

Marketing Communication of Metamore Cafe on Instagram In Improving Service Quality to Customers in Kotabumi (Indonesia)

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Abstract. The research involves Cafe Metamore's Instagram Marketing Communication as a method to improve service and increase customer satisfaction in Kotabumi. The researchers used a descriptive qualitative approach to collect data through observation, interviews, and documentation. This research uses Agenda Setting Theory to examine the extent of social media's influence on the public's perceptions and interest in the business. Based on Instagram observations, promotional tools include photos, videos, Stories, and Reels. Cafe Metamore accounts also looked at Instagram comments and messages to engage with their customers. Google Maps, in addition to Instagram, allows customers to see where the business is located and when it is open, and to leave a review. Integrated Marketing Communication not only improves a company's brand but also enhances its relationships with customers and local markets.

Keywords: Marketing communications; Social media; Instagram; Communication strategy.

INTRODUCTION

Social media is key to customer engagement in today's digital economy and directly influences how technology shapes people's interactions and perceptions of information. Social media, as a part of communication technology, promotes interactive, fast, and widespread information flows in the community [1]. Among the various social media offerings, Instagram is the leading one. Instagram is a social media platform that is optimally used for marketing and communicating product and service information to a larger audience [2].

Instagram, like other social media, is a means of interactive digital communication that can be used to build a close relationship between the company and its audience. As a visual communication platform, Instagram enables marketers to market products and services and to communicate with audiences through features such as streaming, videos, photos, Reels, and more. As a social media platform, Instagram is easier to use than many other forms of communication and marketing.

As a result of technological developments, many businesses have begun operating online in addi-

tion to physical locations. In Indonesia, with a large number of internet and social media users, more businesses are operating online. In the flourishing business sphere, coffee shops have enormous potential, as the business typology has spread to many openings across many towns. According to research by TOFFIN in August 2019, there are more than 2,950 coffee shops in Indonesia, a tripling of openings over the past three years [3].

Cafe Metamore in Kotabumi is a business focused on coffee and culinary arts, and I believe it needs defence coffee shops. Although an ever-growing coffee shop industry presents new business opportunities, it also intensifies competition within the sector. Through various social media outlets like Instagram, I believe the business has a strong communication tool. The use of Instagram also brings coffee shop businesses not only closer but also builds strong customer relationships. Additionally, Instagram focuses on high-quality coffee services, as these aspects help drive customer satisfaction and interest. Metamore is an example of how businesses, with the help of social media, not only facilitate communication but also support product advertising and promotion, build

customer trust, and offer opportunities for customer feedback. With increased internet access, social media use by coffee shop entrepreneurs has become a powerful means of communication and business promotion. The use of social media has made it easier to create a targeted audience based on consumer desires.

The strategies that include quick responses to customer comments, direct messages, and other social media features help businesses gain insight into customers' wants and desires, improve customer satisfaction, and bring customers closer to the business. The use of Instagram, along with the coffee shops in the area, is the subject of the study, as it helps solidify the business, improve the quality of service offered, and enhance the business's standing in the competitive coffee shop scene in Kotabumi.

METHODS

This study employs a descriptive, qualitative approach to understand social phenomena and issues. This method involves gathering and analysing data, then presenting the research findings in a descriptive format. The research focuses on the use of social media as a marketing communication strategy and examines methods to enhance service quality at Cafe Metamore. The marketing strategy is executed through direct communication with specific target consumers to encourage immediate responses and establish long-term customer relationships. In this study, Cafe Metamore was requested to elaborate on the marketing strategies and objectives implemented through its Instagram account. This research is specifically localised to the North Lampung region, focusing on the Kotabumi community. The researchers collected data through direct field observations at Cafe Metamore. This study involves the owner and content creator of Cafe Metamore, as well as customers, to ascertain their perspectives regarding the service and communication at the establishment.

