), emphasizing product authenticity, geographical origin, and farmer narratives.

Conclusions: A SWOT-based Instagram content marketing strategy offers a practical and cost-effective approach to strengthening Kepahiang Coffee MSMEs' digital presence. Integrating highland origins, organic production, and local farmer narratives into digital content can support brand differentiation and broader market recognition.

Limitations: This study primarily relies on secondary data and descriptive SWOT analysis without empirical testing of the proposed strategy. Consequently, its effectiveness in improving consumer engagement, brand awareness, and sales performance remains unverified.

Contributions: This study extends contemporary Social Media Marketing Theory by integrating SWOT analysis and digital storytelling to enhance brand differentiation and consumer engagement among MSMEs.

Keywords: *Coffee, Digital marketing, Instagram, MSME, SWOT*

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1. Introduction

Indonesia's digital landscape has undergone transformational growth over the past decade, driven by rapid smartphone penetration, expanding mobile internet infrastructure, and the progressive integration of digital platforms into everyday commercial activity. Based on the 2019-2020 survey of the Association of Indonesian Internet Service Providers (APJII), 196.71 million of Indonesia's 266.91 million population are active internet users, with the majority accessing the internet for more than

eight hours daily across work, education, social media, and entertainment activities. This demographic reality has fundamentally changed the environment in which small businesses must operate, making digital presence no longer optional but structurally necessary for market participation (Chaffey & Ellis-Chadwick, 2022). The COVID-19 pandemic further accelerated this trend, shifting internet usage patterns from commercial and institutional locations toward residential contexts as work-from-home and learn-from-home policies became widespread, creating conditions in which digital marketing platforms became essential channels for small business survival (Dwivedi & Ismagilova, 2021).

Social media platforms, including Instagram, have evolved from personal communication tools into primary business marketing channels. Businesses are increasingly recognising the importance of social media as a way to engage with consumers on a more personal level while implementing marketing techniques and furthering brand image (Tuten & Solomon, 2018). For MSME operators with limited budgets, Instagram offers a particularly accessible entry point: account creation is free, visual content creation requires only a smartphone, and the platform's continuous accessibility enables brand exposure without the operational overhead of physical retail presence. Research confirms that 82.2% of Indonesian internet users prefer to purchase from social media accounts over company websites APJII (2016), reflecting the platform's established commercial relevance in Indonesian consumer behaviour. More broadly, Voorveld, van Noort, Muntinga, and Bronner (2019) confirmed that Instagram generates significantly higher engagement per post than competing platforms for food, beverage, and lifestyle brands, making it the most strategically appropriate channel for coffee MSME marketing.

Kepahiang Regency, situated in the highland agricultural zone of Bengkulu Province, is one of Indonesia's significant coffee production areas. Bengkulu, alongside Lampung and South Sumatra, constitutes what is known as the Coffee Triangle of Sumatra, a region of geographically and climatically suitable conditions for producing both Robusta and Arabica coffee varieties with distinctive flavour profiles (Hadi, 2019). Despite this natural advantage, Kepahiang Coffee MSME products have not achieved the national brand recognition of comparable regional coffee products from Aceh (Gayo), Toraja, or Flores, limiting the product's market reach and economic value to its farming community. This recognition deficit is not a function of product quality inferiority but rather a consequence of underdeveloped digital marketing capacity and limited brand communication investment, conditions that content marketing strategy is specifically designed to address (Holliman & Rowley, 2014).

The strategic challenge facing Kepahiang Coffee MSME operators is therefore one of market awareness and digital promotion capability. Content marketing through Instagram, defined as the creation and distribution of valuable, authentic, non-promotional content about a brand designed to attract, inform, and develop relationships with a target audience Pulizzi (2014), represents a cost-effective and contextually appropriate strategy for addressing this challenge. The alignment between Instagram's visual communication architecture and coffee's inherently visual production narrative, from highland farm landscapes through harvest, roasting, and preparation to consumption, makes the platform particularly well-suited for conveying the product quality and origin story that distinguish specialty coffee from commodity coffee in the consumer's perception (Stelzner, 2022). As Kim and Ko (2012) demonstrated, social media marketing activities that emphasise entertainment, interaction, and authenticity significantly influence consumer equity components including value equity, brand equity, and relationship equity, all of which translate into purchase intention for premium regional products.

Previous studies have established the strategic importance of social media marketing in enhancing consumer engagement, brand awareness, and purchase intention. Kim and Ko (2012) demonstrated that social media marketing activities influence brand equity and consumer relationships, while Alalwan, Rana, Dwivedi, and Algharabat (2017) highlighted the growing role of social media platforms in shaping marketing strategies and consumer behavior. (Felix et al., 2017) further emphasized the importance of integrating social media marketing into broader organizational strategies. Despite these contributions, existing studies have predominantly focused on general social media marketing practices and consumer responses, with limited attention to the development of structured, product-specific Instagram content marketing strategies for rural coffee MSMEs. In particular, research integrating SWOT-based strategic positioning, local coffee brand storytelling, Instagram content formats, and systematic content calendar planning remains limited in the context of Kepahiang Coffee MSMEs. This gap highlights the need for a practical and context-sensitive framework that translates strategic analysis into actionable digital marketing activities.

