



## Mykonos Content Marketing Communication Strategy On Instagram Towards Increasing Brand Awareness

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### ABSTRACT

*This study aims to analyze the content marketing communication strategy implemented by the Mykonos brand on Instagram in increasing brand awareness. The high use of social media in Indonesia has made Instagram a strategic platform for digital marketing communication, particularly in the increasingly competitive perfume industry. This research employs a literature review method with a descriptive qualitative approach by analyzing various scientific sources related to content marketing, digital marketing communication, and brand awareness. The Stimulus–Organism–Response (S-O-R) framework is used to explain the relationship between content as a stimulus, audience cognitive processes as the organism, and increased brand awareness as the response. The findings indicate that the effectiveness of content marketing communication strategies is influenced by content quality, visual consistency, interactivity, and storytelling. Informative, engaging, and relevant content is proven to increase audience engagement and strengthen brand recall. In addition, visual and aesthetic aspects play an important role in building a recognizable brand identity. Therefore, a well-planned, consistent, and audience-oriented content marketing communication strategy plays a significant role in increasing brand awareness in the digital era.*

**Keyword:** Content Marketing, Communication Strategy, Brand Awareness, S-O-R

### ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi komunikasi content marketing yang dilakukan oleh brand Mykonos melalui Instagram dalam meningkatkan brand awareness. Tingginya penggunaan media sosial di Indonesia menjadikan Instagram sebagai platform strategis dalam komunikasi pemasaran digital, khususnya pada industri parfum yang semakin kompetitif. Penelitian ini menggunakan metode studi literatur dengan pendekatan deskriptif kualitatif, melalui pengumpulan dan analisis berbagai sumber ilmiah terkait content marketing, komunikasi pemasaran digital, dan brand awareness. Pendekatan Stimulus–Organism–Response (S-O-R) digunakan untuk menjelaskan hubungan antara konten sebagai stimulus, proses kognitif audiens sebagai organisme, dan peningkatan brand awareness sebagai respons. Hasil penelitian menunjukkan bahwa efektivitas strategi komunikasi content marketing ditentukan oleh kualitas konten, konsistensi visual, interaktivitas, serta kemampuan storytelling. Konten yang informatif, menarik, dan relevan terbukti mampu meningkatkan engagement serta memperkuat ingatan audiens terhadap merek. Selain itu, aspek visual dan estetika berperan penting dalam membangun identitas brand yang mudah dikenali. Strategi komunikasi content marketing yang terencana, konsisten, dan berorientasi pada audiens memiliki peran signifikan dalam meningkatkan brand awareness di era digital.

**Keyword:** Content Marketing, Communication Strategy, Brand Awareness, S-O-R



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## 1. Introduction

The advancement of digital technology has resulted in substantial changes in people's communication habits, including how consumers receive information and learn about brands. The internet is no longer just a tool for finding information; it has evolved into a key platform for people to engage, compare items, create opinions, and make purchasing decisions. This is evident in Indonesia's high Internet penetration rate. The Indonesian Internet Service Providers Association (APJII) reported that the number of Indonesian internet users in 2024 reached 221,563,479, with a penetration rate of 79.5 percent. This data demonstrates that the digital space holds a highly strategic position for companies in building communication with target audiences more broadly, quickly, and interactively (APJII, 2024).

