
Maketing Communication Strategy on Instagram Reels**@WARUNGPOTE****Kania Adilla Libriana**220531100199@student.trunojoyo.ac.id**Imam Sofyan**imamsofyan@trunojoyo.ac.id

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Abstract

The rise of short-form video has transformed digital marketing communication strategies, particularly among food-related SMEs that use social media to build audience engagement and drive purchasing decisions. Instagram Reels has become one of the most widely used features because it is supported by an algorithm capable of expanding organic reach and increasing user engagement. This study aims to analyze the marketing communication strategies of the Instagram account @warungpote through Instagram Reels in building audience engagement. The study employs a qualitative approach using the case study method and a constructivist paradigm. Data were collected through non-participant observation of 16 Reels posts, in-depth interviews with five informants selected using purposive sampling, and a document analysis. Data analysis was conducted using the Miles, Huberman, and Saldaña interactive model, while data validity was tested through source triangulation, methodological triangulation, member checking, and peer debriefing. The research results indicate that storytelling, emotional branding, and FOMO play a crucial role in maintaining audience retention and driving audience interaction. Audience interaction is formed through the integration of visual elements, narrative, and social validation that align with the characteristics of the Instagram Reels algorithm. These findings expand the application of the AIDA model from a linear approach to an interactive, emotional, and algorithm-based digital marketing communication framework. The research results are expected to enrich studies on short-form video-based digital marketing communication and serve as a reference for SME practitioners in designing content strategies oriented toward the audience experience.

Keywords: *Instagram Reels, AIDA, Audience Retention, FOMO, Food and Beverage SMEs.*

INTRODUCTION

The growth of the digital economy has transformed the way businesses communicate with consumers. Social media has evolved from a means of personal interaction into a strategic tool for marketing, brand awareness, and purchasing decisions. This transformation presents significant opportunities for Micro, Small, and Medium Enterprises (MSMEs) to reach a broader market with relatively cost effective promotional expenses (Benjamin et al., 2021; Hasan, 2021). The use of social media as a marketing

channel has also been shown to contribute to improved business performance, strengthened customer relationships, and the creation of a more competitive brand value (Kusuma Negara, 2024; Rajiman et al., 2026).

The culinary sector is one area of MSMEs experiencing accelerated adoption of digital marketing. The characteristics of culinary products which rely on visuals, consumption experiences, and social interaction make social media an effective promotional tool (Regina et al., 2025). Culinary SME operators are increasingly active in utilizing digital platforms to build closer relationships with consumers, increase brand visibility, and drive purchasing decisions (Fadila et al., 2025; Rizkiani, 2025). The success of digital marketing communication in the culinary sector is no longer determined solely by product information but also by business owners' ability to create engaging and relevant experiences for their audience. Changes in social media user behavior have led to the dominance of short-form video content as the most widely consumed digital communication format. Short videos are considered more effective at capturing attention because they are visual, dynamic, easy to understand, and aligned with fast-paced information consumption patterns (Judijanto et al., 2025). This trend has prompted various social media platforms to develop short-video features, including Instagram's through the Instagram Reels feature (Fithriyah et al., 2025). Algorithms that prioritize watch time, engagement rates, and content relevance give Instagram Reels a broader organic reach compared to conventional post formats (Susanto et al., 2023).

The use of Instagram Reels is on the rise in the marketing communication strategies of SMEs. Short-form video content has proven to be more effective at increasing brand awareness, engagement, and consumer purchase intent than static content (Amalia et al., 2025; Senalasari et al., 2024). Research by (Sucipto & Yahya, 2022) shows that Instagram Reels create more interactive marketing communication through a combination of visuals, audio, and compelling narratives. (Iqbal & Sembiring, 2024) found that Reels content has a significant effect on increasing engagement on culinary business accounts. (Dewi & Saleh, 2025) explain that the production of Instagram Reels content contributes to increased brand awareness, while (Putri & Khoirotunnisa, 2025) emphasize that the Reels feature serves as a strategic tool in digital marketing because it can organically expand audience reach. Most previous studies have focused on measuring marketing