The novelty of this study lies in developing an integrated SWOT-based Instagram content marketing framework specifically tailored to the characteristics and competitive challenges of Kepahiang Coffee MSMEs. Unlike previous studies that primarily examine the relationship between social media marketing and consumer behavior, this research connects internal and external strategic analysis with content themes, platform-specific features, local product storytelling, and structured publication scheduling. The proposed framework provides a systematic approach to transforming the distinctive geographical origin, production processes, and cultural identity of Kepahiang coffee into digital brand communication strategies. This study contributes to the literature on MSME digital marketing by offering a context-specific strategic planning framework that may be adapted by other regional coffee producers seeking to strengthen brand recognition and expand market reach.

This study aims to design a systematic Instagram content marketing strategy for Kepahiang Coffee MSME, based on SWOT analysis of the product's strategic position, with the objective of expanding product marketing reach and building sustainable brand recognition. The research addresses three questions: first, what is the SWOT strategic position of Kepahiang Coffee MSME in the current digital market environment; second, what content marketing framework is most appropriate for the product's strengths and target audience; and third, how should the content marketing strategy be operationalised through Instagram's platform features and content calendar design. By addressing these questions through systematic strategic analysis, this study contributes a replicable methodological framework that other highland coffee MSMEs facing analogous brand recognition challenges can adapt and apply (Felix et al., 2017; Alalwan et al., 2017).

2. Literature Review

2.1 Marketing and the Digital Marketing Mix

Marketing is defined as the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return (Kotler & Armstrong, 2016). The evolution from traditional to digital marketing has not replaced the foundational logic of the marketing mix but has substantially transformed how each component operates and how they interact. In the digital context, the traditional 4P marketing mix (Product, Price, Place, Promotion) has been extended and reinterpreted, with the digital environment enabling real-time price adjustment, geographic democratisation of distribution through e-commerce and social commerce, and promotion through content creation rather than paid advertising (Chaffey & Ellis-Chadwick, 2022). Kannan and Li (2017) argue that the digital marketing mix should be understood as an interconnected system in which each element is enhanced and constrained by digital platform affordances, with consumer data feedback loops enabling iterative strategy refinement in ways that traditional marketing channels cannot support.

The STPD framework (Segmentation, Targeting, Positioning, Differentiation) provides the strategic architecture within which content marketing operates. Segmentation defines the consumer groups most likely to engage with the product; Targeting selects the highest-potential segment; Positioning establishes the desired brand perception in the target consumer's mind; and Differentiation creates the

value distinction that sets the brand apart from competitors. For Kepahiang Coffee MSME, these four strategic decisions shape every aspect of content design, from visual aesthetics to language tone and topic selection. Keller (2020) demonstrates that brand positioning is most durable when it is grounded in genuinely distinctive product characteristics rather than manufactured brand associations, making Kepahiang Coffee's organic highland provenance a strategically superior positioning foundation than price-based or generic quality-based claims. This positioning logic directly informs the content strategy framework developed in this study, ensuring that the brand narrative built through Instagram content is anchored in verifiable product reality rather than aspirational marketing fiction.

The relationship between digital marketing investment and MSME performance has been systematically examined in the empirical literature. Nambisan, Wright, and Feldman (2019) document that digital platform adoption by MSMEs generates significant competitive advantages through expanded geographic market access and reduced transaction costs, but that these benefits are conditional on operators possessing sufficient digital literacy to exploit platform capabilities. Quinton and Khan (2017) further demonstrate that social media marketing effectiveness for SMEs depends critically on strategic consistency, defined as the sustained alignment between content themes and brand identity over time, rather than simply on posting frequency or resource investment. These findings collectively underscore the importance of the systematic, strategy-grounded approach to Instagram content marketing developed in this study, as opposed to ad-hoc posting that consumes resources without building cumulative brand value.

2.2 Content Marketing: Definition and Typology

Content marketing is defined as the management and distribution of text, multimedia, audio, and video content designed to engage customers and prospects in service of business objectives, published through print and digital media including web platforms, mobile applications, blogs, social media, and comparison sites (Pulizzi, 2014). The defining characteristic that distinguishes content marketing from conventional advertising is its informational orientation: rather than promoting products directly, content marketing provides value through education, entertainment, or inspiration, generating consumer trust and engagement that eventually translates into purchase behaviour. This trust-building mechanism is theoretically grounded in relationship marketing theory, which positions long-term consumer relationship development as the primary objective of marketing activity, with transactional sales outcomes understood as consequences of relationship depth rather than ends in themselves (Payne & Frow, 2017).

Three dimensions structure effective content marketing practice that contents, which encompasses the information itself including its quality, relevance, authenticity, and educational value; Customer Engagement, defined as the relationship-building process between brand and consumer measured by interactions, shares, and responses; and Goals, the specific business objectives including brand awareness, purchase conversion, and community building that content marketing activities are designed to achieve. Pham, Monkhouse, and Barnes (2021) extended this framework in their analysis of social media content marketing for small businesses, finding that authenticity, defined as the verifiable alignment between content claims and product reality, is the single strongest predictor of consumer engagement for artisanal and craft food products, a finding with direct implications for highland coffee content strategy design.

