



SOCIAL MEDIA MARKETING STRATEGIES IN BUILDING BRAND ENGAGEMENT IN FOOD & BEVERAGE COMPANIES (CASE STUDY AT PT MODULAR KULINER INDONESIA)

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Abstract

This study aims to explore the social media marketing strategy implemented by PT Modular Kuliner Indonesia (Hangry) in building brand engagement for their brands, such as Ayam Koplo, Ayam Goreng Bu Tambar, and UNO Chicken. Along with the advancement of technology and changing consumer behavior, which increasingly relies on social media, the company leverages digital platforms to reach a wider audience and enhance consumer engagement. This research uses a qualitative approach with a case study method, including document review, in-depth interviews, and participatory observation to gain deeper insights into the digital marketing strategies used by Hangry. The results of the study show that social media, particularly platforms like Instagram, plays a crucial role in building brand engagement for Hangry. Hangry Indonesia has successfully utilized social media to increase brand awareness and engagement with their audience. This is reflected in the significant increase in views and accounts reached. For example, in March 2025, the number of views reached 662,805, with 377,936 accounts reached, the majority of which were non-followers (95.6%). In April 2025, the number of views rose to 1,334,266, with 712,845 accounts reached, and the percentage of non-followers increased to 97.3%, indicating that the advertising campaigns and content strategies implemented were highly effective in expanding audience reach. By utilizing attractive and relevant content, Hangry has been able to create more intense interactions with their audience, resulting in increased brand awareness and customer loyalty. Collaboration with influencers and external parties in marketing campaigns has also proven effective in expanding market reach and strengthening consumer engagement. On the other hand, the use of analytical tools to monitor social media content performance has allowed Hangry to adjust strategies in real-time, improving the effectiveness of the campaigns executed. However, this study also identifies some challenges faced by Hangry in implementing their social media marketing strategy, such as the management of more varied content and the exploration of new social media platforms to further increase engagement. This research provides valuable insights into how the cloud kitchen business model can utilize social media marketing to strengthen long-term relationships with customers in the increasingly competitive food and beverage industry.

Keywords: Social Media Marketing, Brand Engagement, Social Media, Cloud Kitchen, Instagram, Influencer.

INTRODUCTION

The food and beverage (F&B) industry in Indonesia has experienced rapid growth in recent years. Alongside technological advancements and shifts in consumer behavior, social media has become a crucial element shaping marketing strategies in this sector. PT Modular Kuliner Indonesia, better known as Hangry Indonesia, is one of the fastest-growing companies in the industry. Founded in 2019 by Abraham Viktor, Andreas Resha Junianto, and Robin Tan, Hangry adopts a cloud kitchen business model that focuses on online ordering and food delivery. In a relatively short period, Hangry has become a major force in Indonesia's F&B industry, with a vision to expand its reach to global markets.

One of Hangry's core strengths lies in its social media marketing strategy, which is used to build brand engagement. Offering a variety of unique culinary brands ranging from Indonesian to international cuisines Hangry is able to attract consumers from diverse backgrounds. Through the

HangryApp, the company ensures an efficient and convenient ordering experience for customers. As the company expands, now with over 92 outlets across major cities in Indonesia, Hangry increasingly relies on social media platforms such as Instagram and TikTok to boost customer engagement and strengthen its connection with audiences. Therefore, this research aims to investigate how Hangry utilizes social media marketing strategies to build brand engagement, with a focus on digital marketing tactics, content strategies, and consumer interaction.

PT Modular Kuliner Indonesia has developed and implemented a digital marketing strategy, primarily through the Instagram platform, to enhance brand awareness and consumer engagement. The company actively produces content in two main formats: Instagram Feeds and Instagram Reels. Instagram Feeds are for sharing regular information and showing new products. Instagram Reels are used to grab the attention of younger audiences with fun and creative content. While this strategy has led to more engagement and interactions on social media, the data shows that engagement levels change a lot from month to month. For instance, even though Instagram Reels saw a big jump in engagement in September, there was a sharp drop in October, followed by an increase again in November, as you can see in the chart below.

