

## Marketing Communication Strategy on Instagram of Asa Cerra's Probiotic Drink

Evinka Aisha Maulana<sup>1\*</sup>, Amilia Wulansari<sup>2</sup>

School of Business and Management, Institute Technology Bandung<sup>1,2</sup>

Email: [evinka\\_aisha@sbm-itb.ac.id](mailto:evinka_aisha@sbm-itb.ac.id)

### Abstract

The growth of Indonesia's probiotic, health, and wellness industry has compelled companies in this sector to adopt effective marketing communication strategies to address customer needs and preferences. Companies are increasingly promoting the value of their products by highlighting their benefits and ingredients. Asa Cerra, a new company preparing to launch its probiotic product "Nata de Whey," recognizes the importance of understanding the customer profile to tailor its value proposition and marketing strategies effectively. This research aims to identify the characteristics of Asa Cerra's target customers, employing the AIDA Marketing Funnel framework. The research includes an internal analysis of Asa Cerra's capabilities and resources and an external analysis using PESTLE and Porter's Five Forces frameworks. It also involves assessing customer insights and competitive dynamics. Qualitative research is conducted through in-depth interviews with 7 Asa Cerra customers, one probiotic expert, and one marketing expert. The findings indicate that Asa Cerra's customers are health-conscious and well-informed about probiotics. They seek information from various sources, including scientific journals, social media, experts, and personal networks. They also maintain an open-minded approach to new developments. Asa Cerra will implement a multi-faceted marketing strategy to engage effectively with these customers. This includes raising awareness through Instagram content and campaigns that promote the benefits of probiotics and "Nata de Whey," generating interest by sharing product details and testimonials, building desire by highlighting unique benefits, pricing, availability, and community aspects, and driving action with a seamless e-commerce platform and excellent after-sales service. This comprehensive approach will ensure that Asa Cerra's marketing communication strategy aligns with customer expectations and supports successful product adoption.

**Keywords:** Communication Strategy, Ingredients, AIDA Framework, Product Awareness, Benefit, Customers Characteristics.

---

### A. INTRODUCTION

Asa Cerra is committed to promoting a healthy and sustainable beverage industry. The core vision is to utilize existing drink resources to provide healthy options for future generations in Indonesia while ensuring environmental protection and preservation. The inaugural product, "Nata De Whey," is a probiotic beverage derived from whey, a byproduct of the mozzarella cheese industry. Whey contains up to 85-90% of the volume of milk and retains up to 55% of its nutrients. The fermentation process, using *Acetobacter Xylinum* bacteria, imparts unique characteristics to "Nata De Whey," making it rich in fiber, low in calories, and high in protein (International Journal of Microbiology and Applied Sciences).

Modern lifestyles significantly influence health, with regular physical activity and proper nutrition playing vital roles. Many prioritize their well-being, actively seeking health-related information to enhance their health. A significant focus has emerged on gut health, which has gained prominence globally in dietary preferences and lifestyle habits. According to the KOJA Industry Insights Report (2023), 66% of consumers actively seek products that support digestive health. This trend is particularly noted in the Asia-Pacific region, as highlighted by FrieslandCampina Ingredients and Nielsen.

Gut health, referring to the well-being of the gastrointestinal system and the balance of the gut microbiome, is crucial for overall health. The gut microbiome, composed of microorganisms such as bacteria and viruses, influences immunity, appetite, and metabolism. Imbalances in these microorganisms

\* Corresponding author

can lead to various health issues, including high blood sugar, cholesterol problems, obesity, diabetes, cardiovascular disorders, cancer, hypertension, and inflammatory bowel diseases (IBDs).

The growing emphasis on gut health has spurred interest in probiotics and related products like collagen and kombucha. According to a BrightField Group trend analysis (2023), 11% of individuals with digestive issues purchase collagen, and 13% buy kombucha. The market for probiotic drinks, valued at \$11,047.40 million in 2020, is projected to reach \$23.4 billion by 2031, driven primarily by dairy-based products. Given this context, it is crucial to communicate probiotics' value and benefits to customers effectively, positioning them as a compelling value proposition. Instagram represents a promising channel for Asa Cerra to reach and engage with its target audience. Instagram analytics reveal significant trends in gut health discussions, with hashtags about gut health amassing over 5.4 million mentions. The platform features diverse content, from informative infographics to homemade recipes and daily lifestyle reels, offering valuable insights into customer behaviors and preferences regarding gut health.

