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Marketing Communication Strategy Through Social Media Content based on Local Wisdom to Increase the Added Value of Indonesian Coffee Brands (Study on Conservation Coffee Brands Based on Local Wisdom)

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ABSTRACT

The coffee industry is a significant sector in Indonesia, contributing to both domestic production and consumption. However, challenges such as declining production due to climate change, limited agricultural land, and increasing global competition have encouraged coffee businesses to adopt more innovative marketing strategies. One emerging approach involves social media marketing communications that incorporate local cultural values and traditional knowledge. This study aimed to explore the social media marketing communication strategies employed by Indonesian coffee businesses, particularly those incorporating local wisdom, and examine their implications for brand value. A descriptive qualitative approach employing a holistic single-case study design was adopted. Data were collected through semi-structured interviews with consumers and coffee business owners who actively incorporated local wisdom-based content into their marketing strategies. The findings indicated that such content fostered emotional connections with consumers, enhanced brand awareness and engagement, and strengthened brand loyalty. These findings highlight the strategic potential of integrating local cultural values into social media marketing communications to enhance brand differentiation, strengthen perceived brand value, and support long-term business sustainability in Indonesia's coffee industry.

INTRODUCTION

The coffee industry is one of Indonesia's most promising economic sectors, contributing significantly to agricultural production, domestic consumption, and international trade. Coffee has evolved beyond a traditional agricultural commodity into an integral component of contemporary lifestyles and consumer culture, particularly among younger generations (Wibowo, 2019). Indonesia is among the world's leading coffee-producing countries, alongside Brazil, Vietnam, and Colombia. According to data from the United States Department of Agriculture (USDA), Indonesia's coffee consumption increased substantially between 2015 and 2018, with a reported growth rate of 7.7%, exceeding the global coffee consumption growth rate of 2.06% (USDA, 2017). This increasing demand highlights the importance of strengthening domestic coffee production and developing competitive marketing strategies. Wibowo (2019) reported that Indonesia's coffee production reached approximately 11.1 million 60-kilogram bags in 2018, equivalent to approximately 666,000 metric tons. These developments demonstrate the substantial opportunities available to Indonesia's coffee industry while emphasizing the challenges associated with maintaining production capacity, product quality, and international competitiveness.

Despite its economic potential, Indonesia's coffee industry faces significant challenges arising from limited agricultural land, climate variability, and environmental degradation.

The United States Department of Agriculture (USDA) projected an approximately 18% decline in Indonesian coffee production during the 2023/2024 marketing year, primarily attributable to unfavorable weather conditions (USDA, 2023). Climate change can adversely affect coffee productivity by altering rainfall patterns, increasing temperature variability, and influencing the prevalence of agricultural pests and diseases. Previous research indicated that coffee berry borer infestations could reduce yields by up to 10%, while pest-related damage could also compromise bean quality and market value (Suci Rahayu & Wiryadiputra, 2019). Furthermore, La Niña-associated rainfall anomalies may increase moisture-related harvesting and postharvest processing challenges, potentially affecting fermentation control and coffee quality (Afifah et al., 2025). These environmental pressures have created additional uncertainty for coffee producers, particularly as domestic consumption continues to increase.

Indonesia's coffee production has also experienced considerable fluctuations in recent years. In 2022, national coffee production reportedly reached approximately 795,000 metric tons, representing a 1.1% increase compared with the previous year (Indexbox, 2022). Coffee exports also contributed to national foreign exchange earnings, with an estimated export value of US$1,148.38 million (BPS, 2022). However, production reportedly declined by approximately 5.5% to 750,000 metric tons in 2023 (BPS, 2023). This decline intensified concerns regarding the industry's capacity to respond to increasing domestic and international demand (Mardiansyah, 2023). Unfavorable weather conditions, including excessive rainfall during periods typically characterized by drier conditions, were also associated with substantial production losses in certain coffee-growing areas. Mardiansyah (2023) reported that these disruptions contributed to increased reliance on coffee imports from producing countries such as Vietnam and Brazil.