In line with these developments, social media has become one of the most dominant digital communication channels in people's lives. DataReportal noted that in January 2025, there were 143 million active social media user identities in Indonesia, while the number of Instagram users in Indonesia reached 103 million. Furthermore, DataReportal's report on brand discovery behavior shows that adult internet users discover new brands or products through an average of 5.8 sources, with 29.7 percent of respondents citing social media ads and 25.8 percent citing brand websites as the source of discovery. These findings confirm that Instagram functions not only as a medium for entertainment and social interaction but has also evolved into a strategic medium for marketing communications and building brand awareness (Kemp, 2025a, 2025b). The urgency of social media-based marketing communications is increasingly evident in the perfume industry, which is currently experiencing rapid growth. A summary of Euromonitor International's report on the fragrance market in Indonesia indicates that the fragrance category will experience high single-digit retail value growth by 2024. This increase is being driven by the growing popularity of mass scents, the emergence of new brands in e-commerce, and the extension of sales into physical stores. The same survey reveals that public knowledge of fragrance items is growing, and many brands are using collaborations with influencers and public personalities to increase awareness. In the perfume industry, brands compete not just on product quality, but also on their ability to communicate their identity and values, establishing a distinct position in consumers' minds (Euromonitor International, 2025).

In this context, content marketing is a relevant approach to implement. The Content Marketing Institute (n.d.) defines content marketing as a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience. This definition demonstrates that content is not merely a promotional tool, but rather part of a communication strategy designed to build relationships between brands and audiences. Through content marketing, companies can convey information, shape perceptions, instill an image, and strengthen consumer retention of the brand. Therefore, the quality of communication strategies in content marketing is a crucial factor in determining a brand's success in becoming recognized and remembered by the audience (Content Marketing Institute, n.d.).

The importance of content marketing in building brand awareness is also supported by previous research. Prasoj and Aliami (2024) found that implementing content marketing on Instagram influences brand awareness through the presentation of informative, engaging, and relevant content. This finding suggests that the success of content marketing is largely determined by a brand's ability to deliver messages that resonate with audience needs. Similarly, Annahlka and Diniati (2025) explain that brand awareness on Instagram is built through storytelling management, which includes account analysis, content design and production, maintaining audience engagement, and evaluating content performance. Both studies demonstrate that brand awareness is not built solely by the intensity of posts, but also by a well-planned, targeted, and audience-engagement-oriented communication strategy (Annahlka & Diniati, 2025; Prasoj & Aliami, 2024).

Theoretically, the relationship between content marketing communication strategy and brand awareness can also be explained through an approach. Stimulus–Organism–Response (S-O-R). In this framework, the content presented by brands via Instagram acts as a stimulus, then processed by the audience as an organism through attention, understanding, perception, and memory of the message, before finally producing a response, increasing brand awareness. Dabbous and Barakat (2020) emphasized that content quality and brand interactivity on social media can increase brand awareness. These findings are supported by Kaiwa et al. (2024), who demonstrated that social media marketing has a positive and significant impact on brand awareness, and by Sadihin et al. (2025), who found that entertainment, trendiness, and influencer elements in social media activities significantly impact brand awareness. This means that content quality, interactivity, and social media activity are important components in shaping brand awareness in the digital space (Dabbous & Barakat, 2020; Kaiwa et al., 2024; Sadihin et al., 2025).

In addition to message quality and interactivity, visual aspects also play a crucial role in content marketing communication strategies on Instagram. Rahman et al. (2022) demonstrated that on Instagram, videos, images, and informative textual content influence consumer engagement differently, with informative

content generating higher engagement. Meanwhile, Bazi et al. (2023) demonstrated that the aesthetic quality of social media content plays a role in increasing customer engagement, which in turn influences consumer relationships with brands. These findings are important for the Mykonos study because visual branding, content appeal, and clear message presentation are all part of a communication strategy that can help audiences recognize and remember brands more strongly (Bazi et al., 2023; Rahman et al., 2022).

One brand relevant to study in this context is Mykonos. The official Instagram account, @officialmykonos, displays its positioning as a "premium fragrances and perfumes" brand and directs audiences to various offline and online sales channels. Furthermore, Mykonos' official website displays a diverse line of perfume products marketed digitally. This situation suggests that Instagram is utilized not only as a product showcase but also as a brand communication medium that has the potential to build audience knowledge, attention, and memory of Mykonos. However, amidst the growth of the perfume market and intense digital competition, a more in-depth study of how Mykonos's content marketing communication strategy is implemented on Instagram and the extent to which it contributes to increasing brand awareness is still needed (Official Mykonos, n.d.; MYKONOS, n.d.).

