

ANALYSIS OF AZWA PARFUM'S DIGITAL MARKETING THROUGH INSTAGRAM MEDIA @AZWAPERFUME. PKU

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Submitted: 4 September 2026	Accepted: 13 September 2026	Published: 14 September 2026

ABSTRACT

The development of information and communication technology has encouraged businesses to use social media as a digital marketing channel. Azwa Parfum uses Instagram account @azwaperfume.pku to introduce its products and communicate with customers. This study describes the implementation of digital marketing based on six indicators: accessibility, interactivity, entertainment, credibility, irritation, and informativeness. The study employs a descriptive qualitative approach and a library-research design. Data are drawn from observation and documentation of the Instagram content discussed in the source thesis, supported by literature review. Data analysis consists of data reduction, data display, and conclusion drawing. The findings indicate that information and ordering access are facilitated through posts, highlights, WhatsApp, and e-commerce platforms. Two-way interaction occurs when the administrator responds to some comments, although responses are not consistent across all comments. Entertainment is presented through content featuring local influencers and public figures. Brand credibility and image are supported by collaborations with influencers and local businesses. However, some comments express dissatisfaction with promotions perceived as falling short of customer expectations. The account also shares information about products, discounts, events, rewards, and partnerships. The study concludes that Instagram supports accessibility, content appeal, and information delivery, while consistent customer responses and clear promotional communication remain important.

Keywords: digital marketing; Instagram; Azwa Parfum; social media; marketing

PRELIMINARY

The development of information and communication technology has changed the way people obtain information, interact, and carry out economic activities. The internet and mobile devices allow information to be disseminated quickly without having to rely on face-to-face meetings. These changes also affect marketing activities. Business actors can introduce products, provide information, respond to questions, and build relationships with consumers through digital channels. Digital marketing is one of the options because communication with the audience can be done through text, photos, videos, links, and interactive features on online platforms.

Social media occupies an important position in these activities because users not only receive information, but can also respond, ask questions, share content, and convey experiences. For businesses that sell products to consumers, this character opens up opportunities to expand the reach of promotions while getting direct responses from the audience. However, the existence of social media accounts alone does not automatically result in effective marketing communication. Information needs to be presented clearly, customer questions need to be responded to, and promotional materials must be in accordance with the explanation that consumers understand.

Instagram is one of the social media that can be used to market products through visual and video content. The features of uploads, stories, highlights, comments, messages, and links to other channels allow businesses to convey information and direct audiences to the ordering process. This combination of visual content and interaction is relevant for perfume products,

whose marketing needs to build brand recognition and provide information about variants, promotions, locations, and ways of purchase.

Azwa Parfum is a perfume business that operates in Pekanbaru and utilizes Instagram through the @azwaperfume.pku account. In the source thesis, this business is explained to market through online media, participate in bazaar activities, and have offline outlets. The Instagram account is used to introduce products and provide information to customers. The thesis recorded a figure of around 37.4 thousand followers in one of the sections referring to December 2024, while the overview section listed around 37.7 thousand followers and 5,834 uploads. The difference in numbers is maintained as a record of different sections of the thesis, not considered as a single number that has been verified.

The use of Instagram by Azwa Parfum is interesting to study because digital marketing is not only related to the frequency of uploads or the number of followers, but also the way accounts provide access, manage conversations, create interesting content, build trust, handle complaints, and convey information. The thesis that is the source of this article analyzes the account through six digital marketing indicators associated with Yazer Masdini, namely accessibility, interactivity, entertainment, credibility, irritation, and informativeness.

Based on this context, the focus of this article is to describe how Azwa Parfum's digital marketing is carried out through Instagram @azwaperfume.pku based on these six indicators. The purpose of the research is not to measure the influence of marketing on sales statistically, but to explain the marketing practices observed in the content and documentation discussed in the thesis. Thus, the results of the research are expected to provide a structured picture of the aspects that have been carried out and the communication aspects that are still of concern.