From a typological perspective, content can be categorised into three types with distinct strategic functions. Introduction content is broadly accessible, designed to attract new audiences who may not yet be interested in the product category, functioning as the top of funnel awareness mechanism. Branding content positions the product in the consumer's memory and builds preference through lifestyle association and experiential narrative. Sales content activates purchase intent among warmed audiences who have already developed product awareness and brand preference through the preceding content types (Lokito, Liono, & Handojo, 2018). Effective content marketing strategy maintains a content ratio in which introduction and branding content substantially outweigh sales content, reflecting the principle documented by Holliman and Rowley (2014) that trust must precede conversion. This

proportional logic is foundational to the three-tier content framework proposed in this study's results section.

The empirical evidence for content marketing effectiveness in food and beverage contexts is well established. The analysis of 355 Facebook brand posts that vividness and interactivity significantly predict engagement, with content that invites consumer participation generating 64% higher engagement than informational-only posts. Voorveld, Muntinga, and Bronner (2019) confirmed Instagram superiority for food and beverage brand engagement, with the platform's visual-first architecture creating particularly favourable conditions for coffee's inherently photogenic production and preparation narrative. These findings confirm that Instagram content marketing is not merely a cost-accessible marketing alternative for resource-constrained MSMEs but is technically the most engagement-efficient platform for the specific product category being addressed in this study.

2.3 Instagram as a Business Marketing Platform

Instagram is a visual social media platform centred on photo and video sharing, enabling users to capture, edit, and distribute visual content to a networked audience with optional text, hashtag, and location tagging. Four characteristics make Instagram particularly effective as an MSME marketing channel. First, ease of use: the platform's intuitive interface enables non-specialist users to create and post professional-looking content without graphic design expertise. Second, unlimited posting hours: Instagram's 24-hour accessibility ensures that content reaches audiences across time zones and schedules. Third, platform architecture that maintains user attention within the app, increasing content interaction probability. Fourth, universal visual language: image-based content communicates product characteristics, production processes, and brand personality across linguistic and demographic barriers more efficiently than text-based communication (Hadi, 2019). Stelzner (2022) annual social media marketing industry report confirms that Instagram maintains its position as the leading platform for visual brand engagement, with 67% of marketers reporting increased exposure as their primary Instagram marketing benefit.

The platform's feature set has expanded substantially beyond basic photo posting to encompass Stories (24-hour ephemeral content), Reels (short-form video), Live (real-time video streaming), Shopping (integrated product catalogues with direct purchase links), and Guides (curated content collections). These features collectively enable Kepahiang Coffee MSME to implement a multi-format content strategy that deploys each format according to its communication strength: Stories for behind-the-scenes authenticity and time-sensitive promotions; Reels for educational content about coffee production and brewing methods; Feed posts for polished brand imagery; and Shopping tags for direct purchase conversion. Alalwan, Rana, Dwivedi, and Algharabat (2017) confirmed in their meta-analysis that platform feature diversity significantly enhances consumer engagement by creating multiple touch points through which brands can reach consumers with different content consumption preferences, reinforcing the strategic value of multi-format content deployment for MSME brand building.

Research consistently documents Instagram's commercial effectiveness for food and beverage products. Bilgin (2018) confirmed that social media marketing activities significantly influence brand awareness, brand image, and brand loyalty, with content quality identified as the strongest predictor of brand awareness. Kim and Ko (2012) demonstrated that social media marketing activities encompassing entertainment, interaction, trendiness, customisation, and word-of-mouth significantly influence consumer equity components. The pandemic context further enhanced Instagram's marketing relevance: Drouin, McDaniel, Pater, and Toscos (2020) documented that social media became a critical information and social support channel during COVID-19, substantially increasing content consumption and audience engagement rates, while Wiederhold (2020) found that brands positioning content as informative rather than promotional gained stronger consumer trust during the pandemic period, a finding directly applicable to the educational-first content framework proposed for Kepahiang Coffee MSME.

2.4 Kepahiang Coffee: Product Characteristics and Regional Context

Bengkulu Province is geographically positioned within Sumatra's major coffee production zone. The highland areas of Curup and Kepahiang, situated at elevations that provide optimal temperature and humidity conditions for coffee cultivation, produce both Robusta and Arabica varieties with distinctive regional flavour profiles. Robusta from this region tends toward a balanced bitter-acid profile with higher caffeine content; Arabica exhibits a cleaner, more complex flavour with lower acidity. The organic production practices prevalent among Kepahiang highland farmers produce a product quality that aligns with growing consumer demand for traceable, sustainably produced specialty coffee, a market segment that has demonstrated consistent value premium and resilience across economic cycles (Ponte, 2020). Ponte (2020) further documents that Geographic Indication (GI) certification represents a significant opportunity for highland coffee producing regions in developing countries to capture higher value chain positions, making Kepahiang's highland terroir characteristics strategically important assets for both product development and marketing communication.

Despite these quality credentials, Kepahiang Coffee MSME products face a brand recognition deficit relative to better-marketed regional coffees. This deficit is characterised as a communication gap rather than a quality gap: the product possesses the inherent characteristics that specialty coffee consumers value, but the capacity to communicate these characteristics through compelling brand narratives to digitally active audiences remains underdeveloped. The Bengkulu Coffee Triangle concept provides a platform for collaborative regional brand building that individual MSME operators can leverage through content marketing, positioning Kepahiang coffee as part of a geographically distinctive coffee heritage rather than competing as an isolated local brand against nationally established coffee origins. Comparable examples from other coffee producing regions in Indonesia demonstrate that investment in origin storytelling through social media content can generate significant brand premium and distribution expansion over two to three year timeframes (Pham, Monkhouse, & Barnes, 2021).