Based on the above description, it can be understood that the high use of the internet and social media, the growth of the perfume industry, and the importance of informative, interactive, and visual content marketing communication strategies have made Instagram a strategic space for brands to build brand awareness. Various previous studies also show that content marketing, storytelling, interactivity, visual quality, and social media activity contribute to increasing brand awareness. However, a study that specifically examines the content marketing communication strategy of local perfume brands, especially Mykonos, is still relevant. Therefore, this research is important to conduct with the title "Mykonos Content Marketing Communication Strategy on Instagram to Increase Brand Awareness."

## **2. Literature Review**

### **2.1 Content Marketing**

The development of digital media has transformed the way brands build relationships with audiences. In the context of digital marketing, Instagram has become a strategic platform because it combines visual elements, text, video, and interactive features that enable brands to convey messages quickly and persuasively. For brands, especially in the lifestyle and fragrance categories, Instagram serves not only as a promotional medium but also as a space for establishing brand identity, interacting with consumers, and strengthening brand positioning in the minds of audiences. Research findings indicate that social media activity can influence consumer perception, engagement, and brand awareness, especially when the content presented is deemed relevant, high-quality, and visually appealing (Dabbous & Barakat, 2020; Rahman et al., 2022).

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a defined audience. Content marketing aims not only to drive short-term transactions but also to build stronger relationships between brands and consumers. The quality of communication strategies in content marketing is crucial, as the messages conveyed through content will shape how audiences perceive the brand's character, values, and strengths. On social media, especially Instagram, informative, engaging, and audience-focused content marketing has been shown to support brand awareness (Prasojo & Aliami, 2024).

### **2.2 Digital Marketing Communication**

Digital marketing communication is the use of digital platforms and online technologies to deliver marketing messages, interact with customers, and promote products or services effectively. Digital marketing communication is the use of digital channels such as social media, email, websites, search engines, and mobile apps to promote products or services and communicate with customers. It enables businesses to reach targeted audiences, build brand awareness, engage with customers, increase sales, and measure campaign performance in real time. Compared with traditional marketing, it is more interactive, cost-effective, and allows for personalized communication, making it an essential strategy for modern businesses.

In the study of digital marketing communications, the content marketing communication strategy can be seen from how brands design messages, choose content formats, determine communication styles, and manage interactions with audiences. This strategy is generally realized through educational, promotional, entertainment, and testimonial content, user-generated content, as well as consistent visual branding. Dabbous and Barakat (2020) showed that content quality and brand interactivity on social media have a positive influence on brand awareness. This finding confirms that audiences need not only repeated brand exposure but also content experiences that provide value, are easy to understand, and encourage engagement. In other words, an effective communication strategy on Instagram is not just about posting frequency, but also about how

content becomes a stimulus that can attract attention and strengthen audience memory of the brand.

### 2.3 Brand awareness

Brand awareness is an important dimension of brand equity that enables consumers to remember the brand. Keller (1993) explains that brand awareness refers to consumers' ability to recognize and remember a brand in various situations. In marketing research, brand awareness is generally understood through several indicators such as brand recognition, brand recall, top of mind, and the ability to differentiate a brand from competitors. In the context of social media, brand awareness is formed when audiences are repeatedly exposed to a brand's visual identity, messaging, and communication characteristics, making the brand name or characteristics more easily remembered. Content marketing on Instagram has a strong influence on increasing brand awareness when the message delivered is consistent and easily associated with the brand's identity.