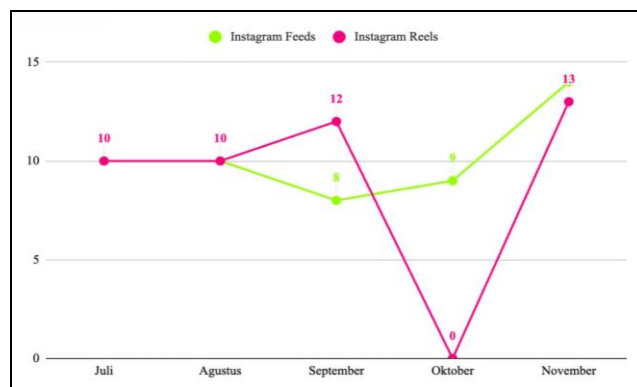


Figure 1. Number of Posts on Instagram Feeds and Instagram Reels

However, despite higher social media engagement, the resulting gross profit doesn't always reflect this success. Data shows that while there was an increase in August and September, the company experienced a significant decline in profit in October and November.

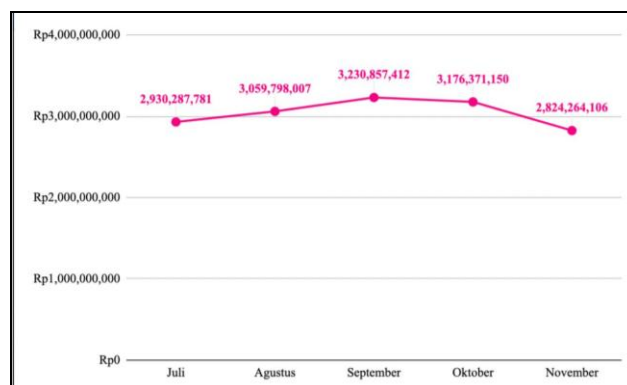


Figure 2. Total Sales of PT Modular Kuliner Indonesia: July - November 2024

This situation raises a big question: Is PT Modular Kuliner Indonesia's social media marketing actually working to build strong brand connections that lead to steady profits? Given the clear

difference between high social media activity and inconsistent company profits, it's really important for PT Modular Kuliner Indonesia to re-think and re-evaluate their social media marketing plan. The main goal is to make sure their online marketing efforts are better at turning social media engagement into actual money and building stronger brand loyalty with customers, which will ultimately help the company reach its financial goals. Therefore, this research will look deeper into PT Modular Kuliner Indonesia's social media marketing strategies and try to find ways to better connect social media activity with the company's profits.

The main challenge addressed in this study is how social media marketing strategies can help Hangry enhance brand engagement in an increasingly competitive market. Although more F&B companies are leveraging digital marketing, many still struggle to maintain consistent engagement with their audiences. In this context, it is crucial for Hangry to understand how the right social media content, creative campaigns, and customer interactions can be optimized to build brand loyalty and encourage greater consumer participation. Brand engagement plays a critical role in maintaining customer loyalty and ensuring the company's long-term sustainability. In today's digital era, social media serves not only as a promotional tool but also as a primary channel for forming emotional connections with consumers.

This study aims to provide deeper insights into the strategies Hangry uses to strengthen its social media presence and deepen relationships with its consumers. In addition, the research seeks to identify challenges faced by the company in implementing these strategies and offer solutions to overcome existing obstacles. Compared to previous research, Hangry presents a compelling case study due to its use of the cloud kitchen model, which differs from traditional restaurant models and relies more heavily on digital platforms and social media to reach consumers. This research also sets itself apart by focusing on how cloud kitchens like Hangry utilize social media to build effective brand engagement, whereas most prior studies have focused on food businesses with traditional business models.

LITERATURE REVIEW

Studies related to Social Media Marketing (SMM) strategies in building brand engagement within the Food & Beverage sector show that the effective use of social media can significantly enhance customer interaction with brands. In a study conducted by L.R. Noer et al. (2024), it was found that employing the FOMO (Fear of Missing Out) strategy in social media marketing plays a major role in increasing purchase intention for healthy food products. FOMO creates a sense of urgency that encourages consumers to make purchases before they miss the opportunity. Further, Y. Mulyati (2024) analyzed the influence of social media marketing on customer engagement at Kopi Kenangan and found that engagement largely depends on the emotional connection built through social media platforms such as Instagram. Similarly, P.A. Ngabito and S. Sugiadi (2024) demonstrated that Kedai Kopiria utilized Instagram to enhance brand engagement, where consistent and interactive content contributed to improved customer loyalty. IBA Putra and IMDH Darmawan

(2024), in their study on Kopi Kenangan, also emphasized the importance of Instagram feeds as a strategy to maintain ongoing interaction with followers, significantly boosting engagement.