2.5 Prior Empirical Studies

Table 1. Summary of prior studies on content marketing and instagram for MSME and F&B products

Author(s) & Year	Setting / Context	Method	Key Finding on Content Marketing and Social Media for MSME
Tuten & Solomon (2018)	Social media marketing, global review	Conceptual review	Social media marketing operates through four zones: social community, publishing, entertainment, and commerce; MSME operators benefit most from community and publishing zones where content quality determines reach without paid amplification
Voorveld et al. (2019)	Instagram, Facebook, Snapchat, YouTube brand engagement	Survey, 2,500 respondents	Instagram generates significantly higher engagement per post than other platforms for food, beverage, and lifestyle brands; visual content triggers stronger emotional brand responses than text-based content on all platforms studied
Dwivedi et al. (2021)	Social media adoption by MSMEs globally	Systematic review	Digital platform adoption by MSMEs is driven primarily by perceived ease of use, cost accessibility, and peer adoption; Instagram free account structure and smartphone compatibility make it the most accessible platform for resource-constrained small businesses
Felix et al. (2017)	Social media marketing strategy, conceptual	Framework development	Social media marketing strategy should be defined on two dimensions: scope (defender to explorer) and culture (conservatism to modernism); MSMEs typically operate most effectively as explorers using organic content to reach new audiences cost-effectively

Author(s) & Year	Setting / Context	Method	Key Finding on Content Marketing and Social Media for MSME
Stelzner (2022)	Social media use by businesses globally, annual survey	Survey, 5,000+ marketers	Increased exposure, increased traffic, and lead generation are consistently reported as the top three benefits of social media marketing; Instagram ranks first among visual platforms for brand awareness and second overall for ROI behind Facebook for small businesses
Alalwan et al. (2017)	Social media marketing, consumer purchase behaviour	Meta-analysis	Social media marketing has a significant positive effect on purchase intention; interactivity, informativeness, and entertainment value are the three strongest predictors of consumer engagement and subsequent purchase behaviour
Palinkas et al. (2015)	Qualitative research design, purposive sampling	Methodological review	Qualitative descriptive design with purposive sampling is appropriate for context-specific strategy development research where theoretical saturation rather than statistical representativeness is the validity criterion
Kim & Ko (2012)	Luxury brand social media activities	Survey	Social media marketing activities (entertainment, interaction, trendiness, customisation, word-of-mouth) significantly influence consumer equity components including value equity, brand equity, and relationship equity, which together drive purchase intention

Table 1 presents a systematic summary of ten prior empirical studies that inform the theoretical and methodological foundations of the present research. The table demonstrates convergent evidence across diverse contexts that social media marketing, and Instagram specifically, generates measurable benefits for MSME operators through enhanced brand awareness, consumer engagement, and purchase intention, provided that content quality and strategic consistency are maintained. The studies span multiple research traditions, including experimental surveys (Kim, & Ko, 2012; Voorveld et al., 2019), content analysis, systematic reviews by Dwivedi and Ismagilova (2021) and Palinkas and Horwitz (2015), and strategy frameworks by Felix et al. (2017) and Tuten and Solomon (2018), collectively providing a robust multi-method evidence base for the content marketing strategy designed in this study. The convergence between these international findings and the Indonesian MSME context is supported by Alalwan et al. (2017) meta-analytic finding that social media marketing effects on purchase intention are consistent across cultural and geographic contexts, with platform-specific characteristics generating effect size variation rather than directional reversal.

2.6 Analytical Framework: SWOT Analysis

SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) was applied as the primary strategic evaluation methodology. SWOT provides a structured framework for simultaneously assessing the internal capabilities and limitations of a business and the external market conditions that represent positive opportunities and negative threats, enabling the formulation of strategies that maximise strength-opportunity alignment, address weakness-threat vulnerabilities, and convert weakness-opportunity gaps into strategic improvement priorities (Helms & Nixon, 2010). While SWOT analysis has been critiqued in the strategy literature for its potential oversimplification of complex competitive dynamics (Valentin, 2001), its practical utility for MSME strategy development lies in its accessibility and its ability to generate actionable strategic priorities without requiring the data infrastructure that more sophisticated analytical frameworks demand. In the content marketing context, SWOT findings translate directly into content topic decisions, tone choices, and platform strategy through the strategic implication mapping presented in the Results section.

The SWOT analytical process followed a four-stage procedure consistent with Helms and Nixon (2010) recommended practice. In the first stage, internal factors were identified through field

observation of MSME operations and secondary review of Bengkulu coffee production literature. In the second stage, external factors were identified through review of Indonesian digital marketing data, consumer behaviour research, and competitive landscape analysis of the national specialty coffee market. In the third stage, the identified factors were evaluated for strategic significance using the criteria of impact magnitude and controllability. In the fourth stage, the most strategically significant factors were mapped to content marketing implications, creating the translation from strategic analysis to operational content strategy that is the primary output of this research.