effectiveness through quantitative indicators such as the number of views, likes, comments, and engagement rates (Dwinanda Larasati & Dharmawan, 2025; Theresia Lavietha, 2025). Studies on Instagram Reels also tend to discuss the platform's influence on purchase decisions or brand awareness without explaining how the marketing communication process is built through mutually integrated content elements (Cahyadi & Sirait, 2025; Skawanti & Sungkar, 2023). Research on audience retention, emotional branding, and Fear of Missing Out (FOMO) is generally conducted in isolation, making it unable to explain the relationships between these concepts within the context of short-form video-based marketing communication (Fahimah & Ningsih, 2022; Lando & Oktavianti, 2023). An empirical gap is also evident in the digital marketing practices of local culinary SMEs. Many business owners still rely on a hard-selling approach focused on product promotions and pricing information. While this strategy often generates high view counts, it has not been effective in fostering sustainable audience engagement (Ashari et al., 2023; Widiastuti & Indriastuti, 2022). In an algorithm-driven social media ecosystem, the success of content is determined by the ability to capture attention, maintain watch time, build emotional connection, and encourage audience participation (Kusumasondjaja, 2021; Rozaq & Nugrahani, 2023).

A preliminary study of the Instagram account @warungpote revealed marketing communication practices that differ from those of most local food-related SMEs. This account consistently posts Instagram Reels two to three times a week, combining visual aesthetics, attention-grabbing openings, storytelling, trending audio, the point-of-view (POV) format, and a soft-selling approach. Preliminary observations of 16 Reels posts indicate that content highlighting everyday experiences, a sense of togetherness, and narratives relevant to the audience receives higher engagement compared to content that merely showcases products and pricing information. These initial findings suggest that audience engagement is influenced not only by visual quality but also by the content's ability to foster emotional experiences and social connection. There are three research gaps that need to be addressed. First, a theoretical gap: there has been no integration of the AIDA model (Attention, Interest, Desire, Action) with the concepts of audience retention, emotional branding, and Fear of Missing Out (FOMO) in explaining Instagram Reels-based marketing communication strategies. Second, a methodological gap: the

dominance of quantitative approaches in previous research has meant that the process of audience interaction formation has not been thoroughly examined. Third, an empirical gap: research examining the implementation of short-form video marketing communication strategies among local culinary SMEs remains limited. The novelty of this study lies in the development of a digital marketing communication analysis framework that integrates the AIDA model with the concepts of audience retention, emotional branding, and Fear of Missing Out (FOMO) in the context of Instagram Reels for local culinary SMEs. This integration is used to explain how visual elements, narrative, emotional experiences, and social validation work simultaneously to shape audience interaction.

This study aims to analyze the marketing communication strategies of the Instagram account @warungpote through Instagram Reels in building audience interaction via the integration of the AIDA model, audience retention, emotional branding, and Fear of Missing Out (FOMO). Theoretically, this study is expected to enrich research on digital marketing communication based on short-form video. Practically, the research findings are expected to serve as a reference for MSME practitioners in designing social media content strategies that are more adaptive to the behavior of digital audiences.

RESEARCH METHOD

This study employs a qualitative approach using the case study method to gain an in-depth understanding of the marketing communication strategies of the Instagram account @warungpote through the Instagram Reels feature. The qualitative approach was chosen because this study focuses on the meanings, processes, and interactions that occur in the practice of digital marketing communication, which cannot be fully explained through quantitative measurements alone. The case study method was used because it allows the researcher to explore phenomena contextually, in depth, and comprehensively, focusing on a single research subject. The study was conducted on the Instagram account @warungpote, which belongs to a culinary SME in Bangkalan Regency, East Java. Data collection took place from February through April 2026. The selection of the research location was based on preliminary observations indicating that the account consistently utilized Instagram Reels as a marketing communication medium, with a relatively active

level of audience engagement. The researcher served as the primary instrument, playing a role in designing the study, collecting data, analyzing data, and interpreting the findings. The researcher's involvement took place directly through observation of Instagram account activity, in-depth interviews with informants, and documentation of uploaded content. Research informants were selected using purposive sampling, taking into account their involvement and knowledge of @warungpote's digital marketing activities. The informants consisted of one business owner, one social media manager, and three active followers of the account who had previously interacted with Instagram Reels content or purchased products. The criteria for active followers included: (1) having followed the account for at least three months, (2) having interacted with the content by liking, commenting, sharing, or saving posts, and (3) having visited Warung Pote or purchased products there. The number of informants was determined based on the principle of data saturation that is, when the information obtained revealed recurring patterns and no new significant data was found.