This research draws on Agenda Setting Theory, which posits that media outlets shape the images and issues perceived as significant in the public's mind. This theory addresses the substantial role of mass media in determining the agenda for individuals exposed to such information [2, 4]. Furthermore, the Agenda Setting Theory demonstrates that the media exerts considerable influence in shaping public attention and perspectives on specific issues. Mass media play a pivotal role

in identifying information deemed essential for public consumption. Consequently, the media bears the responsibility of selecting and organising the information and disseminating it to the public. This selection process is an integral part of how the media shapes public attention toward particular matters.

To understand the marketing strategies on Instagram, Cafe Metamore utilises Agenda-Setting Theory. This theory enables the identification of methods to enhance their service to customers. Cafe Metamore determines the specific content for its Instagram account, and this selection reflects the agenda it intends to convey to its audience. By posting creative content, Cafe Metamore also provides engaging captions to increase customer appeal. On Instagram, communication is facilitated through features such as comments, likes, and Direct Messages (DM). Cafe Metamore also leverages existing features such as Stories, Reels, and IG Live. The local community's interest in Cafe Metamore is evident in its primary focus on customer service. Cafe Metamore can utilise Instagram to build its communication and marketing strategies. When customer service becomes a frequent topic of discussion, Cafe Metamore's agenda-setting is considered successfully received by the community. If the Instagram strategy is successful, customer loyalty will strengthen, leading to more repeat customers.

RESULTS AND DISCUSSION

Metamore is a nice cafe that has a modern style. It is a place to hang out because it is so comfortable. People of all ages enjoy going, including young people, parents, and coffee lovers. Metamore opened on November, 18 2022. You can find it on S. Kertyuda Street, Gapura, Kotabumi, North Lampung. The cafe is right in the middle of the city, which makes it a fantastic place to unwind.

When you are inside Metamore, you will feel cosy because of the atmosphere. The design is really cool. The lighting is nice too. Metamore has a lot of drinks, like coffee and other things. They also have a lot of food to choose from. Metamore is especially famous for its coffee. They have high-quality coffee blends.

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Figure 1 – Metamore Cafe

A logo is a mandatory identity for any business [5]. It serves as a strategic element that enhances an enterprise's brand image. Therefore, every business must have a logo to ensure customers easily recognise it. The logo utilised must reflect the business strategy before it is executed. Furthermore, a logo plays a crucial role in promoting the business and establishing a positive image to attract customer attention. An enterprise needs a strong logo, as it is a vital component of its unique identity.



Figure 2 – Metamore Café's logo

The logo chosen by Cafe Metamore carries a profound meaning that illustrates the strategic steps the business intends to take. The Metamore logo resembles the letter 'M', which is designed to evoke the shape of a 'home'. Cafe Metamore selected this logo to represent their commitment to providing a comfortable, home-like service experience for their customers. Furthermore, the name 'Metamore' was inspired by the concept of 'metamorphosis,' reflecting the cafe's journey toward a more beautiful and meaningful success.

In an interview conducted in 2024, Adib Purnomo, the owner of Cafe Metamore, stated: "The Metamore logo rotates like a circle, and the shape of the letter 'M' resembles a house. Through this logo, I want to create an atmosphere that feels like a comfortable home for our customers. Furthermore, Metamore is inspired by 'Metamorphosis,' which signifies evolving to become better."

Marketing Communication Strategy of Cafe Metamore. In this digital age, marketing communication strategies play a vital role in promotional efforts and brand image building. Before launching a business, an owner must establish these strategies to drive success in building the enterprise. A marketing strategy is an activity focused on achieving goals through creative thinking, which enables a business to secure its future. One widely used enterprise strategy to navigate upcoming changes is a communication strategy [6].

Marketing communication is an activity that integrates advertising into a strategy designed to advance business. It is frequently conducted through social media, as these platforms facilitate direct communication and capture customer attention. One business that utilises social media effectively is Cafe Metamore, particularly on Instagram.



Figure 3 – Instagram Account of Metamore Café

In an interview, Adib Purnomo, as the owner, stated: "Instagram is already widely known, so in my opinion, it is far more effective; this is especially true for customers who constantly monitor the stories we upload every day. I also believe that Instagram offers higher quality in terms of disseminating information."