3. Research Methodology

3.1 Research Design

A qualitative descriptive research design was employed, appropriate for the study's objective of developing a context-specific content marketing strategy framework through systematic strategic analysis rather than hypothesis testing. Qualitative descriptive research produces rich, contextually grounded descriptions of phenomena within their natural setting, enabling the formulation of practical recommendations grounded in empirical observation and secondary evidence (Sugiyono, 2017). This methodological choice aligns with Palinkas and Horwitz (2015) guidance that qualitative descriptive designs with purposive sampling are appropriate for strategy development research where the research objective is theoretical saturation and practical applicability rather than statistical representativeness. The design is consistent with established precedent in MSME digital marketing strategy research (Lokito, Liono, & Handojo, 2018; Purwana, Rahmi, & Aditya, 2017), where the goal of generating actionable guidance for specific operational contexts is better served by contextually sensitive qualitative investigation than by survey-based quantitative generalisation.

The epistemological foundation of the research design is interpretivist, in the sense that the study seeks to understand the strategic situation of Kepahiang Coffee MSME from the perspective of the actors within it, using secondary data and SWOT analysis as interpretive tools rather than as sources of objective measurement (Easterby-Smith, Thorpe, & Jackson, 2018). This interpretive orientation is particularly appropriate for strategy research because strategic decisions are inherently context-dependent judgements that cannot be adequately captured through decontextualised measurement instruments. The combination of secondary literature review, industry data analysis, and structured SWOT analysis provides a triangulated evidence base that strengthens the credibility of the strategy recommendations (Creswell & Poth, 2018).

3.2 Data Collection

Data were collected through two complementary approaches. Secondary data collection encompassed academic journals on content marketing, Instagram marketing, and MSME digital strategy; industry reports APJII from 2019-2020; government communications from Kominfo regarding pandemic-period internet usage patterns; and institutional data on Bengkulu coffee production characteristics. The academic literature search followed a systematic protocol, with searches conducted in Google Scholar, Scopus, and Web of Science using the search terms Instagram marketing, content marketing MSME, social media strategy food and beverage, and coffee brand Indonesia. Only peer-reviewed sources and reports from credible institutional sources published within the past ten years were included, with exceptions made for foundational theoretical sources such as(Kotler & Armstrong, 2016). Field observation of Kepahiang Coffee MSME operations, including product handling, current marketing practices, and social media account status, provided contextual grounding for the secondary data analysis.

The data collection process was designed to triangulate information across multiple source types, following the principle articulated by Creswell and Poth (2018) that triangulation enhances the trustworthiness of qualitative research findings by ensuring that key strategic factors are confirmed by multiple independent evidence sources rather than derived from a single potentially biased source. This triangulation was particularly important for the SWOT analysis components, where misidentification of internal strengths or external threats could lead to inappropriate strategic recommendations. The secondary data collection was constrained by pandemic-period restrictions on

physical access to field locations and library resources, which limited the depth of primary data collection from MSME operators directly.

4. Results and Discussions

4.1 SWOT Analysis of Kepahiang Coffee MSME

Table 2. SWOT analysis: Kepahiang coffee MSME strategic position and content marketing implications

Dimension	Factors	Strategic Implications for Content Marketing	Evidence Base
Strengths (Internal Positive)	Competitive product quality; sourcing from Kepahiang and Curup highland farmers; largely organic production; distinctive aroma and flavour profile.	Highlight product characteristics, organic production, farmer partnerships, and flavour education to create authentic brand narratives.	(Pham et al., 2021; Holliman, 2014)
Weaknesses (Internal Negative)	Underutilised online marketing; limited social media management knowledge; irregular supply due to harvest cycles.	Improve digital marketing skills through training and systematic content calendars. Use seasonal harvest storytelling to communicate product authenticity.	(Chaffey, 2022;Dwivedi, 2021)
Opportunities (External Positive)	Coffee diversification into food, beauty, and health products; increasing coffee consumption; growing café culture and specialty coffee awareness.	Develop diverse content categories covering lifestyle, health, beauty, and culinary applications to reach broader consumer segments.	(Voorveld et al., 2019; Alalwan et al., 2017)
Threats (External Negative)	Limited national recognition of Bengkulu coffee compared with Aceh, Toraja, and Flores; geographical proximity to competing coffee regions.	Emphasise geographical uniqueness, highland terroir, and Bengkulu's Coffee Triangle identity through origin-based storytelling rather than price competition.	(Felix et al., 2017; Keller, 2020)

Table 2 presents the complete SWOT analysis of Kepahiang Coffee MSME, organised across four dimensions with their respective content marketing implications and evidence base references. The table reveals a strategically actionable configuration in which the product's intrinsic strengths are misaligned with its current brand communication capacity, creating the specific improvement opportunity that content marketing strategy is designed to address. The four SWOT dimensions together define a coherent strategic narrative: organic highland provenance (Strength) is currently invisible to the national digital market (Weakness), but growing consumer interest in specialty and sustainably produced coffee (Opportunity) creates a receptive audience for origin-focused content marketing, provided the strategy adequately differentiates Kepahiang from better-established regional coffees (Threat). The evidence base column demonstrates that each strategic implication is supported by empirical literature from peer-reviewed sources, grounding the content strategy recommendations in established research findings rather than practitioner intuition alone. The strength-opportunity combination identified in the table is particularly favourable, as the authenticity of organic highland production noted by Pham et al. (2021) and the superior Instagram engagement documented for food and beverage products by Voorveld et al. (2019) together create conditions in which well-executed content marketing can generate disproportionate brand recognition returns relative to the resource investment required.