Research data was collected through non-participant observation, semi-structured in-depth interviews, and a document analysis. Observations were conducted on 16 Instagram Reels posted during the research period to identify patterns of marketing communication, the use of visual elements, narratives, audio, and audience responses. In-depth interviews were conducted using semi-structured interview guidelines based on the AIDA model (Attention, Interest, Desire, Action), the concept of audience retention, emotional branding, and Fear of Missing Out (FOMO). Documentation included screenshots of content, audience interaction data, post archives, and field notes. The research instruments consisted of the researcher as the primary instrument and supporting instruments in the form of an observation guide, an interview guide, and documentation sheets. The interview guide was developed based on indicators for each research concept and validated through expert judgment by two faculty members in the field of digital marketing communication to ensure the appropriateness of the content and clarity of the questions. Data analysis utilized the interactive model proposed by Miles, Huberman, and Saldaña, which comprises four stages: data collection, data condensation, data presentation, and drawing conclusions. The analysis process was conducted simultaneously from the start of data collection, allowing the researcher to continuously

verify and delve deeper into the information. Data validity was tested through source triangulation, methodological triangulation, and member checking. Source triangulation was performed by comparing information from business owners, social media managers, and the audience. Methodological triangulation was carried out by comparing the results of observations, interviews, and documentation. Member checking was conducted by reconfirming the results of data interpretation with informants to ensure consistency of meaning and enhance the credibility of the research findings.

RESULTS AND DISCUSSION

1. Instagram Account Profile @warungpote

@warungpote is the Instagram account of Warung Pote, a small and medium-sized enterprise (SME) located in Poter, Tanah Merah Subdistrict, Bangkalan Regency, that serves traditional dishes with a modern twist. Established in 2023, Warung Pote has successfully built a strong digital presence through the consistent and strategic use of Instagram Reels. As of the research period in April 2026, the @warungpote account had over 764 followers with an average engagement rate of 2% per Reels post a figure above the local culinary industry average, which ranges from 1–3%. The @warungpote content team consists of a content planner, a videographer, and a video editor. Their content strategy is structured around a consistent posting schedule of 2–3 Reels per week. These findings align with the study (Susanto et al., 2023), which states that consistency in content posting is one of the key factors in the success of social media strategies for culinary businesses.

Figure 1. Warung Pote's Instagram Profile



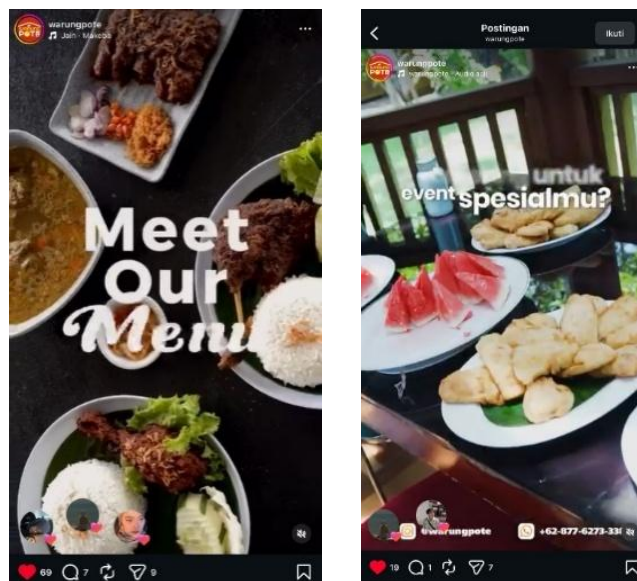
Source: <https://www.instagram.com/warungpote/>