Declining production and inconsistent coffee quality have intensified competitive pressures within Indonesia's coffee industry. Domestic producers must compete not only with other Indonesian coffee businesses but also with established international suppliers, particularly those from Brazil and Vietnam. Climate-related disruptions, extreme weather events, and La Niña-associated rainfall variability further complicate efforts to maintain consistent product quality and satisfy evolving consumer expectations. Under these conditions, effective marketing strategies are essential for strengthening competitiveness, attracting new consumers, retaining existing customers, and enhancing the perceived value of Indonesian coffee brands. Beyond communicating product attributes, marketing strategies must establish meaningful brand differentiation and reinforce consumer trust to support long-term business sustainability.

Marketing communication represents an important strategic approach to enhancing the perceived value of Indonesian coffee products. It enables companies to inform, persuade, and remind consumers about their products and brands through coordinated communication activities (Keller & Kotler, 2009). Effective marketing communication also facilitates interactions that strengthen relationships between brands and consumers (Keller & Kotler, 2009). Accordingly, marketing communication strategies require systematic planning to align communication activities with organizational marketing objectives (Nihayah, 2020). In contemporary markets, consumers increasingly evaluate brands not only on product quality, pricing, and accessibility but also on the relevance, credibility, and consistency of their communications across multiple channels (Dewi Setiawati et al., 2019; Istiqomah et al., 2025). Moreover, consumers have become active participants in selecting communication channels and engaging in value co-creation with brands (Rehman et al., 2022). These developments have increased expectations for consistent, authentic, and meaningful brand communication (Wang et al., 2025).

Advertising remains a central component of integrated marketing communications. Kotler and Keller (2009) described advertising as a paid form of nonpersonal presentation

and promotion of ideas, goods, or services by an identified sponsor. Advertising contributes to brand awareness by communicating product attributes, functional benefits, and distinctive brand associations, thereby supporting brand reputation and consumer recognition (Shimp, 2008). It also serves persuasive and reminder functions by encouraging product consideration, stimulating purchase intentions, and reinforcing brand preferences. Through carefully designed advertising messages, companies can communicate their competitive advantages and strengthen consumers' perceptions of brand value (Adelabu, 2020) and (Efendioglu & Durmaz, 2022; Magdalena, 2022; Pradnyani & Wardana, 2024). As digital technologies continue to transform consumer behavior, social media advertising has become an increasingly important component of contemporary marketing communication strategies (Kotler et al., 2021).

Social media platforms have transformed how businesses communicate with consumers by facilitating interactive content creation, information sharing, and direct engagement. Consumers increasingly use these platforms to obtain product information, follow emerging trends, exchange experiences, and interact with brands. According to We Are Social (2024), widely used social media and messaging platforms include WhatsApp, Instagram, Facebook, TikTok, Telegram, and X (formerly Twitter). The widespread adoption of these platforms has created opportunities for businesses to develop targeted marketing communication strategies through engaging, accessible, and culturally relevant digital content.

Social media marketing offers several strategic advantages, including broader audience reach, enhanced brand awareness, and opportunities to obtain continuous insights into consumer preferences and behavior (Shawky et al., 2022). Social media platforms also facilitate ongoing interactions and two-way communication, enabling businesses to strengthen customer relationships and influence consumer behavior (Shawky et al., 2022; Siriwardana & Ismail, 2020). Their accessibility and relatively low communication costs further support efficient information dissemination and customer engagement (Siriwardana & Ismail, 2020). Blasi et al. (2020) demonstrated that social media marketing activities significantly influence consumer decision-making across multiple stages of the purchasing process, from need recognition to postpurchase behavior. Nevertheless, the expansion of social media has also transformed integrated marketing communications by increasing consumer participation and challenging traditional one-way communication models (Duhan & Singh, 2013a). Consequently, businesses must address the challenges associated with digital communication while maintaining an appropriate balance between conventional and social media marketing channels (Shawky et al., 2022; Duhan & Singh, 2013b).

Within Indonesia's coffee industry, social media marketing has increasingly incorporated cultural narratives and community-oriented values to establish distinctive brand identities. One emerging approach involves integrating local wisdom into digital marketing content, particularly among conservation-oriented coffee brands. Such strategies emphasize traditional knowledge, community practices, environmental stewardship, and the preservation of local ecosystems associated with coffee cultivation. By connecting coffee products with their cultural origins and environmental contexts, businesses can communicate brand attributes that extend beyond functional product characteristics. Local wisdom-based content may therefore provide opportunities to strengthen brand authenticity, establish emotional connections with consumers, and differentiate Indonesian coffee brands in increasingly competitive markets.