On another front, S. Pratama (2024) examined the implementation of digital marketing strategies through social media at Kahiji Coffee & Dinner and found that integrating e-commerce with social media promotions could improve customer retention. Likewise, the MSME Kole-Koleh Anggraini, as studied by L. Lady et al. (2024), successfully improved its market performance in Batam by leveraging social media to attract customer attention. In a more in-depth analysis, L.L. Cahyaningtyas and colleagues (2024) used the Circular Model of SOME to evaluate how coffee shops utilize Instagram to strengthen relationships with customers, showing that relevant and sustained content increases customer loyalty. Furthermore, O.F. Sitorus and R.M.H. Ashari (2024) revealed that consistent content marketing significantly enhances customer engagement on Kopi Kenangan's Instagram. A study by A. Meifilina (2024) on PT. Tala Bumi Group also demonstrated how food and beverage franchise brands can strengthen their marketing communication through Instagram, leading to increased brand loyalty. Meanwhile, S.D. Basnet and A. Auliya (2024) showed how digital marketing strategies implemented during the Inacraft 2022 event positively impacted brand awareness and customer engagement within the food and beverage industry.

The study by Riski & Susilo (2021) serves as a relevant reference, highlighting how brands like Himalaya Herbals succeeded in building brand engagement through social media marketing strategies that involved targeted content, influencer marketing, and interactive campaigns. In that study, &friends, the creative agency managing Himalaya Herbals' campaigns, successfully increased sales by 217%, and Instagram followers rose from 15,000 to 27,000. These findings provide a foundation for understanding how similar approaches can be applied to Hangry's digital marketing efforts, which are expected to achieve higher engagement levels and expand its consumer base. Therefore, this research aims to contribute significantly to the understanding of how F&B companies—particularly those operating under the cloud kitchen model—can optimize the use of social media to build stronger and more sustainable brand engagement

METHOD

This study uses a qualitative approach with a case study method to analyze social media marketing strategies in building brand engagement within the food and beverage industry, focusing on PT Modular Kuliner Indonesia (Hangry Indonesia). The qualitative approach was chosen to gain an in-depth understanding of the company's digital marketing strategies and how these strategies contribute to consumer engagement. Data collection was carried out through document review, in-depth interviews, and participatory observation.

The document review includes various internal data relevant to digital marketing strategies and brand engagement, such as sales growth data, the impact of marketing campaigns on company revenue, the company profile and organizational structure of PT Modular Kuliner Indonesia—including roles and responsibilities within the marketing department—and an analysis of the company's social media activities, including campaign statistics and outcomes. Data related to the use

of social media platforms (Instagram, TikTok, etc.) were also analyzed, including the number of followers, engagement rates, and results from previous campaigns.

Interviews were conducted with key informants who have comprehensive knowledge of the business processes and social media marketing strategies at Hangry. These key informants include the Marketing Manager or Head of the Marketing Division, who are directly involved in designing and implementing social media marketing strategies; the Content Marketing Team, responsible for producing digital content for social media; active consumers who follow Hangry's social media accounts, to gain insights into their perceptions of the brand and their engagement in campaigns; and influencers or collaboration partners who may have been involved in digital marketing campaigns, to understand the impact they bring to brand engagement. Participatory observation was conducted by taking part in the social media marketing activities carried out by Hangry, particularly in content creation, audience interaction, and the execution of marketing campaigns. This direct observation helped provide a better understanding of how marketing strategies are applied in real-life contexts and offered a clearer picture of the challenges faced in building brand engagement through social media.

Data processing was carried out by documenting the results of document reviews and transcribing the interview recordings. The collected data were then organized and analyzed based on key aspects of social media marketing strategies and brand engagement. Data analysis was conducted using both qualitative and quantitative descriptive methods. On the qualitative side, the researcher explored main themes, patterns, and trends that emerged from the interviews and observations. On the quantitative side, data related to the number of followers, engagement rate, and campaign results were calculated and interpreted to determine the effectiveness of Hangry's social media strategies. Data reduction was conducted by filtering and grouping relevant information to focus on key insights that help answer the research questions, such as the relationship between social media marketing strategies and brand engagement. The presentation of data was done in an easily understandable format for further analysis, such as tables, charts, diagrams, or narrative descriptions. This data presentation aimed to visually illustrate the research findings and facilitate interpretation. Conclusions were drawn based on thematic analysis and were verified through data triangulation, which involved comparing findings from interviews, observations, and documentation, and linking them to relevant theories of social media marketing and brand engagement.