2. Strategies for Capturing Attention Through Visuals and an Engaging Opening

The research findings indicate that the digital marketing communication strategy of the Instagram account @warungpote focuses on capturing *the* audience's attention through the visual optimization, and *an attention-grabbing opening* in the first few seconds of Reels content. Based on observations of 16 Reels, 12 of them used *close-up shots* of food in the first three seconds, while 9 used text *hooks* in the form of short questions to pique the audience's curiosity. Additionally, most of the content utilized trending audio, bright lighting, warm colors, and rapid camera angle shifts to create instant visual stimulation. One informant explained:

“If the opening video isn't engaging, people usually skip it right away. So we focus on the first three seconds to get the audience to stop scrolling.” (Informant 2, Maulidya, 2026).

Figure 2. Attention-Grabbing Content



Source: <https://www.instagram.com/reel/DPnCrREk42/>

The results of the observation show that one piece of content which displayed a menu with the text “*Meet Our Menu*” in the first second of the video generated a higher audience response compared to direct promotional content that only showed a menu list or pricing information. These findings indicate that attention grabbing strategies on Reels depend not only on the visual quality of the product but also on the content's ability to

create emotional curiosity in a short amount of time. The opening hook serves as a *visual interruption* to the audience's *scrolling behavior* on social media. Digital audiences tend to scroll quickly, so content must be able to create sensory and emotional stimuli within the first few seconds to prevent it from being skipped immediately. Therefore, the @warungpote account utilizes a combination of close-up visuals, the talent's spontaneous expressions, short text, and viral audio to boost *algorithmic visibility* and audience retention. In addition to close-up visuals, the @warungpote account also uses fast editing techniques, dynamic angle shifts, and short cuts to keep the audience's focus at the beginning of the video. The fast video pacing keeps the audience engaged with the visual flow without overly long pauses. Some content also employs delayed visuals where the product isn't fully revealed at the start of the video encouraging the audience to watch until the end.

"The video piques your curiosity because the food isn't shown in full right from the start. So you automatically keep watching until the end."
(Informant 4, Fajar, 2026).

The findings indicate that audience retention for short-form videos is heavily influenced by the content's ability to generate curiosity and emotional triggers from the very beginning of the video. In the context of modern digital marketing communication, audience attention is no longer captured through direct product information, but through visual and emotional experiences capable of quickly driving engagement. These research findings align with the study (Susanto et al., 2023), which explains that Instagram and TikTok algorithms tend to prioritize video content with high audience retention at the beginning of the video. Furthermore, " also states that visual aesthetics have a significant influence on the formation of social media engagement. However, this study found that audience attention is influenced not only by visual quality but also by a combination of a hook opening, relatable expressions, and emotional triggers capable of creating an instant emotional connection.

The research findings also show that the visual strategy in @warungpote's Reels content places greater emphasis on *visual experience marketing* than on hard selling. The content does not merely present food as a promotional object but creates a visual sensation that allows the audience to imagine the experience of consuming the product. This

strategy reflects a shift in digital marketing communication from a direct promotional approach toward one based on visual experiences, emotions, and algorithmic interactions. Reliance on viral audio, visual trends, and social media algorithms poses a unique challenge in Reels based attention strategies. High performing content tends to be influenced by rapidly changing digital trends, so creators must be able to produce content consistently and adapt to shifts in social media audience behavior. Attention strategies using visuals and hook openings not only serve to pause the audience's scrolling but also act as the initial step in building interest and audience retention for @warungpote's Reels content.

3. Building Interest Through Storytelling and Relatable Content

Research findings show that the Instagram account @warungpote builds audience *interest* through storytelling strategies and *relatable content* that resonates with the daily lives of its young audience. Based on observations of 16 Reels, 11 of them used a simple narrative format, casual conversations, light humor, and situations the audience frequently experiences such as hanging out with friends, looking for dinner, or dealing with “midnight hunger.” This strategy makes the content feel more natural and avoids direct promotion.