RELATED RESEARCH

The review of previous research has a crucial role in mapping academic positions, building theoretical foundations, and clarifying the novelty of the research entitled "Analysis of Azwa Parfum's Digital Marketing Through Instagram Media @azwaperfume.pku". The literature review in this context is grouped into three main domains, namely research on Azwa Parfum's business object, the dynamics of digital marketing of local fragrance products, and the effectiveness of the use of Instagram social media as a digital marketing instrument. The first domain includes research that specifically examines Azwa Parfum's business lines. The research conducted by Wulanda (2023) entitled "Analysis of Digital Marketing Strategies to Increase Sales of Perfume Products at Azwa Perfume Padang" examines how the application of digital marketing in one of Azwa Perfume's branches has a direct effect on the expansion of market reach and sales volume. The results of the study show that the integration of well-planned digital channels is able to increase brand visibility in the midst of fierce competition in the fragrance industry.

The similarity of the research with this research lies in the focus of the object studied, namely the Azwa Parfum brand and the implementation of digital marketing strategies. However, the difference lies in the focus of analysis and geographical location. Wulanda's research focuses on the effectiveness of digital marketing on sales level indicators in the Padang branch, while this research focuses on in-depth analysis on content management, interaction strategies, and the use of Instagram social media specifically through the @azwaperfume.pku account in Pekanbaru City. In addition, a study related to Azwa Parfum in the Pekanbaru market has also been conducted by Andika and Romyeni (2024) in a study entitled "The Influence of Advertising and Sales Promotion on the Purchase Decision of Azwa Perfume Pekanbaru Products". The study used a quantitative approach to test how much the impact of advertising and sales promotion variables on consumer purchase decisions in Pekanbaru. The

results confirm that intensive promotional activities play a significant role in encouraging the buying interest of the local community.

The similarity with this study is the use of the same target subject and region, namely consumers and Azwa Parfum's promotional activities in the city of Pekanbaru. However, the fundamental difference lies in the methodology and focus of the study. Andika and Rumeni's research focuses on the promotional mix in general and its impact on the variables of purchasing decisions quantitatively, while this study applies a qualitative approach to dissect the digital marketing strategy as a whole on the Instagram social media platform.

The second domain discusses the dynamics of digital marketing in the local perfume industry in Indonesia. Mutia and Sari (2024) in their research entitled "Content Analysis of the Marketing Communication Strategy of HMNS Local Branded Perfume Products Through Instagram Social Media" analyzed how fragrance brands utilize Instagram features such as Feeds, Reels, and Stories to build audience engagement. Their findings reveal that the use of storytelling techniques and aesthetic visual narrative delivery is very effective in communicating aroma characteristics which are abstract into a form of visual content that is attractive to consumers. Mutia and Sari's research has similarities with this study in terms of the use of the Instagram platform as the main medium for marketing fragrance products. The difference lies in the characteristics of the brand being analyzed; HMNS is a national-scale brand (direct-to-consumer), while this research focuses on Azwa Parfum which has market characteristics and a typical locality approach in the city of Pekanbaru. Comprehensively, research focusing on brand authenticity and social media was also shown by Rahmawati et al. (2024), who examined digital marketing strategies in building brand identity through social media in the local fragrance industry.

The research emphasizes the importance of visual content consistency and responsiveness of two-way interactions in creating customer trust. This reinforces the importance of digital marketing elements on Instagram as an interactive medium that not only serves as a means of promotion, but also as a space for brand image formation. Based on the presentation of the literature synthesis above, the latest research (state of the art) and the research gap of this study are very clear. Although research on digital marketing in the fragrance industry and the evaluation of Azwa Parfum products in several regions has been conducted, there has been no comprehensive study that specifically dissects the implementation of Instagram-based digital marketing strategies on the official @azwaperfume.pku account. This research fills this gap by in-depth analyzing how the use of Instagram features—such as audio-visual content Reels, Feeds, Story interactions, and direct communication through Direct Messages—is managed to build brand awareness and interaction with local consumers in the city of Pekanbaru.

RESEARCH METHODS

This research uses a descriptive qualitative approach. This approach is used to describe digital marketing practices as found in observations of Instagram accounts, without conducting quantitative hypothesis testing. The form of research in the source thesis is library research, with digital marketing theory as a framework to group and interpret findings. The object of the research was Azwa Parfum's digital marketing through Instagram, while the subject observed was the @azwaperfume.pku account. The research in the thesis was carried out in the range of November 2024 until the research process was completed in the 2024–2025 period. The data discussed included upload documentation, account highlights, order links, comments that received and did not receive a reply, collaboration content with public figures, and promotional and cooperation information content. The data was read together with the library sources used in the thesis.