RESULT AND DISCUSSION

This study aims to explore the social media marketing strategies implemented by PT Modular Kuliner Indonesia (Hangry) in building brand engagement for its brands, which include Ayam Koplo, Ayam Goreng Bu Tambar, and UNO Chicken. Berdasarkan analisis terhadap strategi pemasaran yang diterapkan oleh perusahaan ini, dapat ditemukan bahwa media sosial memainkan peran yang sangat penting dalam memperkuat hubungan merek dengan konsumen. PT Modular Kuliner Indonesia menggunakan Instagram platform utama untuk memasarkan produk dan meningkatkan interaksi dengan audiens.

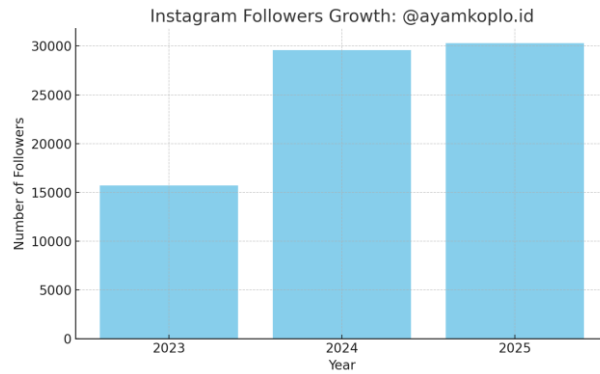


Figure 3. @ayamkoplo.id's Instagram Follower Growth

The bar chart showing @ayamkoplo.id's Instagram followers from 2023 to 2025 reveals two distinct growth periods. In 2023, the account had 15,700 followers. Then, in 2024, there was a very big jump to 29,600 followers, almost doubling its size. This huge increase suggests the company either changed strategies or used more effective ones, like making better content, working with influencers, or running more targeted marketing. However, in 2025, follower growth slowed down a lot, with only an extra 700 followers, reaching 30,300. This means that even though it still grew, it wasn't nearly as fast as the year before. This slower growth could be because the account has already reached most of its likely audience, or digital trends have changed. Overall, the account saw very fast growth between 2023 and 2024, followed by a slower, more stable period in 2025. To keep growing, @ayamkoplo.id might need to try new things, such as creating more interactive content, partnering with more brands or influencers, and using paid ads to reach even more people.

When managing social media content, companies are in charge of planning, creating, and organizing what gets posted. The goal of this content is to grab the audience's attention and build a stronger connection with the brand. They do this by making visuals that are appealing, relevant, and follow current trends. Using analytics tools helps companies see which content people like most. This allows them to adjust their strategy to keep improving engagement. Also, when managing campaign materials for their brands, they create text, pictures, and videos that match their marketing goals. One successful example is the "Portugal" campaign for Ayam Koplo, which combined brand values with emotional marketing. Working with the right influencers and outside partners is key to boosting audience engagement, increasing brand awareness, and ultimately, selling more products.

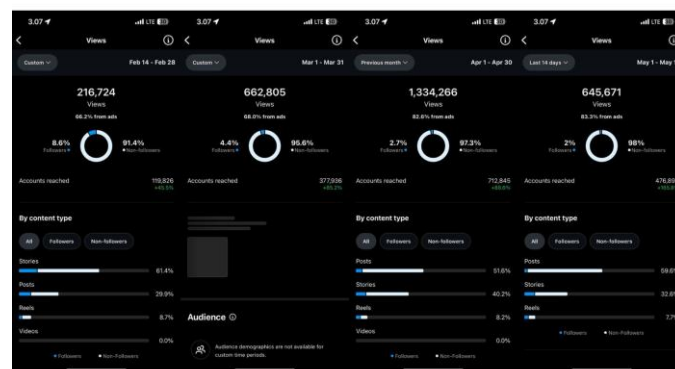


Figure 4. Instagram Profile Views Data

Based on the Instagram view data from the last few months, it's clear that PT Modular Kuliner Indonesia's social media marketing strategy successfully boosted their reach and engagement. For example, in March 2025, total views hit 662,805, reaching 377,936 unique accounts, with most of these (95.6%) being people who don't even follow the account. This shows the company is good at grabbing the attention of a much wider audience through its promoted content. In April 2025, the number of views jumped even higher to 1,334,266, reaching 712,845 accounts. This means they significantly expanded their audience reach, which helped increase brand awareness. In fact, the percentage of non-followers climbed to 97.3%, proving that their ad campaigns or content strategies are very effective at attracting new people.