Observations conducted at Cafe Metamore indicate that Instagram is utilised to establish direct communication with customers. Cafe Metamore can enhance its quality by leveraging its Instagram account. Currently, Instagram is the most popular social media platform among the public and serves as a vital medium for business promotion. It is used as a tool to build the popularity that an enterprise aims to achieve.

Cafe Metamore employs Instagram as its primary medium to support its marketing communication strategy. The marketing communication strategy implemented by Cafe Metamore through Instagram represents a creative step toward enhancing brand image and generating customer interest. Since its inception, Cafe Metamore has consistently used Instagram as a platform to develop marketing communication strategies to improve customer service.

In addition to social media strategies, Cafe Metamore also implements a 'House Vitality' strategy. This strategy is adopted because it prioritises the interests and comfort of customers who visit the cafe in person. Through the 'House Vitality' approach, Cafe Metamore can foster greater loyalty and interact directly with customers as if they were friends, ensuring the cafe's baristas warmly welcome them. Furthermore, Adib Purnomo stated: "We also employ a 'House Vitality' strategy to enhance direct communication. This strategy aims to make our customers feel more comfortable with the service we provide." The results of this interview reveal that Cafe Metamore fosters customer comfort not only through Instagram but also through the 'House Vitality' concept. Under this concept, Cafe Metamore aims to make customers feel as comfortable as if they were at home, complemented by a warm, welcoming atmosphere.

The strategy employed by Cafe Metamore on Instagram utilises visual techniques to highlight the surrounding ambience. On Instagram, Cafe Metamore creates engaging content, such as photos and videos of new menus and billiards activities that are currently trending. Furthermore, the platform enables Cafe Metamore to interact with customers via Direct Messages (DMs) and comments.

In addition to creative content creation, Cafe Metamore enhances product appeal by offering promotions. Utilising captivating captions and sharing customer testimonials also significantly influences their primary strategic focus. Through these methods, Cafe Metamore effectively strengthens its marketing communication on Instagram.

The strategies used by Cafe Metamore extend beyond digital platforms; they also include direct interaction, such as word-of-mouth communication from customers who have visited the cafe. This form of communication provides the local community with firsthand accounts of the positive experiences and friendly service at Cafe Metamore. By leveraging these strategies, Cafe Metamore is steadily improving its overall quality. Additionally, the cafe enhances its Instagram presence by commemorating national holidays, such as Independence Day, Batik Day, Youth Pledge Day, Teacher's Day, Eid al-Fitr, and other religious celebrations [7].

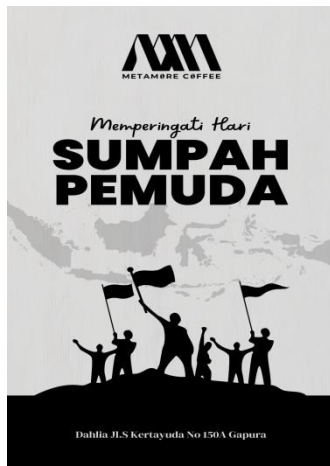


Figure 4 – Commemorating national holidays by Metamore Café

Cafe Metamore is more active on Instagram than on other media platforms. According to Adib Purnomo, owner of Metamore Café, this is primarily because Instagram gained popularity earlier than TikTok or other platforms, and Café Metamore's primary target audience is youth. Holiday greetings and commemorative messages are often shared through Instagram Stories. This practice aims not only to strengthen customer relationships but also to create more personal and relevant interactions. Furthermore, content centred on these special moments provides a significant opportunity to enhance marketing communication.

Cafe Metamore strategically selects Instagram content to create a long-term impact. A dedicated team of content creators typically manages the cafe's content. This content is uploaded once a week, specifically on Sundays. Inspiration for the content is usually drawn from direct observations or other social media platforms, with ideas often emerging spontaneously. Both the content creators and the owner frequently gather references from TikTok and Instagram. Furthermore, advertising serves specific objectives: to influence, persuade, and inform customers regarding new or existing menu items at Cafe Metamore [8].