“The video feels laid-back and relatable to everyday life, so even though I initially just came across it on my For You Page, I ended up watching it all the way through.”(Informant 4, Fajar, 2026).

Figure 3. Interest Content



Source: <https://www.instagram.com/reel/DVz-8vOEtU/>

The findings show that some Reels content uses the POV (*Point of View*) format, such as “*but what if it’s chicken rice?*” or “*do you know that little eatery?*” This format helps the audience feel connected to the situations depicted in the videos. Storytelling serves to build *emotional engagement* and extend audience retention. This strategy demonstrates that modern social media audiences are more interested in experiences and narratives that feel authentic than in overly formal promotional messages. Through storytelling, products are positioned not merely as consumer goods, but as part of the audience’s social and emotional experience. The use of *relatable content* is also a way to adapt to audience behavior in the age of *the attention economy*. Audiences tend to be more responsive to content that represents personal experiences, everyday humor, and familiar social situations. Therefore, the @warungpote account uses casual language, spontaneous expressions, and simple conversational patterns to create an emotional connection with its digital audience.

“We prefer to create content that feels like everyday conversation, so people don’t feel like they’re being sold to.” (Informant 1, Rizki 2026).

The findings indicate that *viewer engagement* with Reels content is influenced not only by visual quality but also by the content’s ability to build an emotional connection and a sense of social closeness with the audience. Storytelling strategies help keep the audience watching the video longer because the narrative flow is entertaining and sparks curiosity about the story’s ending. These research findings align with the study (Fahimah & Ningsih, 2022), which explains that interactive and relevant content marketing can increase customer engagement more effectively than direct promotions. Additionally, the study (Pasaribu et al., 2024) also shows that storytelling on Instagram can build an emotional connection between a brand and its audience. However, this study found that *relatable content* has a more dominant influence on retaining audience attention compared to mere visual product displays. The results also indicate that the storytelling approach on @warungpote’s Reels is more effective when combined with emotional expression, light humor, and the use of informal language that aligns with the character of the young audience. This strategy makes the content feel more personal and less distant from the audience. In the context of short-form video-based digital marketing, this approach signals a shift in communication patterns from *product centered marketing*

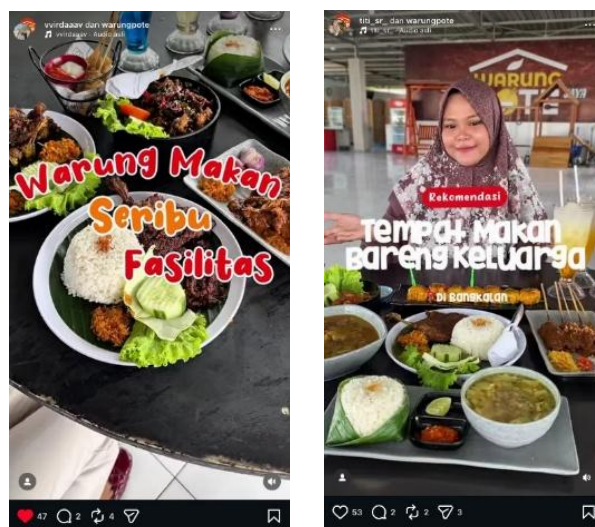
toward *audience-centered communication* that places greater emphasis on digital social experiences and interactions. The use of trend-based storytelling and humor presents its own challenges, as it requires constantly adapting to the rapidly changing preferences of social media audiences. Content that is too repetitive or lacks relevance tends to experience a decline in engagement and audience retention. Building *interest* through storytelling and *relatable content* not only serves to maintain the audience's attention but also fosters emotional connections and social closeness which form the foundation for creating desire in Instagram Reels-based digital marketing communication.

4. Emotional Branding and Fear of Missing Out (FOMO)

Research findings indicate that the digital marketing communication strategy of the Instagram account @warungpote builds audience *desire* through an approach *centered on emotional branding* and *the Fear of Missing Out (FOMO)*. Based on observations of 16 Reels posts, 10 of them featured a warm atmosphere, casual interactions among friends, expressions of enjoyment while eating, and the use of emotional music that created a comfortable and pleasant atmosphere. The content not only showcases culinary products but also creates the emotional experience the audience wants to feel.