The SWOT analysis reveals that Kepahiang Coffee MSME's product quality credentials are genuinely strong and constitute authentic content material that contemporary specialty coffee consumers actively seek. The weakness cluster centres primarily on marketing knowledge and capability gaps rather than product quality deficiencies, making content marketing strategy design and digital literacy training the

highest-priority interventions. This diagnosis is consistent with Quinton and Khan (2017) finding that SME social media marketing underperformance is most commonly attributable to strategic inconsistency and knowledge deficits rather than resource limitations, suggesting that targeted capability building combined with systematic strategy implementation can produce substantial performance improvement at modest financial cost. The opportunity landscape is favourable, as the continued expansion of coffee culture across Indonesian demographics, including female consumers, younger age groups, and health-conscious segments, creates multiple distinct audience segments that different content types can address simultaneously.

4.2 SWOT-Derived Content Marketing Strategy

4.2.1 Strategic Positioning

Based on the SWOT analysis, the core strategic positioning for Kepahiang Coffee MSME's Instagram content marketing should emphasise authentic highland provenance, framed as Coffee from the Heights of Bengkulu, combined with farmer community partnership and organic production values. This positioning leverages the product's strengths in quality, origin, and organic process while addressing the primary threat of brand recognition deficit against established regional coffees through differentiation on traceable authenticity rather than price competition. The positioning also captures the opportunity of growing consumer interest in specialty and ethically produced coffee, a segment that responds strongly to origin storytelling and producer transparency. Keller (2020) demonstrates that brand positioning grounded in genuinely distinctive product characteristics generates stronger and more durable consumer equity than positioning based on generic quality claims or price advantages, as the former creates cognitive associations that competitors cannot easily replicate.

The strategic positioning also accounts for the visual communication imperatives of the Instagram platform. Kepahiang's highland geography, traditional farming practices, and organic production processes constitute a visual narrative of exceptional richness: mountain landscapes, smallholder farm settings, cherry-picking sequences, sun-drying operations, and artisanal roasting provide photographic and video content that conveys the product's artisanal character without requiring specialist marketing expertise to produce. This visual narrative advantage is a direct content marketing asset that can be deployed consistently across the three-tier content framework to build distinctive brand recognition without incurring the cost of paid advertising. Stelzner (2022) confirms that organic reach through visual storytelling content generates stronger long-term brand equity than equivalent paid reach for specialty food products, reinforcing the strategic appropriateness of the organic content-first approach.

4.2.2 Target Audience Segmentation

Three primary audience segments are identified for the Kepahiang Coffee Instagram content strategy, each requiring tailored content approaches. The primary segment comprises specialty coffee enthusiasts aged 22 to 40, urban, middle-to-upper income, who actively seek regional Indonesian origin coffees and respond to flavour education, terroir narrative, and brewing methodology content. This segment is characterised by high content engagement relative to product price sensitivity, meaning that investment in educational content quality generates disproportionate engagement returns. The secondary segment comprises health-conscious consumers aged 25 to 45 who are attracted by organic production credentials and responsive to health benefit content and beauty/wellness product diversification content, reflecting the coffee category's expansion into non-beverage product forms. The tertiary segment comprises gift and lifestyle buyers aged 20 to 50, purchasing for personal or social gifting, who respond to attractive packaging content, gift suggestion posts, and seasonal or celebratory product presentations. Felix, Rauschnabel, and Hinsch (2017) recommend that SME social media strategy address multiple audience segments through differentiated content streams rather than optimising for a single segment, as the low marginal cost of digital content enables simultaneous multi-segment reach that would be prohibitively expensive through traditional media channels.

4.3 Content Marketing Framework for Instagram

4.3.1 Three-Tier Content Structure

The proposed content marketing framework follows the three-tier structure (Introduction: Branding: Sales = 50:30:20) consistent with the trust-building-before-conversion principle documented across the content marketing literature (Holliman & Rowley, 2014). This proportional weighting reflects the empirically grounded observation that consumers trust information providers more than direct sellers, that brands presenting diverse content generate stronger loyalty than single-format promotional brands, and that post-purchase usage guidance content builds the repurchase behaviour that transforms one-time buyers into brand advocates. The proportions are not arbitrary allocations but are calibrated to the typical social media user's psychological trajectory from content discovery through brand familiarity to purchase readiness: the majority of followers at any given time are at early awareness or consideration stages, making educational and branding content the most strategically appropriate content for the majority of posts. Table 3 presents the operational content calendar framework.

Table 3. Instagram content calendar framework: Three-tier strategy for kepahiang coffee MSME

Content Type	Posting Proportion (%)	Topic Examples	Primary Goal
Introduction	50	Coffee farming process in Kepahiang highlands; farmer profiles; organic certification; historical origin of Bengkulu coffee; highland terroir explanation; processing method comparison	Brand awareness: attract new audiences unfamiliar with the product through educational and informational content
Branding	30	Product lifestyle imagery; coffee preparation tutorials; Kepahiang Coffee in daily routines; customer testimonials; behind-the-scenes production content; user-generated content reposts	Brand recall: ensure target market associates quality highland coffee specifically with Kepahiang brand through consistent experiential narrative
Sales	20	Product purchase links; special package offers; harvest season limited editions; gift packaging promotion; bundle pricing; seasonal celebration content	Conversion: activate purchase intent among warmed audiences who have engaged with introduction and branding content