## B. RESEARCH METHOD

This research aims to identify and understand the behavior of Asa Cerra's target customers and determine the most effective communication strategy to enhance market awareness about healthy eating habits, digestive health, and the importance of consuming probiotics. To achieve this, the research incorporates both internal and external data analysis. Primary research methods include in-depth interviews with company members, customers, and experts to gather qualitative data, while secondary research methods involve PESTLE analysis, Porter's Five Forces, and competitor analysis.

The research employs qualitative methodology, specifically conducting in-depth interviews to explore effective communication strategies for boosting brand awareness and visibility. Interview questions will focus on the perceived value of health products, especially probiotics, to spark market interest. Data analysis will utilize manual coding, including open, axial, and selective coding. Additionally, triangulation will be used to evaluate and compare the collected data with previous research findings.

The researcher will interview three distinct groups during the data collection phase. The first group comprises Asa Cerra's internal members to gain insights into the company's perspective. The second group includes adults who actively incorporate probiotics into their lifestyle or are customers of Asa Cerra, providing direct feedback on their experiences, preferences, and perceptions regarding probiotics and Asa Cerra's products. The third group comprises healthcare and marketing experts, offering specialized knowledge on probiotic consumption, market trends, and effective marketing strategies.

## C. RESULTS AND DISCUSSION

### Internal Analysis Interview Result

The table below summarizes the findings of Asa Cerra's member interview. Several variables are asked, such as product differentiation from other brands' competitors, the establishment of trust through formulation and value benefits, the channels utilized, and the types of content created, either persuasive or educational. It also details the marketing strategies to be implemented, the current financial condition, the obstacles and challenges behind the RnD team, product quality and safety, and the launching product plan.

**Table 1. Internal Analysis Interview Result**

No	Findings	Variables
1.	Asa Cerra is confident it will stand out from its competitors because it uses "whey" as the main ingredient for its probiotic drink. This not only enhances the product's benefits but also promotes environmental sustainability.	Differentiation from competitor
2.	Asa Cerra can build trust by maintaining strong engagement with customers. This effort includes organizing community events and offline exhibitions and maintaining regular communication through WhatsApp groups.	Building trust through customer engagement

No	Findings	Variables
3.	Social media and Instagram are channels and content that will be used to build trust for the products. Here, we want to prioritize testimonials, customer product reviews, and brand collaboration with nano or micro-influencers.	Channel and content in building customer's trust
4.	Asa Cerra's customer profile is that of adults who care about their digestive health and the product's performance, whether it suits their preferences and needs. Asa Cerra is also looking for individuals who care about sustainability.	The characters and persona of the ideal customers
5.	Asa Cerra plans to educate its customers on the benefits of probiotics, highlighting that they benefit digestion and enhance the immune system and overall health.	Educating customers about probiotics
6.	Asa Cerra will use Instagram as their social media platform, Shopee and Tokopedia for e-commerce, and other distribution channels like GrabFood, GoFood, and ShopeFood to make it easier for customers to purchase their products.	Channels that will be used
7.	Based on existing financial conditions, Asa Cerra will focus on online marketing using Instagram Ads and collaborations with Micro-Influencers.	Marketing Strategy related to the current financial condition
8.	The main thing that must be done to maintain the quality and safety of probiotics is to pay attention to the product's sterility. Besides that, Asa Cerra also plans to have BPOM and laboratory tests.	Ensure product quality and safety.
9.	From a financial perspective, the Finance team will enhance the real-time recording of transactions and conduct regular internal audits. This is crucial as it will impact their next steps, including distributing funding allocations for marketing and operations.	Improvement in transaction recording
10.	To measure customer satisfaction, Asa Cerra conducts online surveys, or we usually gather feedback during offline events such as exhibitions.	Measuring and managing customer satisfaction levels
11	Asa Cerra is confident that the prospects for the probiotic industry will improve as more people are becoming concerned about their digestive health. This growing awareness suggests that probiotics will ultimately be the solution they seek to address their health issues.	Probiotic prospects in the future

Source: Research data, 2024

## External Analysis Interview Result

### Customer

This study conducts customer interviews to gather insights. The interviews focus on consumer behavior, product knowledge, the stages of the AIDA Framework, and how marketing communication relates to the values of probiotic drinks.