“Sometimes people buy not just because of the food, but because they see the fun and lively atmosphere in the video.” (Informant 1, Rizki, 2026).

Figure 4. Emotional Branding



Source: <https://www.instagram.com/reel/DSZ1je8CSKV/>

The observations show that some Reels content features moments of togetherness, such as eating with friends, spontaneous reactions after tasting food, and the lively atmosphere late at night. The use of these emotional expressions helps build the perception that visiting @warungpote is not just about eating, but also part of the social experience and lifestyle of the young audience. In addition to building *an emotional connection*, the @warungpote account also leverages FOMO through specific captions and visuals, such as “*a food stall with a thousand amenities*” and “*a place to eat with family*”. This strategy encourages the audience to feel they don't want to miss out on trends or social experiences that are currently popular on social media.

“When I saw the video going viral and popping up on my For You Page over and over again, I got curious and was afraid I'd miss out on trying it.” (Informant 5, Citra, 2026).

In the context of digital marketing communication, FOMO plays a crucial role in building audience *desire* because it creates a psychological urge to try a product immediately. Social media audiences tend to be more responsive to content that showcases popularity, a lively atmosphere, and social validation from other users. Therefore, the @warungpote account leverages visuals of a lively atmosphere, audience comments, and an interactive vibe as forms of *social proof* to boost audience interest. These findings indicate that the creation of *desire* in the era of *short-form video* is influenced not only by product quality but also by the content's ability to simultaneously evoke emotional experiences and digital social pressure. In the context of *sensory marketing*, visuals of food, expressions of enjoyment, and a warm social atmosphere can create emotional stimulation that reinforces the audience's desire to try the product firsthand.

The findings of this study align with the research (Taufiqurrachman et al., 2024), which explains that social media based content marketing can increase brand awareness through emotional and interactive approaches. Additionally, the study (Lando & Oktavianti, 2023) also states that emotional connection plays a crucial role in maintaining customer loyalty to food brands. However, this study found that the FOMO element is a fairly dominant factor in building audience *desire* in digital marketing communication

based on Instagram Reels. The results also show that the *emotional branding* strategy on the @warungpote account is more effective when combined with authentic visuals and a natural atmosphere. Audiences tend to be more interested in content that showcases real experiences compared to overly contrived promotional content. This indicates a shift in digital marketing communication patterns from an informative approach toward one based on emotional experiences and digital social validation. The use of FOMO strategies also presents challenges, as social media audiences tend to quickly grow weary of overly repetitive content patterns. If FOMO is overused, audiences may perceive the content as merely a marketing tactic, thereby reducing trust and engagement levels. The *emotional branding* and FOMO strategies in @warungpote's Reels content not only serve to build audience desire for the product but also create emotional experiences and digital social cues that strengthen audience engagement and influence their purchasing decisions.

5. Audience Interaction and Action in Digital Marketing Communication

Research findings show that the “*action*” stage on the @warungpote Instagram account is evident through high audience engagement with Reels content such as comments, shares, mentions, saves, and even purchase visits following exposure to digital content. Based on observations at, content featuring light storytelling, close-up visuals of food, and relatable atmospheres tends to generate higher engagement compared to direct promotional content that solely showcases products or pricing information.

“At first, I saw the video that a friend shared on Instagram. After that, I ended up visiting the place in person because I was curious about the menu items that appeared in the Reels.” (Informant 5, Citra, 2026).

Observations show that some Reels content uses simple calls to action (CTAs) such as “*tag your friends,*” “*who does this all the time?*”, or “*have you tried this yet?*”. This strategy helps boost audience participation in the comments section while expanding content distribution through the share and mention features among Instagram users. The use of storytelling, light humor, and spontaneous expressions encourages the audience to respond more emotionally. The content is positioned not only as a promotional medium but also as a space for digital social interaction between the brand and its audience. In the context of digital marketing communication, audience interaction is a key indicator

because it demonstrates the audience's engagement with the messages conveyed through social media.