Despite growing research on social media marketing and integrated marketing communications, the role of local wisdom-based content in shaping consumer perceptions and enhancing the perceived value of Indonesian coffee brands remains insufficiently explored. Existing studies have primarily emphasized the effectiveness of digital marketing

channels and consumer engagement, while comparatively limited attention has been given to how local cultural narratives and conservation values contribute to brand differentiation and relationship development. To address this research gap, the present study aimed to explore marketing communication strategies incorporating local wisdom-based social media content among Indonesian conservation-oriented coffee brands. Specifically, the study examined consumer perceptions of coffee brands, identified the cultural and conservation-related narratives communicated through social media, and explored their perceived contributions to brand awareness, consumer engagement, emotional attachment, and brand loyalty. The findings were expected to provide practical insights into the strategic integration of local wisdom within digital marketing communications.

The primary contribution of this study lies in extending integrated marketing communication and brand meaning perspectives by examining how local wisdom-based social media content contributes to brand differentiation and perceived brand value in Indonesia's coffee industry. Rather than treating cultural narratives as merely decorative marketing elements, the study conceptualized them as meaningful communication resources through which conservation-oriented coffee brands can express authenticity, environmental responsibility, and cultural identity. From a practical perspective, the findings were expected to inform marketing strategies that leverage local cultural values to strengthen emotional connections, brand awareness, consumer engagement, and loyalty. Furthermore, the study provides a conceptual foundation for future research examining the role of local wisdom-based marketing communications in other agricultural and commodity-based industries.

METHOD

This study employed a descriptive qualitative approach using a holistic single-case study design to explore marketing communication strategies incorporating local wisdom-based social media content (Creswell, 2014; Yin, 2013). The research focused on an Indonesian coffee brand that integrated local wisdom and environmental conservation principles into its business practices and marketing communications. The brand was purposively selected based on its recognition among coffee enthusiasts and local communities, its implementation of conservation-oriented practices, and its willingness to provide relevant research information. To maintain confidentiality and comply with research ethics, the brand's identity was anonymized and referred to as the "Conservation Coffee" brand throughout the study.

Data were collected through observations and semi-structured interviews. The participants comprised ten consumers who had been exposed to the coffee brand's local wisdom-based social media content. Additional interviews were conducted with coffee business owners who incorporated local cultural values into their social media marketing communication strategies. These interviews provided complementary perspectives on consumer perceptions, brand communication practices, and the integration of local wisdom into digital marketing activities.

Semi-structured interviews were conducted using an interview guide containing open-ended questions aligned with the research objectives. This approach allowed participants to elaborate on their experiences and perceptions while maintaining consistency across the principal research themes. The interviews explored consumer responses to local wisdom-based content, perceived brand authenticity, emotional engagement, and the role of cultural and conservation narratives in shaping brand perceptions.

The collected data were organized, reviewed, and analyzed using thematic analysis to identify recurring patterns and themes related to local wisdom-based marketing communications. The analysis involved familiarization with the data, coding relevant statements, identifying and refining themes, and interpreting findings in relation to the

research objectives. Methodological triangulation was employed by comparing evidence obtained through interviews and observations to strengthen the credibility and consistency of the findings.

RESULTS AND DISCUSSION

The informants of this study involved two groups of informants, namely conservation coffee business managers and ten consumers who are active on social media. The category of conservation coffee business owners was chosen because they have run a coffee business and implemented local cultural elements in each promotional content. The selected consumer category is consumers who directly see content based on local wisdom from conservation coffee brands. A summary of the research informants is presented in the following table.

Table 1. Research Informant

Informant Code	Age	Gender	Profession	Role
I1	56	Women	Business manager	Planning, Decision Making
C1	30	Women	Private Employees	Social media influencers, local content viewers
C2	35	Male	Self-employed	Social media influencers, local content viewers
C3	42	Male	Self-employed	Social media influencers, local content viewers
C4	40	Women	Housewives	Social media influencers, local content viewers
C5	35	Male	Self-employed	Social media influencers, local content viewers
C6	27	Women	Doctor	Social media influencers, local content viewers
C7	28	Male	Self-employed	Social media influencers, local content viewers
C8	29	Women	Self-employed	Social media influencers, local content viewers
C9	25	Male	Private Employees	Social media influencers, local content viewers
C10	25	Women	Private Employees	Social media influencers, local content viewers

