How Indonesia Jamu Herbal Drink's Innovation and Instagram Content Influence Purchase Intention on Millennial Generation: Case Study on Acaraki Café

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Case Study on Acaraki Café

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Abstract: *Jamu, as one of Indonesia's Intangible Cultural Heritage, has been abandoned, especially millennial generation. Nowadays, some of Jamu Cafe in modern style has been opened by bringing jamu innovation. One of Jamu Cafe is Acaraki Cafe which located in Jakarta. Acaraki Café serves Jamu in modern way. Besides, they use Instagram to attract millennial generation. This paper aims to 1) analyze how innovation in jamu influence purchase intention of millennial generation in Acaraki Cafe, 2) analyze how Instagram content influence purchase intention of millennial generation in Acaraki Café, 3) analyze how innovation in jamu and content Instagram simultantly influence purchase intention of millennial generation in Acaraki Café. Innovation in this research include novelty & change, variety, processing & technology, origin & ethnicity, and convenience. Instagram Content will be research in Image, Video dan Hashtag Usage in Acaraki Café's Instagram account. Research uses quantitative method by collection questionnaire to 378 respondents of millennial generation by google form. Multiple Regression Analysis is used to analyze data using SPSS version 25. The result shows that innovation in jamu and Instagram content have positive and significant influence to jamu's purchase intention of millennial generation. The research concludes that when innovation in jamu is increasing and Instagram content has been better, millennial generation's purchase intention will be also increasing.*

Keywords: *Indonesia Herbal Drink; Jamu Café; Jamu Innovation; Instagram Content; Millennial Generation; Purchasing Intention*

1. Introduction

Indonesia is known for its very rich and diverse cultural heritage, from historical buildings, tribes, customs, local wisdom of the Indonesian people, traditional food and drinks that has been known abroad. One element of the cultural heritage of an area can also be found through local food and drinks that characterize a place. One of Indonesia's local traditional drinks that is also a natural remedy is Jamu. Jamu is a traditional natural medicine formulated by Indonesians (Beers, 2012).

Jamu comes from the word *Jampi Oesodo* which means health potion accompanied by prayer. *Jampi* means magic potion in Old Javanese karma. Jamu is thought to have been known since the Majapahit era with its discovery in the Karmawibhangga relief at Borobudur Temple (Walsiati, 2016). In the book "*The Power of Indonesian Herbal Wealth and Local Wisdom*", it is stated that our ancestors used herbal ingredients for treatment, disease prevention, beauty care and body immunity. Therefore, Jamu can be consumed to keep our bodies healthy.

However, along with the development of modern era, Indonesian people began to abandon existing traditions, one of which was consuming Jamus. The culture of Jamu drinking has almost disappeared, especially among millennial generation. Based on a survey conducted by CNN Indonesia, as many as 56% of 580 respondents admitted that they no longer drink Jamu. Meanwhile, another 44% admitted that they still drink Jamu until now (Setyanti, 2017). According to Putri K. Wardani, President Director of PT Mustika Ratu to CNN Indonesia, the reasons of millennial generation don't like to drink herbal medicine are the assumption that jamu is an old-fashioned drink, the bitter taste of jamu, and limited access to get Jamu (Setyanti, 2015). This is

supported by research by Tamara & Setyanto (2019), the image attached to Jamu as an old-fashioned and bitter drink makes it increasingly abandoned. Nowadays, millennial generation tend to buy coffee and tea drinks which have been innovated into modern drinks or "*minuman kekinian*".

Therefore, it is necessary for new innovation to be carried out on Jamu, in order to change the perceptions and preferences of millennial generation on Jamu. One of them is the presence of a Jamu cafe as an innovative business idea with a more modern way and bring transformation to Jamu. One of Jamu Café in Jakarta is Acaraki Café, which comes with unique Jamu drinks that are processed and innovated in modern way by using coffee processing equipment and combining additional ingredients that make Jamu become different with traditional Jamu.

In addition to innovation, marketing also needs to be done in a way that is suitable for the millennial generation. The millennial generation is very close to technology (*tech-savvy*) and digital world, making marketing needs to be done through social media. One of the most effective ways of marketing today is through Instagram. also uses Instagram as a way of marketing. Photos and videos about Jamu served at Acaraki Cafe are posted on their Instagram, namely *@acaraki.jamu*. To attract the interest of the millennial generation, Acaraki Café uses the hashtags *#TheArtofJamu* and *#JamuNewWave* in every content displayed.