Table 3 presents the operational three-tier content framework for Kepahiang Coffee MSME's Instagram strategy, specifying the recommended posting proportion, topic examples, and primary goal for each content type. The framework implements the trust-building logic of content marketing theory (Holliman and Rowley, 2014; Pulizzi, 2014) by allocating the majority of content to awareness and relationship-building activities before activating purchase conversion, consistent with the sequential consumer journey from awareness through evaluation to purchase documented in the digital marketing literature (Chaffey & Ellis-Chadwick, 2022). The topic examples provided for each content tier are specifically derived from Kepahiang Coffee's SWOT-identified strengths, including organic certification, highland terroir, and farmer community partnership, ensuring that the content framework is grounded in the product's genuine differentiation characteristics rather than generic coffee marketing templates. The 50:30:20 proportion aligns with Alalwan, Rana, Dwivedi, and Algharabat (2017) finding that informativeness is the strongest predictor of consumer engagement on social media, with entertainment and interaction following as secondary drivers, suggesting that educational introduction content should form the backbone of an MSME's social media presence. Adjustment of these proportions should be data-driven, using Instagram Insights analytics to track which content types generate the highest reach, saves, and profile visits, which are the engagement metrics most predictive of follower growth and subsequent purchase conversion.

4.3.2 Content Production Guidelines

Five content production principles should govern all Kepahiang Coffee Instagram content to ensure systematic quality and brand consistency. First, visual priority: Instagram's image-first architecture requires that every post's visual component is professionally composed, well-lit, and aesthetically distinct. Product photography should progress beyond static packaged product images to encompass farm landscapes, harvest processes, roasting operations, preparation methods, and consumption settings, creating a visual library that conveys the full product story. Research confirms that images featuring people generate significantly higher engagement than product-only images, making farmer portraits and customer consumption imagery high-priority content investments (Sugiarto, 2018; Ashley , & Tuten, 2015). Second, theme consistency: the Instagram account should maintain visual identity consistency through a coherent colour palette of warm earth tones reflecting coffee and highland nature, consistent typography in text overlays, and recognisable logo placement in all posts, enabling audiences to build passive brand recall that converts into active purchase consideration over time.

Third, engagement responsiveness: comment response within 24 hours, question answering, and active follower interaction through Stories polls, Q&A features, and hashtag engagement build the community relationship that distinguishes content marketing from broadcast advertising, generating the relationship equity documented by Kim and Ko (2012) as a key driver of repeat purchase behaviour for premium food brands. Fourth, hashtag strategy: research-based hashtag selection combining high-volume generic tags such as #kopiindonesia, #kopibengkulu, and #kopi with medium-competition niche tags such as #kopikepahiang, #kopilokal, #kopiarabica, and #bengkulucoffee maximises content discoverability without the diminishing returns associated with exclusively high-competition hashtag use. Fifth, performance monitoring: Instagram Insights analytics should be reviewed weekly to track reach, engagement rate, follower growth, and story views, enabling the data-driven content adjustment that Kannan and Li (2017) identify as the primary mechanism through which digital marketing strategy generates compounding returns through iterative optimisation. Nambisan, Wright, and Feldman (2019) further emphasise that MSME operators who establish systematic performance monitoring routines from the outset of their digital marketing programmes achieve significantly better outcomes than those who rely on intuitive assessment of content effectiveness.

4.4 Content Execution Process: Three-Stage Consumer Journey

The content marketing execution process maps onto a three-stage consumer journey framework that aligns with the established purchase funnel literature adapted for social media contexts (Chaffey & Ellis-Chadwick, 2022). In the Awareness stage, introduction content about Kepahiang's coffee geography, farming community, and organic production practices attracts new audiences who have no prior product knowledge. Content at this stage should not reference pricing or purchase calls-to-action, maintaining an educational orientation that builds trust before any commercial ask. Wiederhold (2020) documents that brands adopting an informative rather than promotional posture during the audience building phase generate significantly stronger consumer trust scores, which subsequently translate into higher purchase conversion rates when sales content is introduced. In the Evaluation stage, branding content enables interested consumers to evaluate Kepahiang Coffee against alternatives and develop preference through lifestyle imagery, preparation tutorials, and customer testimonials.

At the Evaluation stage, subtle product differentiation messaging integrating organic certification, highland altitude, and farmer direct-sourcing can be incorporated without overt promotion, enabling consumers to construct the product knowledge necessary for informed purchase decisions. Payne and Frow (2017) emphasise that the quality of the evaluation experience, defined as the richness and accuracy of the information available to consumers during the consideration phase, is a primary determinant of purchase confidence for premium products, making branding content investment particularly critical for specialty food and beverage MSMEs seeking to command price premiums. In the Purchase stage, sales content with clear calls-to-action activates conversion among audiences who have been warmed through the preceding content stages. Alalwan, Rana, Dwivedi, and Algharabat

(2017) confirm that purchase intention generated through social media content is significantly stronger when preceded by brand engagement content than when sales messages are delivered to cold audiences, providing empirical support for the sequential three-stage strategy design.

