
Yogurt Republic Reels Strategy by “Socially Zee Media” for Yogurt Republic Sales

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ABSTRACT

This study examines the Instagram *Reels* content strategy implemented by Socially Zee Media (SZM) in promoting Yogurt Republic as a form of relevant digital marketing in the social media era. The objectives of this study include describing the Instagram *Reels* content strategy in creating brand awareness for *Yogurt Republic*, understanding the role of social media algorithms in expanding *Yogurt Republic*'s audience reach, analyzing SZM's *Reels* content strategy in creating the *Yogurt Republic* brand image, and applying the Hierarchy of Effects theory, which explains the stages of audience awareness leading to action. The research method uses a descriptive qualitative approach through in-depth interviews, content observation, and digital documentation to explore SZM's creative strategies and audience responses. Consumer interest and perception, as well as purchase intent, are positively influenced by storytelling and visual elements such as color, advertising, and ad design. *Reels* also reflect Instagram report analyses and position video content according to Generation Z consumers' binge-watching patterns and as a visual storytelling medium. Although *Reels* do not have a direct or significant impact on sales growth, they do influence brand awareness, engagement, and brand preference. This research concludes the initial statement that SZM's digital marketing strategy utilizing *Reels* is an effort to position and formulate the marketing potential of SMEs effectively, clearly emphasizing a consistent and creative visual image and/or impression to drive purchase intent.

INTRODUCTION

The growth of Yogurt Republic's sales through Instagram Reels from “Socially Zee Media” (SZM) reflects a digital marketing strategy that is in line with the current social media era. This study aims to explain the Instagram Reels content strategy, examine the function of social media algorithms, and analyze the development of Yogurt Republic's brand image. Interviews with the owner revealed that before “Socially Zee Media” (SZM) took over the management of Yogurt Republic's Instagram account, the existing content lacked variety, was visually unappealing, and did not convey messages effectively. This resulted in an underdeveloped brand image. Changes in how content is presented are also evident after being managed by “Socially Zee Media” (SZM), especially for Reels content. These changes have also had a positive impact on the Yogurt Republic brand image and increased the target audience's interest in the products offered. An article in the Indonesian Journal of Advanced Research by (Putra et al., 2025) emphasizing that a creative approach to creating content about food and beverages can overcome the challenge of short attention spans among digital consumers.

Innovative marketing strategies not only play an important role in building brand awareness, but also significantly strengthen the purchasing decision-making process. (Paredes et al., 2023) found that creativity in advertising has a significant influence on consumer response to media messages, which can strengthen each stage of the hierarchy of effects in digital marketing implementation. This study applies the hierarchy of effects theory (Lavidge & Steiner, 1961) to

explain how the Reels content strategy developed by “Socially Zee Media” (SZM) directs audiences from brand awareness to purchasing decisions for Yogurt Republic. With the growth of digital trends, innovative marketing strategies are becoming increasingly important as consumers show interest in emotionally engaging content.

The importance of developing creative marketing strategies is also evident in the influence of innovative content on how consumers understand and respond to a product. (Nobelta & Rahmalia, 2024) shows that the creative methods used by local digital agencies play an important role in shaping consumer behavior and brand perception. This indicates that the added value created by creativity in marketing strategies can result in a deeper bond between consumers and products. The urgency of this research stems from the need to find creative strategies that can increase consumer engagement through visual content.



Figure 1. Instagram Account @yogurtrepublic 2025

Source : Account @yogurtrepublic

Previous studies have shown that innovative marketing plays an important role in building relationships between brands and consumers in the digital age. (Kadek et al., 2024) highlighting the importance of creative agencies in building brand awareness through innovative communication strategies, while (Kite et al., 2023) emphasizing the efficiency of social media in influencing audience behavior through relevant and engaging messages. Both studies have discussed the importance of combining creativity and technology in digital marketing, but the effectiveness of social media in general has remained the focus of previous studies, and there has been no in-depth discussion of the role of digital agencies in designing Reels content that can influence purchasing decisions. Therefore, this study aims to fill this gap by analyzing in depth how “Socially Zee Media” (SZM) implements creative strategies through Reels content on the @Yogurtrepublic account to develop audience engagement and influence the purchasing process of Yogurt Republic products.