Marketing Communication Strategy

The results of the study show that the marketing communication strategy applied by business managers is not only oriented towards product promotion but also on conveying messages that contain educational value. Based on the results of interviews with coffee brand managers, marketing communication is carried out through content that focuses on conservation values based on local wisdom. The value of local wisdom adopted is "humans are part of nature, live with nature and depend on nature". The implementation of this principle is in the implementation of development, houses, villages, and agriculture which must be based on the direction, structure, composition and uniform location based on the commands and prohibitions contained in the "*saur sepuh"*.

Marketing communication content by coffee brands aims to educate the audience about the importance of protecting and preserving nature. One of the values taught through marketing communication content is that humans live in nature, with nature and depend on nature. In this value, coffee business managers teach the importance of adapting to nature and seeing natural signs before utilizing space to grow coffee. Coffee business managers communicate how brands implement these teachings through coffee planting content that does not cut prohibited areas such as hills, valleys and prohibited forests.

Second, the value taught in marketing communication content is adequate utilization. Marketing communication content includes the value of simplicity of life and a lifestyle that is not luxurious. Through this content, coffee brand managers aim to provide education to the audience that in meeting the needs of life, the audience must pay attention to the needs of other living things so as not to damage nature.

Third, the content of marketing communication teaches about the value of justice across living beings. What is intended is that every creature including supernatural beings, animals, plants and other natural elements has the right to live a clean, comfortable, safe and healthy life. Based on the results of observations and interviews, the advertising content and knowledge presented are about rituals carried out by the coffee business such as conservation (replanting), harvest rituals, and other rituals for nature and ancestors. The management of farm space must not perpetuate and violate the rights to other environmental elements.

The marketing communication content used is mostly digital media such as *Instagram, Youtube* and *Whatsapp.* Instagram *and* youtube *media* were chosen for their ability to convey messages visually, attractively and reach the targeted audience. This was stated by the manager of the coffee brand I1.

> *"We use social media such as Instagram and YouTube to reach the target audience and convey the importance of this message visually. We intend to educate the audience about the importance of protecting nature. If humans do not take care of nature, nature will be damaged and how can we enjoy coffee if nature is damaged. We do not only sell, but invite the audience to participate in protecting nature."*

Coffee brands reach the audience personally by using *Whatsapp* media. Coffee brand managers not only teach through content but also want to invite the audience to be directly involved in conservation based on local wisdom. This was stated by the manager of the I1 coffee brand.

> *"We don't only provide education through social media. We also want to invite the audience to be directly involved. Usually our content is shared through stories on WhatsApp or sending personal messages to customers to get involved in nature conservation."*

This is reinforced by the response of informants who claim to be interested in content that is not commercial but also provides educational and narrative value. This was stated by informant C1.

> *"I know this brand from Instagram. I happen to be a person who focuses on sustainability. The content presented by this coffee brand is not just a sales advertisement. I am actually more interested in education about nature and local culture."*

These findings are in line with the theory of integrated marketing communication where messages, media and communication objectives must be integrated and support brand positioning (Kotler et al., 2016). In this context, local wisdom educational content is used as a brand differentiation strategy.

Local Cultural Values

The communication strategy developed integrates local wisdom both in the form of cultural values and local stories. The content displayed in the marketing campaign contains narratives about nature conservation, environmental preservation and local community traditions. Local stories such as traditional philosophies and local languages are used as the main narrative elements.

> *"The narrative we take is based on the local wisdom book about the importance of protecting water and land. We also share our activities in carrying out the commandments from the local wisdom book."*

The narrative of local wisdom implemented in marketing communication content also leads to consumer perception. The teachings of local wisdom embraced by coffee brands are about nature conservation and soil and water conservation. This brings the perception of the audience that the coffee brand is a coffee brand that sells organic products.

"The commandments and prohibitions that we share through social media content make us different from other brands. Gradually the audience creates the perception that our products are organic products because the teachings given direct our products as organic products."

In addition, the approach taken by coffee brands creates emotional closeness between consumers and brands. Consumers view the coffee brand as part of cultural preservation, not just as a consumer item. This was stated by the C7 informant.