**Table 2. Customer Insight of Asa Cerra (Customer Behaviour)**

No	Findings	New Variables
1.	All of the informants of Asa Cerra have the habit of maintaining their diet and exercising regularly to maintain health.	Healthy Lifestyle
2.	Most informants from Asa Cerra have digestive problems such as GERD, ulcers, difficulty defecating or poor digestion, and constipation.	Common digestive problems experienced
3.	In overcoming their digestive problems, informants from Asa Cerra usually arrange a better diet, consume fiber, and drink probiotics.	How the informants overcome the digestive problems they face.
4.	The lifestyle informant Asa Cerra applies to overcome digestive problems is maintaining a healthy diet and lifestyle and consuming probiotics.	The lifestyle adopted in maintaining health.
5.	Asa Cerra's informants, on average, get probiotic information from journals, the internet, YouTube, influencers, or recommendations from friends, doctors, and family.	The source information they get to know about probiotics.
6.	Most of the informants of Asa Cerra routinely consume probiotics such as Kefir, Kombucha, and Yogurt. However, when they are busy, sometimes they forget to consume it.	Routine in consuming probiotics.

Source: Research data, 2024

**Table 3. Customer Insight of Asa Cerra (Product Knowledge)**

No	Findings	New Variables
1.	Asa Cerra's customers consume probiotics: yogurt, kefir, collagen, and kombucha.	Types of probiotics they use in maintaining health.
2.	References used in finding out about probiotics are usually from journals, the internet, references from friends or doctors, and communities.	Reference in choosing or buying probiotics.
3.	The effects that are felt after taking probiotics regularly are that the body feels fresher and fitter, and, of course, digestion becomes smoother.	The effect of changes after customers consume the probiotic
4.	The target to be achieved by drinking probiotics is to improve overall health and digestive conditions so that they do not get sick anymore, and some want to recover from certain diseases, such as skin diseases.	The goals or target in consuming probiotics.
5.	The important thing to pay attention to when customers want to consume probiotics is the nutrition facts (sugar, calories, protein); some want it to be practical and long-lasting.	The important aspects before choosing probiotic products.
6.	Most of the informants did not feel addicted after consuming probiotics.	Dependency effects after consuming probiotics.

Source: Research data, 2024

**Table 3. Customer Insight of Asa Cerra (AIDA)**

No	Findings	New Variables
<i>Awareness</i>		
1	On average, Asa Cerra's informants experience digestive pain several times a month when their diet and rest patterns are less regular.	The amount they experience in digestive health
2	All informants are Asa Cerra customers who are quite familiar with the probiotic industry; at least, they know the good bacteria of the probiotic product they consume.	Basic Probiotic Knowledge
3	Most informants are familiar with the fermented technology and the production process of probiotic products.	Technology and the Making Process of Probiotic Products
4	The informants know the probiotic product they consume from various ways such as friends, relatives, doctors, social media, influencers, reviews, blogs, journals, and e-commerce.	Initial Awareness of Probiotic
5	The informants felt it was important to know a probiotic product's ingredients, compositions, and benefits to suit their needs. Usually, they do research in advance regarding the ingredients they will consume. They also want to know what the claims of the product are.	The importance of knowing the ingredients, compositions, and benefits of probiotic product
6	The informants chose to consume probiotic products because they have integrated them into their daily routines. Additionally, some informants consume probiotics due to specific health conditions.	Conditions that encourage the consumption of probiotic products
7	Informants often learn about probiotic products from blogs and social media, especially Instagram, influencers, and YouTube. In addition, informants usually know probiotic products from friends, family, relatives, community, and doctors' recommendations.	The way how to find probiotic products and the one who recommends them.
<i>Interests</i>		
8	Several standards and factors affect customers when trying new probiotic products that they want to try, including reviews, influencers, claims, and suit their needs.	Standards and the factors that make customers want to try probiotic products
9	Probiotic products' several specific benefits interest the informants, such as digestive health support, immune system boost, skin health improvement, nutrient absorption, and muscle mass-building support.	The specified benefits that interests the informants
10	Most of the informants of Asa Cerra, when interested in trying probiotics, try to find out more about the product's manufacture; they often discuss it with friends or communities they join.	These are things that customers do when they are interested in trying a probiotic.
11	Several brands, such as Halal, natural ingredients, and formulation, are aligned with informants to attract interest and suit their health needs.	Brandings that aligned
<i>Desire</i>		
12	The target to be achieved by drinking probiotics is to improve overall health and digestive conditions so that they do not get sick anymore, and some want to recover from certain diseases, such as skin diseases.	Customers' goal or target in consuming probiotics.