### 2.4 Stimulus–Organism–Response (S-O-R).

The relationship between content marketing and brand awareness can also be explained through a conceptual approach. Stimulus–Organism–Response (S-O-R). In this framework, the content that brands upload on Instagram serves as stimulus; the audience's attention, understanding, perception, and memory act as an organism, while increasing brand awareness becomes the response. This model is relevant because it explains that the effects of marketing communications do not occur directly, but rather through psychological processes within the audience. Dabbous and Barakat (2020) explicitly used the S-O-R framework and found that content quality and brand interactivity increase hedonic motivation, engagement, and brand awareness, which are then related to purchase intention. This suggests that a good content marketing communication strategy needs to be designed to trigger the audience's cognitive and affective processes, not just to convey product information.

From a content marketing perspective, previous research has shown that creative, relevant, and valuable content can increase audience attention and engagement. Ashley and Tuten (2015) emphasized that a creatively designed branded content strategy on social media can increase consumer engagement. These findings align with De Vries et al. (2012), who demonstrated that brand post characteristics influence post popularity and audience response, and with Tafesse and Wien (2018), who emphasized that strategic social media marketing implementation must consider communication objectives, message formats, and audience needs. Therefore, a content marketing communication strategy on Instagram should be directed not only at conveying product information but also at creating experiences that encourage audiences to remember the brand.

In addition to message quality, visual dimensions and engagement are also important factors in building brand awareness. Godey et al. (2016) explain that social media marketing efforts influence brand equity and consumer behavior, while Kim and Ko (2012) found that social media marketing activities can increase customer equity in lifestyle and fashion brands. Hollebeek et al. (2014) further strengthened this argument by showing that consumer-brand engagement on social media is a crucial construct that bridges audience interaction with brands. On Instagram, these findings are relevant because visual appeal, identity consistency, and audience engagement through likes, comments, and shares play a role in strengthening Mykonos' brand recognition.

In the Indonesian context, several national studies also support the relationship between content marketing, social media marketing, and brand awareness. Kurniawati and Arifin (2020) demonstrated that digital marketing strategies through social media contribute to increased brand awareness, while Hidayat and Tobing (2022) found the influence of social media marketing on brand awareness in MSMEs. Putri and Utami (2021) also confirmed that content marketing on Instagram drives customer engagement, and Saputra and Sugiyono (2019) demonstrated that social media promotions influence brand awareness and purchasing decisions. Supported by these international and national findings, the study of Mykonos' content marketing communication strategy on Instagram has a strong theoretical basis for explaining how informative, visual, interactive, and consistent content can increase brand awareness.

Based on this analysis, it is clear that research on Mykonos' content marketing communication approach on Instagram to raise brand recognition has a solid theoretical and empirical foundation. In theory, the link between variables can be explained using the S-O-R technique. Previous research has demonstrated that content quality, interaction, storytelling, and visual aesthetics all help to increase engagement and brand exposure. However, there are still a few studies that look especially at how local perfume brands employ content marketing communication methods on Instagram, notably in Mykonos. As a result, this research is necessary to address this vacuum and contribute to the study of digital marketing communication in the local perfume business.

### 3. Methode

This research uses a literature study method (literature review) with a descriptive qualitative approach to examine in depth the communication strategy of Mykonos' content marketing on Instagram to increase brand awareness. This literature study aims to collect, review, and synthesize various previous studies and scientific sources that discuss the communication strategy of content marketing on Mykonos perfume, in increasing brand awareness in the digital era. The main focus in data collection is on the types of content published by the official Mykonos Instagram account, such as educational, promotional, testimonials, interactive, and visual branding. This research specifically explores how the elements' content influences brand awareness in consumers, which includes Stimulus–Organism–Response (S-O-R).

This research was conducted using a literature review from various sources. The first stage involved reviewing literature obtained from sources such as Emerald Insight, Wiley Online Library, and a Google Scholar search using the keywords "content Marketing Communication," and "Brand Awareness" from 2023 – Januari 2026 Based on the established criteria, 350 related articles were identified. Extraction was then performed which were then analyzed to examine the relationships between variables based on previous research.