The research will focus on Jamu innovation and Instagram Content which are the unique of Acaraki Café. The research will analyse how the innovation and Instagram influence jamu's purchase intention on millennial generation as one of the ways to introduce the modern of jamu and the culture of Jamu drinking among millennial generation.

2. Literature Review

2.1. Food and Beverage Innovation

Food innovations are new or unusual additions; new product combinations; different processing systems or elaboration processes including packaging; come from a different origin or culture; presented and provided in new ways; and has temporary validity (Guerrero et al., 2009). Fagerberg (2004) states that innovation is typically understood as the successful introduction of something new and useful. According to Dogan and Simsekli (2015), to maintain or expand its market share and profitability, the traditional food sector must also be forced to innovate. Innovation includes improving the product, process and distribution of traditional food by means of non-traditional food, except maintaining the natural identity of traditional food products as usual, familiar, authentic, distinctive and as heritage. Based on research conducted by Guerrero (2009), the concept of innovation is found in 5 elements: novelty and changes; variety; processing and technology; origin and ethnicity; and convenience. Consumers like to try innovations in every product they buy. Innovation in the food industry must be accompanied by creativity and new ideas must be presented in accordance with consumer expectations, so as to create interest in buying these products (Shaharudin et al., 2011).

2.2. Instagram Content

Instagram is an application that allows its users to upload pictures and share them with their social media networks. Instagram allows users to edit their own photos or photos in the gallery using filters and various other tools. Instagram users can share photos with friends in their network. Friends or people who follow the account can "like" and comment on photos. Distinctive features in Instagram that made Instagram so popular, include ease of use, speed, large user base, beautiful interface, and focus on fun. In 2012, there were around 80 million Instagram users worldwide (Instagram, 2012). With its large user base, Instagram is also a marketing tool for businesses of all sizes. For example, a business can use Instagram by creating an account to sell products or as a channel to build relationships with customers (Amornpashara et al., 2015). Instagram is a digital media whose function is almost the same as Twitter, but the difference lies in taking photos and being able to share information with users (Dwi, n.d.). Content is information whether it contains photos or videos from social networking sites related to products and services. Hashtags are categorized in social curation which is one way to choose interesting keywords and search for

messages containing those keywords (H. L. Kim & Hyun, 2019). Hashtags use the hash symbol # which helps users to search for matching interests.

2.3. Purchasing Intention

Purchase intention is a combination of consumer interest and the possibility of buying a product (A. J. Kim & Ko, 2012). Usually purchase interest is related to consumer habits, perceptions and their behavior (Jaafar et al., 2012). According to Ferdinand (2006) in Bougenvile & Ruswanti (2017), purchase interest can be identified through the following variables: transactional interest the tendency to buy a product; referential interest, the interest that represents the behavior of individuals with the main preference for the product; exploratory interest, which represents the behavior of individuals who are always looking for more information about the product they like to support the positive characteristics of the product; referential interest, is a person's tendency to refer or recommend a product to others. Purchase intention is an important indicator to evaluate consumer behavior because it can measure the possibility of consumers to buy a product. The higher the purchase intention, the higher the consumer's readiness to buy the product (Husnain & Toor, 2017).
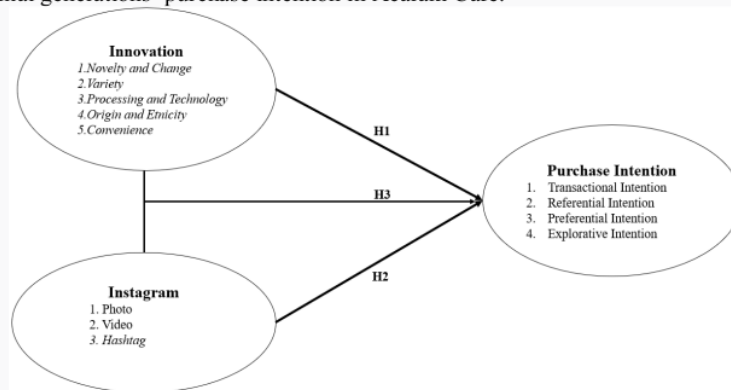
2.4. Conceptual Framework

Based on above discussion, this research examines "Innovation" which contains 5 indicators and "Instagram Content" which contains 3 indicators are related to "Purchase Intention" which contains 4 indicators, that lead to the formation of conceptual framework as depicted on Figure 1. The hypothesis formulated by researchers on this study through details below:

H1: Jamu innovation has significant and positive influence on millennial generations' purchase intention in Acaraki Café.