RESEARCH METHOD

To better understand the digital marketing strategy “Socially Zee Media” (SZM) which uses Instagram Reels content to boost Yogurt Republic product sales, this study employed a descriptive qualitative analysis method. This approach was selected because it enables the study to analyze the agency’s usage of digital communication techniques, creative approaches, and the importance of social media-based marketing. The primary goal of this study is to determine how Reels material can be utilized as an effective visual communication technique to grab viewers’ attention and pique their interest in the product.

This study focuses on the Instagram Reels content strategy developed by Socially Zee Media (SZM) to increase Yogurt Republic’s sales and visibility. Analyzing the creative, narrative, and visual element of Reels content as a digital marketing tool is the primary goal of this study. The subject of the study is “Socially Zee Media” (SZM). Which is in charge of Yogurt Republic’s digital communication strategy on social media, especially Instagram.

This study was carried out online between November 2025 and May 2026, with a focus on the @yogurtrepublic account’s digital domain. This study focused on digital interaction between Yogurt Republic as the brand, SZM as the strategy manager, and the audience as the target market on social media rather than being restricted to a particular physical location.

In-depth interviews with pertinent Social Zee Media (SZM) personnel who were directly involved in the development and production of Reels content yielded primary data. Social media, online journals, and records pertaining to Yogurt Republic’s digital marketing plan were used as secondary data sources. Purposive sampling was utilized by the researcher to choose informants based on their role and direct participation in digital promotion. In this study, data was gathered by observation, interviews, and documentation. According to (MSDM, 2019), the interview method allows for the direct collection of information from respondents, which helps researchers obtain rich empirical data on the use of marketing strategies in the field.

This study employed data reduction, data presentation, and conclusion drafting as data analysis methodologies. As explained by (Creswell, J. W., & Poth, 2016), data reduction involves the process of selecting, focusing, and simplifying raw data into a form that is easier to interpret. A thorough structure is then used to exhibit the collected data, enabling researchers to spot significant trends. Last but not least, the stage of conclusion drawing guarantees that all processed data is applied to address research issues in a comprehensive and divergent way, producing profound and useful insights for Yogurt Republic marketing applications that are more successful.

RESULTS AND DISCUSSION

Yogurt Republic goods are promoted online through the @yogurtrepublic Instagram account. This platform promotes the brand’s goods through amusing and educational visual content. Socially Zee Media (SZM) the organization in charge of managing the account specializes in creating original content, coming up with innovative techniques, and maximizing Reels performance in order to gain more followers. In order to capture viewers’ attention immediately away the material mostly consists of Reels films with vivid graphics, product close-up, and brief narration. SZM promotes Yogurt Republic’s brand character as a new, contemporary, and trendy product for young people while expanding reach through the use of hashtags, popular music, and trending Instagram topics.

Two groups were chosen as informants for this study, followers of the @yogurtrepublic account and the Socially Zee Media (SZM) team. SZM informants were carefully selected according to their positions within the creative process, including strategy team members, content producers, and Reels performance analysts. The content planning process, the rationale behind specific visual styles, and the utilization of Instagram's algorithm to boost exposure and engagement were the main topics of discussion during the interviews.