### 4. Result and Discussion

Based on the results of the literature synthesis, it was found that the effectiveness of content marketing communication strategies on Instagram is largely determined by the brand's ability to create consistent, engaging content that is relevant to the audience's needs. International research shows that well-planned social media marketing can increase consumer engagement and strengthen brand equity (Godey et al., 2016; Voorveld et al., 2018). In this study, these findings indicate that the Mykonos Instagram account needs to be understood not merely as a promotional medium but as a space for the ongoing formation of brand experiences through visuals, captions, and digital interactions.

The study also showed that content creativity, post characteristics, and engagement intensity are important elements in building brand awareness. Ashley and Tuten (2015) stated that creative branded social content can drive engagement, while De Vries et al. (2012) explained that post characteristics influence popularity and audience response. Hollebeek et al. (2014) added that consumer brand engagement is a bridge between brand communication activities and consumers' psychological relationship with the brand. When related to Mykonos, aesthetic visual content, informative captions, and active responses to audiences have the potential to strengthen consumer recognition and memory of the brand.

At the national level, research findings also show a consistent pattern. Kurniawati and Arifin (2020), Hidayat and Tobing (2022), and Saputra and Sugiyono (2019) all demonstrated that digital marketing activities and social media promotions influence brand awareness. Putri and Utami (2021) added that appropriate content marketing can strengthen customer engagement on Instagram. Therefore, the discussion of this research confirms that Mykonos' content marketing communication strategy will be more effective if it consistently combines quality product information, storytelling, visual branding, and interactivity. The findings of this literature review also strengthen the argument that increasing brand awareness depends not only on posting frequency but also on the quality of the communication experience built through a brand's Instagram account.

#### 4.1 Correlation Result of Mykonos Content Marketing Communication Strategy on Instagram

The literature review indicates a positive correlation between Mykonos' content marketing communication strategy on Instagram and increasing brand awareness. Based on the Stimulus–Organism–Response (S-O-R) framework, Mykonos' Instagram content functions as the stimulus through visual aesthetics, informative captions, storytelling, and interactive content features. These stimuli shape the organism aspect, namely audience attention, perception, emotional response, and engagement, which are reflected in likes, comments, recall, and recognition of the Mykonos brand. As a result, the response appears in the form of stronger brand awareness, especially brand recognition and brand recall. This correlation is supported by prior studies showing that content quality and interactivity on social media significantly influence brand awareness (Dabbous & Barakat, 2020), while consumer engagement with visual Instagram content strengthens cognitive and emotional attachment to brands (Rahman et al., 2022; Hollebeek et al., 2014). In the Mykonos context, the consistency of visual identity, premium product presentation, and audience-oriented content can therefore be understood as communication stimuli that contribute directly and indirectly to increasing brand awareness.

This study positions Instagram as an important marketing communication medium because it combines visual, interactive, and narrative functions in one platform. From a social media marketing

perspective, social media provides opportunities for brands to build closer relationships with audiences, expand the reach of messages, and strengthen brand associations through repeated and participatory communication (Kaplan & Haenlein, 2010; Lipsman et al., 2012; Voorveld et al., 2018). In this context, brand awareness is not only formed through advertising exposure, but also by the quality of audience interactions and experiences when dealing with brand content on social media. The use of Instagram as a promotional medium plays a crucial role for Mykonos, consistently sharing content that consumers can view repeatedly. This is highly effective in generating brand awareness by selecting appropriate content, which can increase consumer purchasing intentions.

The literature synthesis, combined with the descriptive observation of Mykonos' publicly accessible digital content, identified how content marketing principles are translated into actual communication practices. The analysis shows that Mykonos does not use Instagram only as a product catalogue. Instead, the account integrates visual branding, product education, storytelling, campaign sequencing, interaction prompts, and collaborations to create repeated and meaningful brand encounters. Because the evidence is qualitative, the findings identify observable strategic patterns and theoretically supported awareness mechanisms rather than a statistically tested causal effect.