H2: Instagram content has significant and positive influence on millennial generations' purchase intention in Acaraki Café.

H3: Jamu innovation and Instagram content simultaneously has significant and positive influence on millennial generations' purchase intention in Acaraki Café.

Figure 1. Conceptual Framework adopted from Guerrero et al. (2009), Atomoko in Ardhatilla, Jasmine (2019), Ferdinad in Bougenville & Ruswanti (2017)

3. Material & Methodology

3.1. Data

Millennial generation in Indonesia would be respondent for the research. Based on Thematic Gender Statistics: Indonesia Millennial Generation Profile 2020 compiled in collaboration with the Central Statistics Agency (BPS), the concept of the Indonesian millennial generation is the Indonesian population born between year of 1981-1996, with an estimated age between 24-39 years in 2020. In this case, the researcher uses the BPS reference to determine the study population.

Therefore, the research was conducted on millennial generation who are Indonesian citizens who were born in 1981 to 1996 or aged between 25-40 years in 2021. the number of Indonesian millennial generations as of 2020 is 25.87% of the total population of Indonesia 270,203,917 peoples. This indicates that the number of millennials is 69,901,753 peoples. By using Slovin's formula using a 95% confidence level, it is obtained 400 respondents who become participants in this study. The research conducted through online questionnaire by google form during March and April in 2021, which in covid-19 pandemic era. The questionnaire contained 30 questions using 4-point Likert Scale to avoid the neutral answer. The participants are chosen by convenience sampling technique which selecting based on a person's willingness to become a respondent and can provide the information needed in this study. The return questionnaires have been sorted based on millennial generation category and only 378 data can be used for this research.

3.2. Method

The research conducted through qualitative method using Multiple Linear Regression Analyze and descriptive statistic. All statistical data were processed using *Statistical Package for Social Science* (SPSS) version 25.0. The data will be tested through 3 steps; data quality test, classic assumption test, and multiple regression test. Data quality test conducted through validity test and reliability test to make sure the questions of variable are valid and reliable to represent the variables. Classic assumption test conducted to fulfill the criteria of multiple regression analyze test which data should be normal, no indicator of multicollinearity and heteroscedasticity. Therefore, data will be tested normality test, multicollinearity test and heteroscedasticity test. At last, data tested using multiple linear regression through T-Test, F-Test, correlation coefficient test, and determination coefficient test to find the linear relationship between dependent variable and several independent variables.

3.3. Table and Figure

Correlation Coefficient Analysis is an analysis conducted to measure how closely the relationship between variables. This analysis is also useful for determining the direction of the two variables. In general, the correlation value scale is $(r) = (-1 \leq 0 \leq 1)$.

Table 1. Correlation Value Scale Interpretation

Interval	Innovation (X1)
+1,00	Perfect Positive Relationship
-1,00	Perfect Negative Relationship
0,80-1,00	Very Strong Relationship
0,60-0,79	Strong Relationship
0,40-0,59	Moderate Relationship
0,20-0,39	Low Relationship
0,01-0,19	Very Low Relationship
0	Not in Relationship

3.4. Equations and Mathematical Expressions

Multiple Linear Regression Analysis is an analysis conducted to examine the effect of two or more independent variables on the dependent variable. This analysis is is to test how the direction of the relationship between the independent variable and the dependent variable is, either positively or negatively related. According to Riduwan (2010), the formula used is as follows:

$$Y = a + \beta_1 x_1 + \beta_2 x_2 + e$$

Definition 1: Y = Purchase Intention; a = Constanta; β_1 = Innovation Regression Coefficient; β_2 = Instagram Content Regression Coefficient; X1 = Innovation; X2 = Instagram Content; e = Other

Variables that influenced Y.