No	Findings	New Variables
13	The way to see its effectiveness is when they feel the changes they feel after consuming the probiotic product, and of course, before that, customers usually look at the reviews and claims first.	Beliefs in the effectiveness of probiotics can help customers achieve their health goals.
14	Customers will look at quality, reviews, testimonials, packaging seals, and well-known brands to ensure the safety of their probiotic products.	Quality and safeness in choosing probiotic products
15	There are factors that informants see when they evaluate probiotic products, such as natural ingredients, formulation, and health needs.	The factors in selecting and evaluating probiotic products
<i>Action</i>		
16	The informants felt that probiotics products were better available offline due to the expiry date and probiotics' susceptible nature, which should not be left at room temperature for too long to maintain the good bacteria in them.	The most comfortable places for the buying process
17	Most informants prefer to pay cashless offline and online, such as using QRIS, a debit card, or an e-wallet.	Payment method
18	Measuring the effectiveness of a product by whether the product is successful in curing the digestive disease that is being experienced and the body feels healthier.	The measurement in knowing the effectiveness of the product.
19	The reason for informants to repurchase the probiotic product they have purchased is because of the significant effect that they feel on their bodies and the quality itself.	The reason for repurchasing probiotic product

Source: Research data, 2024

### Probiotic Expert

**Table 4. Probiotic Expert Interview Result**

No	Findings	Variables
1.	Probiotics are good bacteria or microflora in the intestines, while prebiotics are food supplements for these bacteria found in foods high in fiber. The function of these good bacteria is to repair the intestinal walls, and they also fight bad intestinal bacteria. This probiotic can also increase the body's immunity and is good for digestion.	General Benefits of Probiotic
2.	Beverage products such as Yakult, kombucha, and kefir, which are fermented and contain good bacteria, are included as probiotics.	Types of Probiotic Drinks
3.	If the human immune system is good, we consume it every day, 1-2 times a week; that is okay. However, those who have a weak immune system, such as HIV or an autoimmune disease, must be more careful when consuming probiotics.	Number of frequencies people should consume probiotic foods/drinks
4.	Research has shown that probiotics effectively treat digestive problems, such as stomach acid, difficulty defecating, bloating, and diarrhea.	How probiotics alleviate digestive issues
5.	Humans must be able to recognize their bodies for any types of food that can harm their bodies, so first, they must take care of their diet. Then, if they still experience problems or illnesses, they can add probiotics to help increase their body's strength or immune system.	A diet that can support and maximize the benefits of probiotics
6.	Humans have to adapt and recognize their bodies, so it is best to consult a doctor before consuming probiotics for people with certain diseases.	How do individuals obtain accurate information regarding probiotic drinks/foods?
7.	When choosing a probiotic product, one should consider its composition, acidity level, etc. So, if we have chronic stomach disease, we can be more careful in choosing products. However, in general, probiotics are safe.	Factors individuals should consider regarding probiotic drinks/foods to achieve the desired benefits.
8.	The popularity of probiotics in Indonesia is rising as more people are becoming concerned about their digestive health.	Current probiotic trends in Indonesia

Source: Research data, 2024

Marketing Expert

Table 4. Marketing Expert Interview Result

No	Findings	Variables
1.	Knowledge is unimportant for common food and beverage products and does not influence their purchasing decisions.	Knowledge factor in purchasing products
2.	Customers can recognize their needs for two reasons: pain points or concerns they experience or external factors that affect them.	Things that influence customer needs
3.	If they are interested in a product, the upper middle class will immediately purchase it, but the lower middle class will first consider the price.	Customers' actions when they are interested in a product
4.	To see product information, customers usually do much research on social media such as Instagram or TikTok. Apart from that, they usually read a lot on the internet.	Customers use channels to search for information on food or beverage products.
5.	In the case of drinks or health food, customers usually tend to look at the ingredients or composition of the product and also the BPOM and halal certification.	Things that customers look at when choosing healthy food or drink products
6.	In the end, people's decision to buy a product is influenced by continuous brand promotions, except for products with niche needs.	Things that influence customers' purchase decision
7.	For general food/beverage products, which are already common, consumers are usually not very specific about what they are looking for; they will only see the benefits in general.	Customers' expectations after buying a product
8.	In general, the biggest sales for healthy drinks or food are still mostly obtained from offline stores. Because the first location may be close to them, it can be easier to obtain.	Places for customers to buy healthy foods or drinks

Source: Research data, 2024

Based on the interview results above, it can be concluded into a large framework below.