However, even with more views and accounts reached, the company has to pay attention to how many of those viewers are actually followers. For example, in February 2025, 91.4% of the accounts reached were non-followers, meaning that while many people saw the content, only 8.6% were actual followers. This suggests that even though they're good at raising awareness, engagement from their existing followers isn't as high as it could be. With the rapid growth in reach and views during those months, PT Modular Kuliner Indonesia should look more closely at their conversion rate – how many engagements turn into sales. When increased engagement doesn't directly lead to more sales or profit, it shows a need to adjust their "call-to-action" or social media marketing strategy. They need to guide their audience not just to see the content, but to get more deeply involved with the brand. Overall, while social media marketing has clearly helped with reaching more people and getting interactions, PT Modular Kuliner Indonesia should focus on improving their strategy to boost engagement with current followers and turn non-followers into loyal customers. They also need to make sure their digital marketing efforts actually lead to sustainable profits.

Administrative management is also crucial for smooth marketing campaigns. Tasks like recording data, organizing schedules, and preparing reports help the marketing team run well. By using tools like Google Calendar and Google Spreadsheets, the company can manage schedules more efficiently and ensure all activities are completed on time. This is vital for running effective and organized marketing campaigns. On the other hand, coordinating marketing events is a key part of building stronger brand connections. PT Modular Kuliner Indonesia plans and executes various marketing events, such as product launches, special promotions, and collaborations with other brands. By making sure every part of an event runs smoothly, the company can attract consumers and build stronger relationships with them. Activities like production photoshoots for their brands aim to create appealing visual content that grabs the audience's attention and builds an emotional connection with consumers.

Overall, the research shows that PT Modular Kuliner Indonesia's social media marketing strategy is very effective at building brand engagement. The increase in audience interaction, follower numbers, and brand awareness on social media platforms proves this strategy's success. By using engaging content, working with influencers, and effectively analyzing social media data, Hangry

Indonesia has managed to strengthen its bond with consumers and improve its competitiveness in a very tough market.

CONCLUSION

Based on the research findings, it can be concluded that social media plays a very important role in strengthening the relationship between brands and consumers. PT Modular Kuliner Indonesia has successfully utilized social media platforms such as Instagram to market its products and enhance interaction with its audience. Through the creation of engaging and relevant content, the company has succeeded in increasing brand engagement and expanding its market reach. The use of analytical tools has also enabled the company to monitor content performance more effectively and make adjustments to improve audience engagement.

Hangry Indonesia has successfully used social media to boost its brand awareness and connect with its audience. This is clear from the big increases in both views and accounts reached. For example, in March 2025, they got 662,805 views, reaching 377,936 unique accounts, with most of these (95.6%) being people who don't even follow them. Then, in April 2025, views jumped even higher to 1,334,266, reaching 712,845 accounts. The percentage of non-followers reached also went up to 97.3%. This shows that their ad campaigns and content strategies are very effective at reaching new people.

One strategy that has proven effective is collaboration with influencers and external parties in marketing campaigns, such as the "Portugal" campaign for Ayam Koplo. This collaboration successfully strengthened brand awareness and boosted audience interaction. Additionally, the company has effectively managed campaign materials, organized schedules, and compiled reports using tools like Google Calendar and Google Spreadsheets, supporting the smooth execution of marketing campaigns. Visual content production activities, such as photos and videos, also play a crucial role in reinforcing the brand message and increasing consumer engagement.

However, although Hangry has been successful with its social media strategy, there are still areas that can be improved to further enhance its effectiveness. One of them is strengthening a more diverse content strategy, including introducing new content formats such as live streaming or content that directly involves the audience, like user-generated content. Furthermore, deeper utilization of real-time social media analytics can help the company adjust its marketing strategies and improve campaign effectiveness. By continuing to explore opportunities to collaborate with more influencers, especially micro-influencers who have a strong connection with specific audiences, Hangry can expand its reach and increase brand engagement.

In addition, Hangry should consider exploring emerging social media platforms, such as Clubhouse or LinkedIn, to reach a wider audience. Diversifying marketing campaigns through email marketing, loyalty programs, or app-based promotions will also add value in increasing consumer interaction. To strengthen long-term relationships with the audience, Hangry can involve more customers directly in its marketing campaigns, for example by hosting contests or challenges on social

media. Loyalty programs that reward loyal customers can also be an effective strategy to boost engagement and customer satisfaction.

It is also important for the company to continuously improve internal communication systems and time management so that marketing campaigns can be executed more efficiently and according to plan. By improving team coordination and utilizing better project management systems, Hangry can ensure that every campaign runs smoothly and effectively. Overall, by implementing these recommendations, PT Modular Kuliner Indonesia can strengthen its social media marketing strategy, increase brand engagement, and enhance its competitive position in the growing F&B industry.

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