4. Results and Discussion

4.1. Result

Before conducting the research, the researcher conducted a data quality test on the questionnaire questions to ensure that the questions in the questionnaire were valid and reliable for use in research. To test the quality of the data, the researcher distributed the initial questionnaire to 30 respondents online and randomly. Validity test is used to measure the validity or not of a question instrument that represents the indicators and variables tested in the study. In this research, there are 30 questions used in the questionnaire. The result of the test, that all of 30 questions are valid. The reliability test is used to ensure that the indicators used in this study are accurate, precise and consistent in measuring the variables in this study. After the question instruments are declared valid in the validity test, then the reliability test is carried out using Cronbach Alpha. The result of reliability test shows that 30 questions are reliable to use on this research.

4.2. Statement of results

In the next research stage, the results of the questionnaire data obtained from 378 respondents were tested for classical assumptions. Classical assumption testing must be met before testing the hypothesis with multiple regression analysis.

The normality test was carried out with the aim of knowing whether the results of the questionnaire data were normally distributed. This test is processed using the Kolmogorov-Smirnov Test (K-S) test method through SPSS version 25. The results of the questionnaire data can be said to be normal if the test result value is greater than the arithmetic significance level of 0.05 (p > 0.05). Based on the results of the normality test, it was found that the Asymp. value. Sig. (2-tailed) on the variables innovation, Instagram, and purchase intention of 0.156. The value of 0.156 is greater than 0.05 (p > 0.05). The conclusion is that the results of the questionnaire data in this study were normally distributed. Therefore, the questionnaire data met the normality test.

The multicollinearity test aims to determine whether there is an intercorrelation (strong relationship) between the innovation variables and Instagram. A good regression model is characterized by the absence of multicollinearity between independent variables. The condition for the absence of multicollinearity in a data is a tolerance value greater than 0.10 and a VIF value less than 10. the result of the tolerance value is 0.976 and the VIF value is 1.025. The results of the multicollinearity test show that the tolerance value is > 0.10 and the VIF value is < 10. It can be concluded that there is no multicollinearity between the innovation variable and Instagram as the independent variable used in this study. The intercorrelation relationship between independent variables does not occur and fulfills the requirements for hypothesis testing using a regression model. The results of the research data were then tested for heteroscedasticity.

The heteroscedasticity test aims to ensure that there is no heteroscedasticity or residual variance inequality from one observation to another. In this test, the researcher used the Glejser Test method on the independent variables, innovation and Instagram content. The result showed Sig. value of the innovation variable is 0.081 and Sig. value of Instagram content variable is 0.277. This shows that based on Sig. value results, the innovation and Instagram content variables is greater than 0.05. Therefore, it can be concluded that there is no heteroscedasticity in the data of this study, and multiple regression models can be tested further.

4.3. Explanatory text

After the classical assumption test research is carried out and the results of the classical assumption test have met the requirements for multiple linear regression tests. In the multiple linear regression test carried out several stages of testing. Tests carried out, among others:

- T-Test

The Pearson Correlation Test was carried out with the aim of knowing whether there was an influence relationship between the independent variable and the dependent variable.

Table 2. T-Test Results on Innovation Variables, Instagram Content and Purchase Intention

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.606	1.795		.895	.371
	Innovation	.386	.039	.422	9.990	.000
	Instagram Content	.286	.034	.350	8.296	.000

a. Dependent Variable: Purchase Intention

The result can be seen that the regression equation for the innovation variable, and the Instagram variable on the purchase interest variable is as follows:

$$Y = a + \beta_1 x_1 + \beta_2 x_2 + e$$
$$Y = 1,606 + 0,386\ X_1 + 0,286\ X_2 + e$$

Therefore, it can be concluded that:

1. In this T test, the constant is 1.606. This indicates that if the Innovation and Content Instagram variables are 0 or assumed to be unchanged, then the purchase interest variable is 1.606.
2. The innovation variable as X1 variable has a Sig value. 0.000. Sig value. 0.000 is less than 0.05. Therefore, it can be said that the innovation variable has a significant effect on the purchase intention variable as the Y variable. This indicates that hypothesis 1 (H1) that Jamu innovation at Acaraki Café has an influence on the interest in purchasing Jamu at the Acaraki Café in the millennial generation is accepted.
3. The Instagram content variable as the X2 variable has a sig value. 0.000. sig value. 0.000 is less than 0.05. Therefore, it can be said that the Instagram variable has a significant influence on the purchase intention variable as the Y variable. This indicates that hypothesis 2 (H2) that the Instagram of Acaraki Café have an influence on the interest in purchasing jamu at the Acaraki Café in the millennial generation is accepted.