#### **4.1 Practical Implementation of Mykonos' Content Marketing Strategy on Instagram**

First, Mykonos applies consistent visual and verbal brand positioning. The profile tagline, “Designed To Be Remembered,” is reinforced by premium product photography, distinctive packaging, and recurring language that presents fragrance as a memorable personal experience. The official website uses similar narrative cues, including “Every fragrance tells a story, find your signature scent” and the positioning statement “Born in Indonesia and built for the world” (Official Mykonos, n.d.; MYKONOS, n.d.). The consistency of these cues helps audiences connect the Mykonos name with premium local fragrance, storytelling, and international aspiration.

Second, the account uses product-education content to make an intangible product easier to understand. Publicly accessible reels and captions introduce product families such as Milk Drops, Cafe Drops, and Pink Drops, explain fragrance notes, describe scent character, and connect products with particular moods or usage situations (Official Mykonos, n.d.). This strategy transforms technical scent information into sensory and lifestyle language. From a communication perspective, such content reduces information uncertainty and gives audiences concrete verbal and visual cues that can later support brand recognition and recall.

Third, Mykonos structures promotional communication as a campaign sequence rather than as isolated sales posts. Teasers, countdowns, launch dates, restock announcements, product returns, and availability reminders create repeated exposure before and during a product release. These posts frequently combine scarcity or urgency cues with direct calls to visit official sales channels. Repetition across the teaser, launch, and reminder stages increases the opportunity for audiences to encode the product name, visual identity, and campaign message in memory.

Fourth, the brand uses interactive prompts to convert followers from passive viewers into participants. Examples include asking audiences to guess a fragrance note, rank several scents, describe a favorite product in three words, or state which fragrance they would choose. These prompts require cognitive elaboration because followers must compare information, retrieve previous brand experiences, and express a preference. This practice is consistent with the argument that interactivity strengthens engagement and deepens the psychological processing of branded content (Dabbous & Barakat, 2020; Hollebeek et al., 2014).

Fifth, collaboration content expands the symbolic and social reach of the brand. Mykonos has presented co-branded fragrance communication with partners such as RRQ, Alter Ego, and JUMBO, while creator and review content also circulates product descriptions within fragrance communities. Collaboration allows Mykonos to connect perfume products with esports, entertainment, and lifestyle audiences. This strategy can transfer partner associations to the brand and introduce Mykonos to audiences who may not have encountered it through conventional perfume advertising.

#### **4.2 Application of the Stimulus-Organism-Response Framework**

The S-O-R framework can be applied directly to the observed findings. In this study, the stimulus is not Instagram in the abstract; it consists of the specific message and design cues created by Mykonos. The organism refers to the cognitive and affective processes that may occur when followers attend to, interpret, compare, and remember those cues. The response refers to awareness-related outcomes and subsequent actions. Table 1 explicitly maps the observed content practices to each element of the framework.

**Table 1. S-O-R Mapping of Observed Mykonos Content Marketing Practices**

| Observed practice                        | Stimulus                                                                                            | Organism                                                                     | Potential response                                                   |
|------------------------------------------|-----------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|----------------------------------------------------------------------|
| Visual and verbal consistency            | Premium product imagery, recurring packaging cues, and the “Designed To Be Remembered” positioning. | Attention, perceived quality, and associative encoding of brand symbols.     | Brand recognition, differentiation, and stronger brand associations. |
| Product education and scent storytelling | Fragrance notes, sensory descriptions, product demonstrations, and usage situations.                | Comprehension, reduced uncertainty, imagination, and memory formation.       | Brand recall, information seeking, and product consideration.        |
| Teaser, launch, and restock sequencing   | Countdowns, launch dates, scarcity cues, product-return announcements, and repeated reminders.      | Anticipation, arousal, repeated exposure, and perceived urgency.             | Return visits, engagement, recall, and purchase intention.           |
| Interactive prompts                      | Questions, rankings, guessing activities, and calls to comment.                                     | Cognitive elaboration, participation, comparison, and emotional involvement. | Comments, shares, stronger recall, and continued interaction.        |
| Collaborations and creator content       | Co-branded stories, partner identities, reviews, and community-based content.                       | Social identification, trust, curiosity, and transferred associations.       | Wider awareness, new audience reach, and behavioral intention.       |