Data collection in source research is carried out through observation and documentation of account content and literature studies. Documentation is important because uploads and comments are communication traces that can be reviewed to see the form of information delivery and interaction. Analysis follows three stages described in the thesis, namely data reduction, data presentation, and conclusion drawn. In the reduction stage, information is sorted based on its relevance to the research question. In the presentation stage, findings are compiled according to six digital marketing indicators. The final stage is carried out by drawing conclusions from the patterns seen in the documentation.

The six indicators used are accessibility, interactivity, entertainment, credibility, irritation (distraction or dissatisfaction), and informativeness (informativeness). This article maintains the framework and substance of the findings in the source thesis. Because the database presented is in the form of observations and account documentation, the findings are not interpreted as direct evidence of the magnitude of sales increase, the level of satisfaction of all customers, or the causal relationship between content and purchase decisions.

RESULTS AND DISCUSSION

3.1 Accessibility: Ease of Access to Information and Booking

The accessibility indicator is related to the audience's ability to find and use information or services provided online. On the @azwaperfume.pku account, ease of access is shown through uploads and a highlight feature titled "info, how to order, and location". The highlights collect information that was previously conveyed through temporary content so that the audience can find it again when opening the profile. The material displayed includes information about Azwa Parfum, how to place an order, and location.

Accounts also direct audiences to official WhatsApp. This channel connects the activity of finding products on Instagram with more direct conversations to get information or continue orders. The thesis notes that WhatsApp admins usually respond in less than an hour. In addition to WhatsApp, a number of uploads mention orders through Shopee and TikTok Shop. With these several channels, customers don't always have to come to the outlet to get purchase access.

These findings show that Instagram is used not only as a visual storefront, but also as an entrance to transaction services. Information on how to order and location reduces the need for customers to look for leads from many sources. The choice of ordering channels makes it easier for customers with different app usage habits. In the framework of accessibility, the presence of a clear link or description helps to shorten the step from viewing content to obtaining more information.

However, ease of access needs to be understood as the availability of a path, not a guarantee that every customer will succeed in making a transaction. Clarity of links, information updates, and consistency of information between channels still determine the user experience. Based on the findings of the thesis, the accessibility aspect is one of the aspects that has been seen in Azwa Parfum's marketing practices because the account contains basic information and connects the audience with the ordering service.

3.2 Interactivity: Two-Way Communication with Customers

Interactivity refers to the existence of mutual communication between business accounts and audiences. Unlike one-way promotions that only convey messages, interactions provide opportunities for users to ask questions or submit responses and for account managers to provide responses. In the documentation discussed in the thesis, @azwaperfume.pku admins

are seen replying to a number of comments, including comments related to promotions and product quality.

Admin replies show that the comment field can be a space for customer service communication. Replies to comments can help the questioner get information and at the same time provide context to other users reading the conversation. Public interaction also has the potential to show that the account is paying attention to the audience's responses. In the context of digital marketing, these kinds of conversations can complement promotional messages because consumers not only see the claims in the upload, but also see how the business responds to the question.

However, the thesis also documents comments that did not receive a response, including questions or responses related to promotions. This indicates that the interaction has not been evenly distributed. When comments are left unanswered, customers may not get the clarity they need. This is especially important if the question relates to promotional terms, pricing, or product information that may influence a purchase decision. As such, the findings of the interactivity indicator are mixed: two-way communication practices already exist, but consistency is still a concern. These findings do not mean that all customer communications are unmanaged, as the thesis also shows examples of admin responses. Instead, the data show that there are differences in the treatment of observed comments. In practical terms, interaction management can be strengthened through regular monitoring of comments, prioritization of questions that require clarification, and the use of concise and easy-to-understand answers. These suggestions are an implication of the findings, not a claim that these measures have been implemented by the account.