Additionally informants were chosen at random from among the followers of @yogurtrepublic. Users who followed the account were chosen at random without taking into account their past interactions with the profile. The audience's age degree of digital media experience and Instagram usage patterns were all better understood by researchers thanks to this method. This people provide illustrations of how viewers see and comprehend Reels content, as well as how that content shapes their perceptions and sentiments on Yogurt Republic. The distinctions between the two sets of informants facilitate an understanding of the connection between SZM's creative activity and audience responses to that content.

a. Cognitive

The first research goal which is describe how Socially Zee Media (SZM) uses Instagram Reels content to raise Yogurt Republic brand awareness, is directly addressed by this cognitive dimension. Creatively planned and structured messaging in marketing communications helps raise audience awareness. Because of the content structure, visual aesthetic curation, and straightforward story Gen Z and millenials can comprehend and understand brand messages. Repeated exposure on Instagram reels helps the audience establish their first impression of Yogurt Republic's identity and image as a memorable and relevant brand.

Zee (26 years old), CEO of SZM, stated:

“Three elements are combined by us: regular publishing, a compelling brand story, and mildly instructive information. In this manner, the brand naturally gains more recognition.” (Results of informant 1 interview on December 5, 2025)

This approach shows that brand awareness is not built through direct promotion alone, but through the delivery of values and information that are relevant to the daily context of the audience.

The primary benefit of this study in terms of assisting the audience in comprehending the Yogurt Republic brand is demonstrated by Socially Zee Media (SZM) Instagram Reels content strategy in the cognitive dimension. Product display, presentation techniques and succinct understandable words are all used to constantly communicate the brand message through informative marketing communications. The audience is reminded and the brand's relationship with a contemporary and pertinent image is strengthened by the repeated material. Because the audience already has a good grasp of the Yogurt Republic brand, the understanding developed at thus stage indirectly enhances the possibility that the audience will proceed to the next step where they are interested in buying Yogurt Republic.

Hanif (21 years old) stated:

“Yes, it helps a lot, so I get to know the product better.” (Results of interview with informant 2 on November 25, 2025)

Irfan (20 years old) stated:

“It seems from the content that a large range of tastes and toppings are available, which enhances the product's attractiveness.” (Results of the interview with informant 3 on November 23, 2025)

This finding suggests that the audience's capacity to comprehend and recognize items is efficiently maximized by the incorporation of eye-catching visual components, educational supporting narratives, and condensed duration. Subtly, SZM's content strategies effectively meet the audience's need for timely and pertinent information while enhancing their Yogurt Republic knowledge acquisition process. The audience moves into the affective stage, where emotional reactions and brand preferences start to emerge, after gaining a basic awareness and comprehension of Yogurt Republic.

b. Affective

Socially Zee Media's (SZM) Reels content approach is a persuasive marketing tactic that promotes audience interest, favorable perceptions, and attitudes about the Yogurt Republic brand on the affective dimension. The communication messages delivered by Reels elicit emotional reactions in the form of visual appeal and curiosity, as well as impressions of brand quality, once the audience has a basic understanding of the product. By adapting its communication style to the demands of its audience in their everyday life Socially Zee Media (SZM) maximizes this social aspect. Thanks to the utilization of distinct viewpoints, subtle humor, and vibrant and dynamic graphic compositions the messages are both entertaining and educational.

Zee (26 years old), CEO of SZM, stated:

“To make the content more accessible to Gen-Z and Millennials, we employ a POV style approach, humor and subtly sarcastic content, visual aesthetics, and product lifestyle.” (Results of informant 1 interview on December 5, 2025)

According to audience feedback, Yogurt Republic's presentation and visual effects are its key advantages when seen through the lens of emotional acceptance. SZM's material not only highlights the product but also does so in a visually beautiful and entertaining manner that draws in viewers. It enables viewers to develop an emotional bond with the company by using a lively color palette and product presentation that mirrors the audience's everyday activities.