4.5 Product Identity and Packaging Contribution to Content Strategy

Physical product packaging constitutes an important element of the overall content marketing strategy, as packaging is both a protection mechanism and a consumer experience touchpoint that can be photographed and shared by consumers, generating organic User Generated Content (UGC). The proposed packaging concept for Kepahiang Coffee MSME content strategy incorporates a premium paper bag with classic or vintage visual identity reinforcing the highland artisanal product positioning, individual coffee tag samples enabling consumer trial, a thank-you card with product information and brand contact details, and a personalised message card for gift use cases. Packaging photography across these elements provides ongoing fresh content for the Instagram account, while the emotional resonance of the packaging experience encourages consumer sharing and word-of-mouth amplification, reflecting the broader principle that in sharing economy environments, peer-shared content carries significantly higher credibility than brand-generated content (Lim, 2022). The user-generated content reposted by brands generates 28% higher engagement than brand-created content alone, because it signals authentic consumer satisfaction rather than manufactured brand messaging.

The packaging investment also serves a direct content production function by providing controlled and aesthetically distinctive visual subjects for product photography. Coffee product packaging that incorporates origin story elements, such as highland topographic illustrations, farmer community imagery, or altitude indicators, creates visual content that communicates brand narrative without requiring text explanation, leveraging Instagram's visual-first communication architecture for maximum brand identity reinforcement (Stelzner, 2022). Pham, Monkhouse, and Barnes (2021) demonstrate that packaging that visually communicates a product's geographic and production provenance generates significantly higher perceived quality scores among specialty food consumers, translating packaging investment into premium pricing capacity that partially offsets the investment cost.

5. Conclusions

5.1 Conclusion

This study designed an Instagram content marketing strategy for Kepahiang Coffee MSME products in Bengkulu Province through SWOT-based strategic analysis and systematic integration of empirical evidence from the international content marketing and social media marketing literature. The SWOT analysis confirmed that the product possesses strong intrinsic quality credentials including organic highland production, distinctive flavour profile, and direct farmer sourcing that constitute authentic and compelling content material for Instagram-based brand building. The primary internal challenge is digital marketing knowledge and social media management capacity, while the primary external opportunity is the expanding demographic and product diversity of Indonesian coffee culture, a market environment in which Kepahiang Coffee's traceable organic provenance directly aligns with growing consumer demand for specialty and sustainably produced products.

The proposed content marketing strategy operationalises these findings through a three-tier content framework allocating 50% to introduction content, 30% to branding content, and 20% to sales content, a target audience segmentation addressing specialty coffee enthusiasts, health-conscious buyers, and gift purchasers, and five content production principles centring on visual quality, theme consistency, engagement responsiveness, hashtag strategy, and performance monitoring. Instagram content marketing, implemented according to this framework, is a cost-effective and operationally accessible strategy for expanding the geographic reach and brand recognition of Kepahiang Coffee MSME products significantly beyond their current regional limitation. The strategy's theoretical foundation in content marketing theory, social media marketing research, and brand management theory ensures that the recommendations are grounded in empirically validated principles rather than practitioner convention alone.

Three practical recommendations are proposed for Kepahiang Coffee MSME operators. First, prioritize digital literacy development in Instagram business account management, analytics interpretation, and content planning, as these competencies are essential for effective strategy implementation. Second, establish a sustainable content production workflow by producing at least three to five posts per week across the defined content categories, ensuring consistency that supports algorithmic visibility and sustained audience engagement. Third, strengthen the highland origin story and farmer community partnership as the primary brand differentiation strategy, as these authentic elements provide a strong foundation for consumer trust and premium market positioning that is difficult for competitors to replicate.

5.2 Research Limitations

Three limitations qualify this study. First, the strategy is designed based on secondary data and SWOT analysis without empirical testing through implementation and consumer response measurement; the effectiveness of the proposed content framework in actually increasing sales and brand recognition requires validation through longitudinal implementation research. Second, the study examines a single MSME product in one geographic location; the content strategy framework may require adaptation for coffee MSMEs with different product positioning, target audiences, or operational capacities. Third, the pandemic-period data collection context restricted field access and limited primary data collection, meaning that some contextual details about current MSME operational practices and consumer preferences may not be fully captured in the study's evidential base.

5.3 Suggestions and Directions for Future Research

Future research should address these limitations through three avenues. First, an implementation study tracking actual Instagram account metrics including follower growth, engagement rate, website click-through, and sales inquiries before and after systematic content marketing strategy deployment would provide causal evidence on which content types generate the strongest consumer response for highland coffee MSME products, enabling evidence-based refinement of the content proportion framework proposed here. Second, comparative studies examining content marketing strategy effectiveness across multiple Bengkulu coffee MSME operators would identify whether the SWOT profile documented here is representative of regional coffee MSME challenges broadly, and would enable identification of the specific knowledge and resource conditions under which Instagram content marketing strategy translates most effectively into sales expansion. Third, a consumer survey examining how Kepahiang Coffee target audience segments respond to different content types would provide audience-specific evidence for content design decisions, replacing the assumption-based content allocation with empirically validated audience preferences consistent with the methodology.

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Author Contributions

FDP contributed to the conceptualization of the study, research design, data collection, SWOT analysis, interpretation of results, and drafting of the manuscript. TT contributed to data validation, literature review support, and methodological supervision. SS assisted in data collection, content strategy development, and manuscript revision. VP contributed to visualization, analysis support, and language refinement of the manuscript. JW provided overall academic supervision, critical revision, and final approval of the manuscript. All authors have read and agreed to the published version of the manuscript and are accountable for all aspects of the work.

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