M. Fikri, as the Content Creator for Cafe Metamore, stated in an interview: "In my view as a content creator at Cafe Metamore, the content on Instagram is usually referenced from other social media platforms such as TikTok or Instagram itself, though ideas often emerge spontaneously. The owner also occasionally seeks out references and discusses them immediately with the content

creator team, followed by production the very next day."

Cafe Metamore shares what is going on at the cafe through its Instagram account. You can see a lot of things on their Instagram, like what the cafe looks like and what is happening there; this is what M. Fikri said about it: "We take pictures of what's happening at Metamore or what the cafe looks like. We also tell people about the things you can buy at Metamore sometimes". Cafe Metamore uses Instagram to show people what the cafe is like and what they can get there. They do this a lot to help people know more about Cafe Metamore and what they have.



Figure 5 – Instagram feeds of Metamore Café

In summary, Cafe Metamore's marketing communication on Instagram involves creating creative content to capture customer attention through Stories, Reels, and photo posts. The strategy on their Instagram account to engage customers leverages a warm, inviting atmosphere. By utilising aesthetic photography and highlighting the cafe's ambience, Metamore effectively attracts potential customers.

Furthermore, Cafe Metamore has collaborated with a local influencer, specifically Bangtaun. As stated by M. Fikri, "Yes, Cafe Metamore collabo-

rated with a Lampung influencer. The influencer introduced the cafe as a comfortable hangout spot that is a must-visit when in Kotabumi; that influencer was Bangtaun in 2023". Bangtaun is a prominent Lampung-based influencer whose collaboration aimed to introduce Cafe Metamore as a premier gathering place for visitors in Kotabumi.

The utilisation of Instagram's features serves as a strategic recommendation for Cafe Metamore's marketing communications. The cafe frequently organises live events, including a 'canvas painting' session. This activity has successfully garnered significant interest among customers in Kotabumi. Through such events, Cafe Metamore can enhance its brand image [9].

These events have attracted customers from outside the city, including those residing in Bandar Lampung. To market this event, Cafe Metamore utilises video content featuring a female model painting on canvas, effectively showcasing the experience to its audience.



Figure 6 –Painting event at Metamore Café

Three years ago, a canvas painting event was held, which, according to Adib Purnomo, successfully increased customer engagement, including from our customers in Bandar Lampung. One customer took the morning train to Kotabumi specifically to participate in the canvas painting at Cafe Metamore, and then returned to Bandar Lampung on the afternoon train."

However, in 2023, Cafe Metamore discontinued the canvas painting event. Some customers acted irresponsibly, staining the café's walls and tables, so the café's management decided to close. In addition to organising canvas painting sessions, Cafe Metamore also held a special event to commemorate its first anniversary.



Figure 7 – Anniversary event at Metamore Café

This event introduces Cafe Metamore through its unique promotional approach. Customers are invited to share their experiences at the cafe via Instagram Stories. After sharing their content, customers tag Metamore's official Account during their transaction with the barista. This strategy not only enhances customer service quality but also helps expand customer reach for promotional purposes.

Cafe Metamore has nice places to hang out, and the food is good, too. Cafe Metamore is more than that. Cafe Metamore is a place where people can get together. They have things going on all the time. Cafe Metamore also has billiards tables now; this is something Cafe Metamore has added to make it a more fun place for people to go.



Figure 8 –Billiard Tables at Metamore Café

Cafe Metamore advertises its billiard facilities on Instagram. This way, most people in Kotabumi know about them. Cafe Metamore now offers billiards. It is something customers can try when they visit. The billiard facilities help create an environment. People can eat, drink and play billiards.

Cafe Metamore has billiards. They promote their billiard facilities on Instagram. Billiards is a recreational sport played by manoeuvring 15 balls using a cue stick to pocket them into the table's corner pockets. Through this facility, Cafe Metamore enhances service quality while serving as a primary attraction in its marketing communication strategy. Utilising Instagram as a marketing tool, the billiard facilities are promoted through photos and videos of customers enjoying the game within the cafe's comfortable setting.