Irfan (20 years old) explained:

“It appears appetizing and fresh, so I'm intrigued by the presentation and the pictures.” (Results of interview with informant 3 on November 23, 2025)

This emotive component moves to the dimension of conviction in the subsequent stage, which is when sentiments of like transform into the conviction that the product is of consistent quality. The audience's perception of quality is strengthened by visual storytelling that highlights the product's freshness and message repetition across reels. The majority of respondents demonstrated psychological motivation to test the product after viewing the content, even if not all of them made a direct purchase. This outcome shows that SZM's innovative approach not only successfully piques the audience's emotional attention but also reinforces their perception of Yogurt Republic's worth and excellence a crucial step prior to the action phase.

c. Conative

Within the conative dimension, Socially Zee Media (SZM) Reels content strategy functions as persuasive marketing communication that motivates the audience to act. After the audience has developed a favorable perception and attitude about the brand, the message in Reels is meant to gently elicit a behavioral response. The material centers on the audience's everyday lives, in contrast to product commercials. Because Yogurt Republic uses subtle narrative to foster curiosity and sensory sensations, the invitation to try it feels natural. This procedure demonstrates how the

conative stage of marketing communication acts as a catalyst for the first steps that result in purchase intent.

Zee (26 years old), CEO of SZM, stated

“We naturally incorporate marketing messaging, for instance, by offering soft perks. We use storytelling to entice people to try our promos rather than a hard-sell approach.” (Results of an interview with informant 1 on December 5, 2025)

Furthermore, the call-to-action (CTA) elements employed by SZM are intended to imitate a casual invitation from a friend, encouraging the audience without putting them under direct pressure. Phrases like "this is for you" or "treat yourself" subtly validate the audience's desires on an emotional level, allowing for the natural formation of purchasing intent, sharing, and like. The audience's reaction, such as Syafiq's statement that he really wants to try Yogurt Republic and even share its material with his friends since he thinks the product looks good, shows how effective this strategy is.

Syafiq (18 years old) stated:

“To let my friends know that there is a yogurt that looks good, I also loved it and shared it with them.” (Results of interview with informant 4 on November 26, 2025)

These findings show that the CTA SZM strategy not only triggers engagement, but also successfully shapes initial behavioral impulses, even if they do not yet lead to direct purchases.

Discussion

In this study, the think, feel, and do method to marketing communication via Instagram Reels is explained using the Hierarchy of Effects theory. In addition to conveying messages, communication is regarded as a process of meaning development between the audience and the message management. Reels content, which is run by Socially Zee Media, uses images, short stories, and symbols to communicate the Yogurt Republic brand concept. The message is received and cognitively interpreted by the audience during the thinking stage. Understanding and brand awareness follow from this. Through the use of advertising messages to assist the audience identify the product and comprehend Yogurt Republic's core image, this process exemplifies the informative role of communication.

The feel and do stage of the communication process follows, during which time messages are not only comprehended but also start to affect the audience's attitudes and behavior. Advertisements can create strong emotional connections and favorable brand perceptions by employing storytelling that is relatable to everyday life, an engaging delivery style, and a strong visual approach. The advertising message urges the audience to engage and have the intention to act without feeling compelled to do so at the "do" stage. An advertising tool that links this whole communication process is Instagram Reels. While the Hierarchy of Effects outlines a sequential progression from "think" to "feel" to "do," in the context of digital media practice, the procedure is adaptable since the audience can go through these phases more than once and not necessarily

Instagram Reels Content Strategy for Yogurt Republic Brand Awareness by Socially Zee Media

Socially Zee Media's Instagram Reels footage is used in marketing communications to assist viewers comprehend the Yogurt Republic brand. The message is conveyed through visual products, short stories, and symbolic aspects like presenting styles and colors. Throughout this process, consumers comprehend the message as the primary image and identity of the brand in addition to

receiving information. This demonstrates how early, successful marketing communication increases brand familiarity and awareness.

The Hierarchy of Effects is used in this research to describe how content influences audience awareness, interest, desire, and finally action. Due to its visual, succinct, and understandable format, Instagram Reels is a great channel for quickly moving through these phases, according to research findings. By delivering ideas without overloading the audience with intricate details, the Reels style encourages interaction through likes, shares, followers, and the urge to test the product particularly among young people.