"If a lot of people comment or share it, the video usually gains traction more easily and reaches a wider audience." (Informant 2, Maulidya, 2026).

Figure 5. Audience Interaction and Action



Source: <https://www.instagram.com/reel/DQzDUi9kqJX/>

The findings indicate that engagement on Instagram Reels is heavily influenced by a combination of entertainment, emotional branding, visual aesthetics, and social media algorithmic distribution. In the context of *algorithmic engagement*, audience interactions such as comments, shares, and saves serve as key signals that help boost content visibility on Instagram's Explore page and For You Page (FYP). The research results also show that audience interaction not only impacts digital engagement but also directly influences the audience's purchasing decisions. Some audience members reported being interested in visiting @warungpote after seeing Reels content that frequently appeared on their FYP or was shared by friends via Instagram. This suggests that digital marketing communication based on short-form video is capable of creating a link between digital interactions and audience consumption behavior.

The findings of this study are consistent with the research (Iqbal & Sembiring, 2024), which shows that Reels videos have higher engagement potential than static content. Furthermore, the study (Rozaq & Nugrahani, 2023) also explains that short-form video platforms are effective as a digital marketing communication strategy for SMEs because they can foster audience interaction more quickly and interactively. However, this study found that the success of audience interaction is influenced not only by the short-form video format but also by the content's ability to create emotional connection, digital social experiences, and a sense of relevance to the audience's lives. The @warungpote account demonstrates that modern digital marketing communication no longer focuses solely on conveying product information but on creating interactive experiences that encourage the audience to actively engage. This strategy reflects a shift from *one-way marketing communication* toward more participatory, community based *interactive digital communication*. Reliance on social media algorithms poses a challenge in sustaining audience interaction. High-performing content tends to be influenced by audio trends, posting times, consistency in content production, and rapidly changing audience preferences. If content creativity declines or communication patterns become too repetitive, audience engagement also tends to decline. Based on the overall research findings, the @warungpote account's digital marketing communication strategy model via Instagram Reels can be described as follows:

Image 5. *Marketing Communication Model @warungpote*



Source : Developed By Researchers

This model demonstrates that short-form video based marketing communication operates through the integration of visual stimulation, emotional experiences, social validation, and algorithmic social media interactions. Thus, audience interaction on the @warungpote account serves not only as an indicator of successful digital engagement but also as an integral part of the process of forming emotional connections and influencing audience purchasing decisions in the era of Instagram Reels-based digital marketing communication.

CONCLUSION

This study shows that the effectiveness of Instagram Reels digital marketing communication for culinary SMEs is determined not only by the visual quality of the content or the intensity of product promotion, but also by the ability to integrate audience attention, emotional engagement, and social validation into a cohesive communication experience. Audience interaction is formed through the synergy between visual aesthetics, hook openings, storytelling, trending audio, and a soft-selling approach that aligns with the characteristics of the Instagram Reels algorithm. These findings confirm that the AIDA model in short-form videos needs to be understood more dynamically, where the “attention” stage plays a role in maintaining audience retention, while the “*desire*” stage is shaped through the integration of emotional branding and the Fear of Missing Out (FOMO). The novelty of this research lies in the integration of the AIDA model with the concepts of audience retention, emotional branding, and FOMO in analyzing Instagram Reels-based marketing communication for SMEs, thereby expanding the application of the AIDA model from a linear approach to an interactive, emotional, and algorithm-based framework. Theoretically, this study enriches the body of research on digital marketing communication based on short-form video, while practically, it can serve as a reference for SME practitioners in designing content strategies oriented toward the audience experience. This study is limited to a single culinary SME account and has not yet integrated internal analytics data, such as reach, watch time, and conversion rates. Future research is recommended to expand the scope of study to various SME sectors and other short-form video platforms, such as TikTok

and YouTube Shorts, as well as to combine qualitative and quantitative approaches to test the relationships between concepts more comprehensively.

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