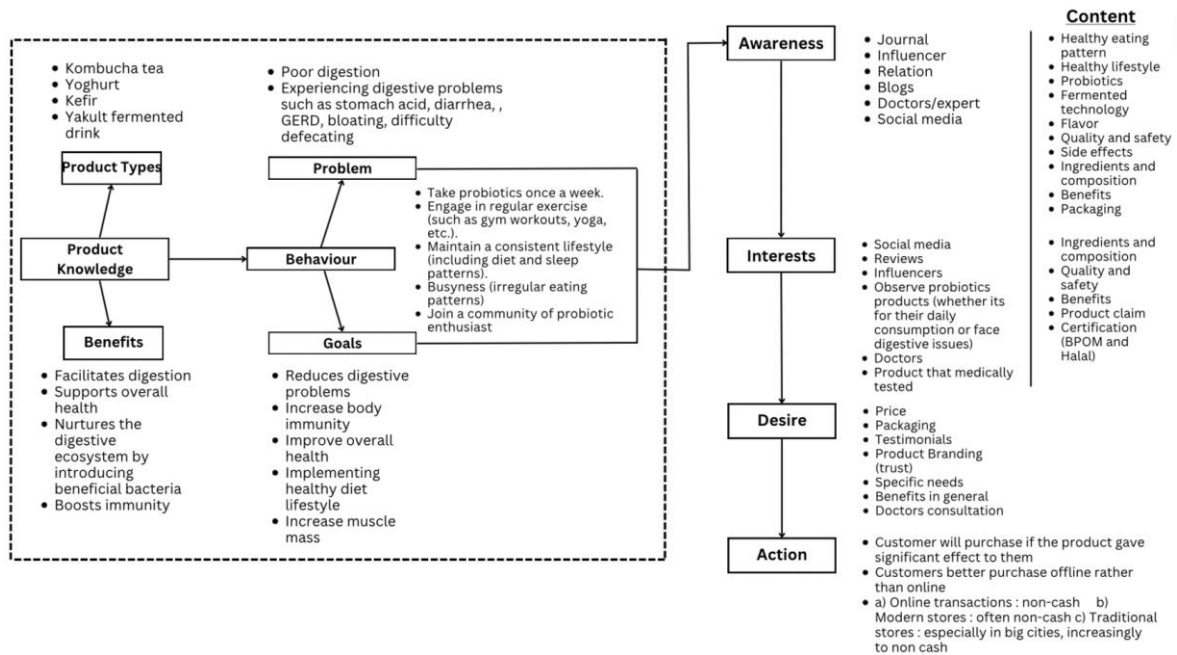


Figure 2. Customer Framework

Source: Research data, 2024

Based on the analysis of interviews with several customers, it has been concluded that the ideal customer profile for Asa Cerra consists of individuals who are highly attentive to their health. These customers know their body conditions and have a basic understanding of probiotics and digestive health. They utilize various information channels to achieve their health goals, including scientific journals, social

media, blogs, influencers, doctors or experts, and personal networks such as family, relatives, and close friends. Our target customers are those keen to stay up-to-date with the latest developments and actively seek new probiotic information. They exhibit an open-minded nature and a strong eagerness to learn about new advancements in the field. Based on the interview results, this SWOT analysis can be concluded.