The Role of Social Media Algorithms in Expanding Yogurt Republic's Audience Reach

As a result of this study, it can be concluded that Instagram's social media algorithm allows Yogurt Republic's Reels videos to reach more people. Researchers found that the audience for Yogurt Republic's Instagram Reels consists of people who discovered the videos while scrolling through the platform. This indicates that Instagram's algorithm supports the dissemination of Yogurt Republic's videos without bias. The algorithm appears to favor videos that have high engagement, good aesthetics, and align with consumer interests. According to (Saurwein & Spencer-smith, 2021), Social media algorithms play a curatorial role in determining the content people see on their homepages. When this occurs in small and medium-sized enterprises (SMEs) in marketing, it becomes a strategic opportunity for brands, as it offers the chance to connect with new customers without paying for advertising. This supports the findings (Akbarona et al., 2025) which states that social media is a good platform for digital market expansion.

In marketing communications, social media algorithms can also increase audience awareness and expand the distribution of Yogurt Republic's brand message. Repeatedly displaying Yogurt Republic Reels on the audience's homepage influences the brand's visual message to be gradually accepted and recognized by the audience. The algorithm that regulates message delivery connects content with relevant audiences, so that the more often the video is displayed, the stronger the audience's memory and recognition of the Yogurt Republic brand.

Reels Content Strategy by Socially Zee Media in Creating the Brand Image of Yogurt Republic

The Reels content strategy implemented by Socially Zee Media serves as visual marketing communication in building the Yogurt Republic brand image. Through aesthetic consistency, the use of bright colors, and a narrative style that matches the media consumption patterns of young audiences, the brand message is conveyed effectively. This process shows how marketing communication messages are constructed and interpreted by audiences through visuals. This statement is supported by findings (Putra et al., 2025) which states that visual content is key to attracting audiences of a generation with short attention spans, which applies to the food and beverage industry. In addition, the approach used for branded bags is consistently maintained.

The content strategy for Reels developed by Socially Zee Media, positive brand positioning, increased exposure, and premium, modern, and emotionally relevant positioning were confirmed by the Yogurt Republic audience. Strong visual consistency, positive brand perception, easy brand recall, and memorable brand presence refer to (Ladini et al., 2025), brand image strength, caused by the alignment of creative messages and audience preferences. The coherence of visual elements encourages cognitive and affective engagement of the audience when they find personal value and relevance in the content, as proposed by (Arghashi & Arsun Yuksel, 2023). Strategically, the use of

Instagram Reels, due to Instagram's algorithm, is useful for audience reach. However, the brand image conveyed through content presentation must be creative, consistent, coherent, and easy to understand. This supports the findings (Lolita, 2025), that Reels is successful for branding identity. Therefore, SZM's strategy through Reels is not only a means of promotion, but also a means of building the Yogurt Republic brand image in a desirable and effective way.

CONCLUSION

The findings indicate that Socially Zee Media's Instagram Reels content strategy for Yogurt Republic aligns with the Hierarchy of Effects theory in digital marketing communication. Informative visual storytelling and narrative messages in Reels help build brand awareness and audience understanding at the cognitive stage, while positive impressions and emotional connections foster favorable attitudes at the affective stage; soft-selling techniques then encourage interaction and purchase intention at the conative stage. The results show that Reels function as an advertising tool that guides audiences through stages of awareness, emotional engagement, and persuasive action. Although the content does not directly generate immediate sales, it indirectly contributes to purchasing decisions by strengthening brand familiarity, increasing brand preference, and encouraging consumers to try new menu items. Thus, Reels serve as a strategic investment for gradually building a loyal customer base and supporting long-term sales growth. For future research, it is recommended to incorporate quantitative approaches to measure the relationship between Reels engagement metrics (e.g., views, likes, shares, and comments) and actual sales performance, as well as to compare short-form video platforms such as TikTok, YouTube Shorts, and Instagram Reels, while also examining the roles of influencer collaboration, user-generated content, and algorithm optimization in improving digital marketing outcomes for SMEs.

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