3.3 Entertainment: Attention-Grabbing Promotional Content

Entertainment indicators are related to entertainment elements that can make content more attractive to audiences. The thesis identifies the use of content with celebrities and public figures in Pekanbaru, including Ilham Prayogi, Nicholas Abi, Nabil Manta Pratama, and Megi Irawan. The collaboration content combines perfume promotions with the presence of figures who are already known by some social media users. In some materials, promotions are combined with statements or comedy elements so that the delivery of messages is not only in the form of direct product explanations. The use of public figures can bring together brand accounts with a network of followers of the figures involved. Collaboration content published through Azwa Parfum's account and the personal accounts of figures who work together provides an opportunity for brand messages to be found by audiences outside of business account followers. Entertainment elements can also make promotional messages feel closer to the social media communication style that users consume daily.

In the reading of these indicators, what can be ascertained from the documentation is the presence of collaborative content and the use of elements intended to attract attention. This article does not conclude that every collaboration necessarily increases sales or that all audiences rate the content as entertaining, since the thesis does not present quantitative measurements to prove such impact. The value of the findings lies in the strategy of presenting the message: the product is introduced through content involving public figures and a more varied format.

Entertainment content still needs to be related to product identity so that the audience's attention does not stop at the figure that appears. In the context of Azwa Parfum, collaboration is part of efforts to promote the brand while taking advantage of the reach of other accounts. These findings show that Instagram marketing activities are not limited to catalog uploads, but also include material designed to gain attention through certain figures and delivery styles.

3.4 Credibility: Building Trust and Brand Image

Credibility is related to the perception of the trustworthiness of information and brands. In the thesis, efforts to build Azwa Parfum's image are seen through collaborations with influencers in Riau and collaborations with well-known local businesses in Pekanbaru, including Famys and Fajar Cosmetic. This kind of content features Azwa Parfum in relationships with other parties, so that the brand is introduced not only through self-made communication, but also through collaborative activities.

Collaborations with public figures or local businesses can serve as a form of social recognition: the audience sees the brand present with the people they already know. The thesis documentation also records positive comments on the account as an indication of customer acceptance of the product. These comments are part of the response that appears in the account's public space, although it is not enough to represent the assessment of all customers.

Credibility needs to be distinguished from popularity. The number of followers or the presence of public figures does not automatically prove the quality of the product. In this article, collaboration and positive comments are understood according to the scope of the findings, namely as a communication effort to build an image and as an indication of a documented positive response. The research did not conduct laboratory tests on perfume quality, transaction audits, or representative surveys to measure the level of customer trust.

Therefore, the credibility of digital marketing can be seen as a process built through the consistency of information, relationships with partners, as well as the way accounts respond to customers. Featured collaboration gives the brand a social context, while clear answers and handling of complaints are an important part of maintaining trust. The findings of this indicator go hand in hand with the findings of interactivity and irritation: brand image is shaped not only by collaborative content, but also by communication experiences when consumers need information or question promotions.

3.5 Irritation: Complaints and Non-Conformance of Promotional Expectations

The irritation indicator is used to read experiences or responses that indicate that marketing activities cause disruption or dissatisfaction for the audience. In the thesis, customer comments were found that showed dissatisfaction with Azwa Parfum's promotion. The complaint was related to promotions that were considered not in accordance with expectations, including comparisons with promotions in previous years.

These findings show that promotions are not enough to just attract attention. Consumers also need to understand the terms, periods, benefits, and conditions that apply. If promotional messages are interpreted differently by businesses and customers, dissatisfaction can arise even if the upload is originally intended to increase interest. Because complaints found are related to promotional expectations, clarity of information is an important aspect in reading irritation indicators.

Negative comments should not be taken as a snapshot of the entire customer or evidence that the entire marketing strategy is failing. In documentation-based qualitative research, they are more appropriately treated as cases that show a difference in understanding or expectations. However, cases like this are important because conversations on social media can be seen by other users. Inadequate responses or unclear information have the potential to make misunderstandings last longer.

The implication that can be drawn is the need to present the terms of the promotion in a specific, consistent, and easy to find manner. Information that is important to the purchase decision should not only be conveyed through short sentences that have the potential to be

interpreted differently. When a customer submits a criticism, a response that politely explains the context and conditions can help reduce ambiguity. This suggestion departs from the findings of the complaint in the thesis and is not intended as a statement that all complaints have been or have not been resolved.