**Table 5. SWOT Analysis**

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• Unique Product: Asa Cerra offers unique probiotic beverages with "cheese whey" as the main ingredient, differentiating it from competitors.</li> <li>• Innovation and Differentiation: Enhances product uniqueness and strengthens brand positioning through innovative formulations and delivery methods.</li> </ul>	<ul style="list-style-type: none"> <li>• Low Awareness of "Whey": Indonesians do not recognize Cheese whey.</li> <li>• Price Sensitivity: Consumers are mindful of prices and may prefer cheaper alternatives.</li> <li>• Product Trust: Consumers often prefer well-known, established brands.</li> <li>• Limited Social Media Presence: A relatively low number of Asa Cerra's Instagram followers and engagement indicates reduced brand visibility.</li> <li>• No Offline Channel: Lack of an offline retail presence limits the number of market reach.</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• Product Education: Educating customers on the importance of probiotics for digestive health and the benefits of "Cheese Whey."</li> <li>• Growth in the Probiotic Industry: Significant industry growth driven by increased health consciousness.</li> <li>• Sustainable Initiatives: Adopting eco-friendly practices to tap into customer preferences.</li> <li>• Social Media Influence: Leveraging Instagram for influencer collaborations and targeted advertising.</li> <li>• Niche Market Segmentation: Attracting consumers interested in innovative probiotic solutions.</li> </ul>	<ul style="list-style-type: none"> <li>• Tight Competition: Probiotic industry competition is very intense.</li> <li>• Sociocultural Shifts: Changes in consumer preferences and lifestyle trends.</li> <li>• Technological Advancements: Keeping pace with technological developments makes it difficult to maintain product relevance.</li> <li>• Consumer Skepticism: Overcoming early doubts from consumers about the safety and efficacy of new probiotic products.</li> <li>• Channel Challenges: Ensuring product availability in online and offline stores to accommodate customer preferences.</li> </ul>

Source: Research data, 2024

## D. CONCLUSION

Specific behaviors characterize the profile of Asa Cerra's customers: they prioritize their health, possess a solid understanding of probiotics and digestive health, and actively seek and consume new information from various sources, including scientific journals, social media, blogs, influencers, trusted experts such as doctors, and personal networks like family and relatives. They maintain an open-minded approach to new developments and continuously seek insights into probiotics. To effectively engage with these health-conscious customers, our communication strategy is based on the AIDA model. First, awareness is built through targeted marketing campaigns on Asa Cerra's Instagram, introducing the importance of probiotics and digestive health and the product "Nata de Whey," highlighting its benefits and advantages. Second, interest is captured through compelling content that details product features, including flavor variants, ingredients, certification, and potential side effects, complemented by customer testimonials and educational content emphasizing the product's sustainable aspects. Third, Desire is fostered by differentiating "Nata de Whey" from other probiotic products, focusing on unique benefits, pricing, availability, purchasing information, and community engagement. Finally, action is facilitated by providing a seamless purchasing experience through a user-friendly e-commerce platform, supported by instant delivery and responsive, efficient after-sales service.

By aligning the strategies closely with the behaviors and preferences of our health-conscious customer base, Asa Cerra aims to exceed customer expectations. We are committed to understanding and meeting the needs of individuals who prioritize health and seek reliable information on probiotics and digestive health. We strive to educate and inspire through targeted marketing and informative content by

highlighting the benefits of "Nata de Whey." Transparency and authenticity are central to our approach, supported by credible sources, customer testimonials, and expert reviews—the company aims to build trust and deliver products that meet the highest quality and efficacy standards.

## REFERENCES

### Journal Articles:

Ahmet Duran Celik. (2023). Consumers' Perception about Probiotic Food Products and Their Effects on Purchase Intention: A Case Study of Eastern Mediterranean Region of Turkey. *New Medit*, 22, 139-154. <https://doi.org/10.30682/nm2304i>. Available at: ResearchGate.

Arif Syaifudin, Ufi Rumefi, and Khamdan Suriyok. (2023). Effect of Lifestyle, Taste, Word of Mouth, and Brand Trust on Purchasing Decisions. *Journal of Management Science (JMAS)*, [online] pp. 366-372. Available at: Exsys.

Brown, A., & Smith, J. (2023). Beyond Benefits: Factors Influencing Consumer Interest in New Products. *Journal of Marketing Research and Consumer Behavior*, 18(2), 147-160. Available at: ScienceDirect.

Chiew Shi Wee, Mohd Shoki, Norhayati, and Muhammad Naquib. (2014). Consumers' Perception, Purchase Intention, and Actual Purchase Behavior of Organic Food Products. *Review of Integrative and Business Economics Research*, 3(2). Available at: SIBResearch.

Carvalho, Naiara, Costa, T.M.T., Ferreira, Marco, Simiqueli, Andréa, & Minim, Valéria. (2014). Consumer Attitude Regarding Products Containing Probiotics. *Ciencia Rural*, 44, 1319-1326. <https://doi.org/10.1590/0103-8478cr20131178>. Available at: ResearchGate.

### Internet Resources:

Hilda, Athia. (2017). Driving Brand Value Using Integrated Marketing Communications. Available at: <https://foru.co.id/blog/tag/don-schultz/>.