Cafe Metamore targets its billiard facilities toward adolescents and adults aged 18 to 40 who are seeking a place to socialise. Through these active initiatives, the cafe strives to build strong communication by capturing customer interest. The primary advantage of this promotion is the ability to provide unlimited on-screen exposure, creating an effective visual experience that attracts potential customers.

In addition to Instagram, Cafe Metamore utilises Google Maps to promote its marketing strategy. Google Maps serves as another widely used communication tool in the modern era. This platform employs updated photographs to convey information through a visual roadmap [10]. Consequently, Google Maps has become a highly effective tool for Cafe Metamore to enhance its digital presence and facilities.

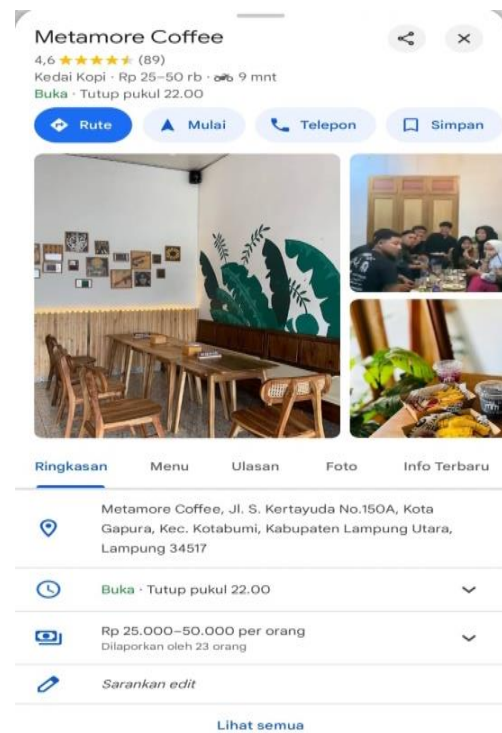


Figure 9 –Metamore Café at Google Maps

The primary advantage of this method is that it significantly helps customers identify an accurate location. Beyond Instagram Direct Messages (DMs), customers can also communicate via the Google Maps comment section. Furthermore, customers can access comprehensive information on the platform, including operational hours, menu details, and other relevant details.

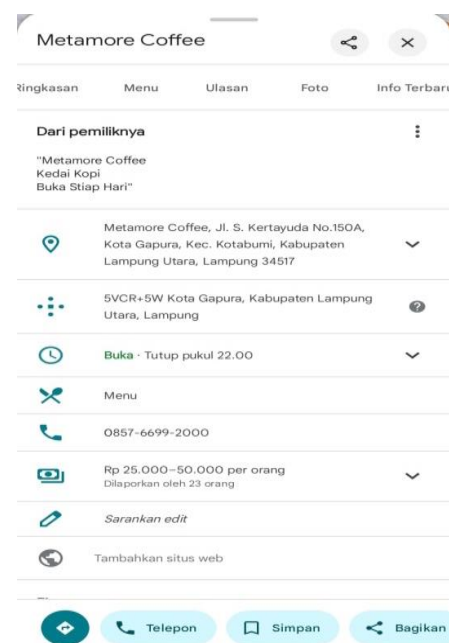


Figure 10 – More Information about Metamore Café at Google Maps

The way Cafe Metamore talks to its customers has really helped the baristas get to know the people who come in. Cafe Metamore has billiards facilities. That is a good thing for the cafe. Cafe Metamore is doing a job of talking to people and using social media, like Instagram. They also offer fun activities at the café, which has helped Cafe Metamore attract more customers and grow in Kotabumi. Cafe Metamore uses Google Maps and Instagram to reach people.

This study aims to understand the effectiveness of Instagram as a marketing communication platform in increasing brand awareness among the public. Through this research, customers can also

gain insights into the various events previously held at Cafe Metamore and identify the types of Instagram content, such as likes, comments, and posts, that influence their marketing performance.

In addition to social media, Cafe Metamore implements direct interaction strategies. Furthermore, the cafe utilises advertising with the specific objective of informing and influencing customers regarding new or existing menu offerings. The marketing communications executed by Cafe Metamore on Instagram involve creating creative content to capture customer attention, leveraging features such as Stories, Reels, and photo posts.

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