3.6 Informativeness: Delivery of Product Information and Business Activities

Informativeness is related to the extent to which content provides information that the audience needs. Based on the thesis, the @azwaperfume.pku account contains information about products, discounts on holidays, activities or store openings, rewards, and collaborations with other brands or stores. This variety of content makes the account not only display products, but also provide news about business activities and promotional opportunities that are relevant to customers.

Product information helps the audience recognize what is offered. Discount and reward information provides information about programs that customers can pay attention to, while announcements of activities and store openings inform business developments. Content about collaborations, including with Famys and Fajar Cosmetic, shows Azwa Parfum's relationship with other parties. Thus, the account is used as an information channel that covers several aspects of the brand's activities.

The quality of information is determined not only by the number of uploads, but also by its clarity, accuracy, and ease of finding. The findings about the "info, how to order, and location" highlights support the reading that some basic information is gathered to make it more accessible. Meanwhile, complaints about promotions show that a lot of information still needs to be conveyed in a way that does not cause differences of understanding. The indicators of informativeness and irritation are thus complementary: the account is actively spreading information, but certain promotional information can still cause dissatisfaction.

Overall, the informativeness indicator shows that Instagram is used as a medium to convey product developments and business activities in an ongoing manner. Informative content can help consumers follow information without having to go to the store first. However, this article does not claim that all information is always complete or always updated, as such assessments require a more detailed observation of the period of uploads and changes in information over time.

3.7 Synthesis of Findings of Six Indicators

If the six indicators are read in an integrated manner, it can be seen that Azwa Parfum's digital marketing activities have several interrelated functions. Accessibility provides a pathway for the audience to obtain information and place orders. Informativeness fills the channel with content about products, promotions, activities, and collaborations. Entertainment enriches the form of presentation through collaboration with public figures, while credibility is related to efforts to build an image through collaborative relationships and documented positive responses.

At the same time, interactivity and irritation show that digital marketing is not entirely within the control of the account manager. Customers can leave questions, comments, or criticisms that are visible to other users. Replies to some comments indicate two-way communication, but unanswered comments indicate room for improvement in service consistency. Promotional complaints emphasize the importance of consistency between the information presented and the expectations that are formed in the customer.

This synthesis shows that the effectiveness of marketing communication through social media should not be judged only by the number of followers, the number of content, or the

existence of collaboration. Aspects of access, clarity of information, response, and handling of dissatisfaction need to be considered together. These conclusions remain in the descriptive realm according to the research design. To determine the influence of each indicator on purchasing decisions, follow-up research requires additional data such as consumer interviews, surveys, or transaction data that are not available in the scope of this article.

The discussion of the results of research and testing obtained is presented in the form of theoretical descriptions, both qualitatively and quantitatively. Experimental results should be displayed in the form of graphs or tables.

CONCLUSION

This study describes Azwa Parfum's digital marketing through Instagram @azwaperfume.pku based on six indicators: accessibility, interactivity, entertainment, credibility, irritation, and informativeness. In the accessibility indicator, accounts provide basic information through uploads and highlights "info, how to order, and location", as well as directing customers to WhatsApp and electronic commerce platforms such as Shopee and TikTok Shop. This makes it easier for the audience to find online ordering channels.

In the interactivity indicator, admins reply to some comments related to promotion and product quality, but there are also comments that do not receive a response. In the entertainment indicator, accounts use content with celebrities and public figures to attract attention. In the credibility indicator, collaboration with influencers and local businesses, including Famys and Fajar Cosmetic, is part of efforts to build brand image; positive comments are also recorded as documented audience responses.

In the irritation indicator, the study found customer complaints related to promotions that were considered not in accordance with expectations. In the informativeness indicator, accounts conveyed product information, discounts, activities or store openings, rewards, and cooperation. In general, Instagram functions as a channel to access information, introduce products, direct orders, and build communication with customers. Two aspects that deserve attention based on the findings are consistency in responding to comments and clarity of promotional terms.

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