This mapping demonstrates how the theoretical model is supported by the study findings. The stimulus is directly observable in the form of content categories, visual design, captions, and interaction features. The organism is represented by theoretically expected audience processes such as attention, comprehension, emotional involvement, and memory. The response is reflected in potential outcomes such as recognition, recall, engagement, profile visits, information seeking, and purchase intention. However, the organism and response components are inferred from the literature because this study does not include follower interviews, surveys, experiments, or access to Instagram Insights.

#### 4.3 Implications for Brand Awareness and Evidence Limitations

The observed practices suggest that Mykonos uses different content types for complementary awareness functions. Consistent visual identity primarily supports brand recognition because repeated colors, packaging, product presentation, and verbal positioning make the brand easier to identify. Product education and storytelling support brand recall by giving followers meaningful cues with which to encode product names and scent characteristics. Interactive prompts encourage deeper processing, while launch sequences increase exposure frequency and collaboration content broadens reach. Together, these practices form an integrated communication system rather than a collection of unrelated posts.

These findings are consistent with prior research. Creative branded content can increase consumer engagement (Ashley & Tuten, 2015), post characteristics influence audience response (De Vries et al., 2012), content quality and brand interactivity contribute to brand awareness (Dabbous & Barakat, 2020), and visual content features influence engagement on Instagram (Rahman et al., 2022). The Mykonos case adds a practical illustration of these relationships in the local perfume industry: visual consistency creates recognizability, sensory storytelling makes product information memorable, interactive captions invite participation, and collaborations extend brand associations to new communities.

Nevertheless, the present research design does not justify the previous claim of a statistically positive correlation between Mykonos' Instagram strategy and increased brand awareness. Public likes and comments are indicators of engagement, not direct measures of brand recognition or recall. A stronger empirical test would combine content coding with follower surveys, interviews, or experiments and with Instagram analytics such as reach, impressions, saves, shares, profile visits, and link clicks. Brand awareness should also be measured through unaided recall, aided recall, brand recognition, and top-of-mind awareness. Therefore, this study concludes that Mykonos' observed strategy is theoretically and practically capable of supporting brand awareness, while causal effectiveness remains to be verified by future empirical research.

#### 5. Conclusion

An effective content marketing communication strategy is determined by several key elements: content quality, visual aesthetics, interactivity, and storytelling. Informative, relevant, and engaging content has been proven to increase audience attention and retention of a brand. Furthermore, strong visual and

aesthetic consistency helps build a recognizable brand identity, strengthening the brand's position in the minds of consumers.

In the context of this research, Mykonos' communication strategy on Instagram can be explained through the Stimulus–Organism–Response (S-O-R) approach, where published content acts as a stimulus that influences audience perceptions and emotions, which then results in a response in the form of increased brand awareness. This suggests that the success of a communication strategy depends not only on the frequency of content but more so on the quality of the message and experience provided to the audience. Thus, it can be concluded that a planned, consistent, and audience-oriented content marketing communication strategy is key to increasing brand awareness in the digital age. This research also emphasizes the importance of integrating visual aspects, communication messages, and interactions in building a strong brand image on social media. Within the S-O-R framework, Mykonos' concrete content cues function as the stimulus; audience attention, comprehension, emotion, and memory constitute the organism; and recognition, recall, engagement, and behavioral intention represent the potential response. However, this literature-based and descriptive study does not directly measure causal changes in brand awareness. Future research should validate the proposed relationship using follower data, Instagram analytics, and established brand-awareness measures

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