"Brand content uses local language and stories from the books they follow. Content also invites us to be aware and involved. I became aware of the local wisdom of origin and felt closer to the culture".

Narratives based on the conservation of local wisdom have been proven to strengthen consumer engagement and preferences because the values contained in the content are socioculturally relevant. These findings support the results of previous research that stated that marketing communication based on local culture is effective in building consumer trust and preferences because it contains socioculturally relevant values (Maulana, 2020).

Impact of Communication Strategy

Communication strategies that prioritize the value of local wisdom have a significant impact on brand image and consumer behavior, Informants show that there is a change in perception of the brand to be more positive because of the values carried out and care for the environment and nature conservation.

"I have more respect for this brand because the brand cares about nature. It's different from other brands" (C1)

In addition, content with local values also builds emotional engagement. Most informants stated that informants feel emotionally connected to the narrative raised, thus encouraging them to be more loyal to the brand.

"Personally, I feel connected to the brand. The content touches and makes me feel responsible for nature" (C3)

Another impact is increased awareness of the value of local wisdom. Consumers are not only buying products but are also encouraged to learn and understand the value of local culture that was previously forgotten.

"After seeing the content, I started to find out more about local wisdom. So I didn't just buy the product but I saw the meaning behind the product".

This finding is in line with the *concept of brand meaning* (Holt, 2004) which states that brand meaning is formed through the cultural narrative inherent in the product. In addition, consumer loyalty and preferences are influenced by the perception of value offered by brands (Keller, 2001).

CONCLUSION

The findings indicated that the marketing communication strategies implemented by the Conservation Coffee brand's management extended beyond conventional commercial promotion. Instead, these strategies emphasized educational messages rooted in local wisdom and cultural values. Marketing communications incorporated environmental conservation narratives, cultural philosophies, and principles such as harmony with nature, responsible resource utilization, and respect for all living beings. This approach positioned the brand not merely as a commercial entity but also as a promoter of environmental stewardship and local cultural preservation.

These marketing communication strategies were implemented through digital platforms, including Instagram, YouTube, and WhatsApp. The content combined informative, persuasive, and participatory communication approaches to encourage audience engagement in environmental conservation and sustainable practices. Local wisdom-based content contributed to consumer engagement, increased awareness of traditional ecological knowledge, and fostered positive perceptions of the brand as a socially and environmentally responsible business. By integrating cultural narratives with conservation-oriented messages, the brand established meaningful connections between its products, local communities, and environmental sustainability.

The positive outcomes associated with this communication strategy included a favorable brand image, stronger emotional connections with consumers, and enhanced brand loyalty. Consumers perceived the brand not only as a provider of coffee products but also as a representation of culturally meaningful values and environmental responsibility. These findings were consistent with the theoretical perspectives of integrated marketing communications, brand meaning, and perceived brand value. Furthermore, the results suggested that incorporating local wisdom-based narratives into social media marketing communications could strengthen brand differentiation and consumer relationships by communicating symbolic, cultural, and environmental values beyond the functional attributes of coffee products.

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This research was carried out to examine marketing communication strategies through social media content based on local wisdom in increasing the added value of Indonesian coffee brands. The research was conducted through observation and interviews with conservation coffee business managers and consumers. The manuscript does not include information about funding sources or special financial assistance in the implementation of this research.

CONFLICT OF INTEREST

The authors stated that they do not have any conflicts of interest, either personally, professionally, or financially, that can affect the objectivity of the research. The research was carried out by paying attention to the principles of academic ethics, including maintaining the confidentiality of the identity of the conservation coffee brand according to the agreement with the business manager.

AUTHOR'S CONTRIBUTION

Author contributed to the conceptualization of research, the development of a marketing communication theory framework, the design of methodologies, data collection through interviews and observations, and the preparation of initial manuscripts. Penina Inten Maharani contributed to the development of visual communication concepts and social media content based on local wisdom, data analysis and interpretation, as well as the review and improvement of the substance of the article. Both authors contributed to the discussion of research results, manuscript revision, and final approval of articles for publication.

GENERATIVE AI STATEMENT

The research manuscript does not include information about the use of generative artificial intelligence technology in the process of writing the article. Therefore, the statement regarding the use or non-use of the technology needs to be confirmed to both authors. All responsibility for the authenticity, accuracy, and scientific integrity of the article remains with the author.

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