- **F-Test**

Table 3. F-Test Results on Innovation Variables, Instagram Content and Purchase Intention

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1482.802	2	741.401	99.551	.000ᵇ
	Residual	2792.799	375	7.447		
	Total	4275.601	377			

a. Dependent Variable: Purchase Intention
b. Predictors: (Constant), Instagram Content, Innovation

The F-test was conducted to find out whether there is an effect between innovation and Instagram content simultaneously on the interest in jamu purchasing at Acaraki Café in the millennial generation. Based on the result of F-Test, the value of Sig. is 0.000. This sig value is less than 0.05. This indicates that there is a simultaneous influence of innovation and Instagram content on purchase intention.

- **Correlation Coefficient Test**

Table 4. Correlation Coefficient Test Results on Innovation Variables, Instagram Content and Purchase Intention

Correlations

		Inovasi	Konten Instagram	Minat Pembelian
Innovation	**Pearson Correlation**	1	.155**	.476**
	Sig. (2-tailed)		.003	.000
	N	378	378	378

Instagram Content	**Pearson Correlation**	.155**	1	**.416****
	Sig. (2-tailed)	.003		.000
	N	378	378	378
Purchase Intention	**Pearson Correlation**	.476**	.416**	1
	Sig. (2-tailed)	.000	.000	
	N	378	378	378

**. Correlation is significant at the 0.01 level (2-tailed).

The correlation coefficient test shows that the correlation value between the innovation variable and purchase intention is 0.476. This indicates that the relationship between innovation and purchase intention has a positive direction but the relationship is moderate. The correlation value between Instagram content variables and purchase intention is 0.416. This also indicates that there is a positive relationship between Instagram content and purchase intention, but the relationship is also moderate.

- **Determination Coefficient Test**

Table 4. Determination Coefficient Test Results on Innovation Variables, Instagram Content and Purchase Intention

			Model Summary		
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	
1	.589a	.347	.343	2.729	

a. Predictors: (Constant), Instagram Content, Innovation

The Coefficient of Determination Test was carried out with the aim of finding out how much influence innovation and Instagram had on the interest in Jamu purchasing at Acaraki Café in the millennial generation. The result showed that the adjusted R square value is 0.343 (R2 = 0.347). This indicates that the influence of the innovation variable, and Instagram together explains the interest in jamu purchasing at Acaraki Café in the millennial generation by 34.3%, while 65.7% is influenced by other variables not examined in this study.

4.4. Discussion

H1: Jamu innovation has significant and positive influence on millennial generations' purchase intention in Acaraki Café.

Through the T test, the results of this study showed the value of sig. 0.000 is smaller than 0.05, which means that there is a significant effect between the herbal innovation variables carried out by the Acaraki Café team and the purchase intention of the millennial generation. In the correlation coefficient test, the innovation variable with purchase intention has a value of 0.476 which indicates that the influence that occurs between these two variables has a positive and moderate direction.

Based on the results of the study, it can be concluded that Hypothesis 1 is accepted, which means that Jamu innovation has a positive and significant effect on purchase interest in the millennial generation. This indicates that by increasing innovation in jamu, the millennial generation will have a higher interest in buying jamu.

The results of this study are different from the research conducted by Shaharudin et al. (2011) where in their research, the lack of influence of innovation on fast-food food where consumers place more emphasis on output than input. Fast-food consumers place more emphasis on the importance of food freshness, presentation and taste in fast-food than on innovations made in fast-food. The results of different studies with this study can be caused by different types of food. This study places more emphasis on herbal medicine which is considered a traditional drink and also has longer process than fast food.

The results of this study are in line with research conducted by Shen & Chen (2020) where the results of their research concluded that innovation in artificial meat in veggie burgers had an influence on consumer buying interest in Taiwan. This research is also in line with Rahardian's research (2018) which in his research also proves that there is an influence of innovation in fruit-flavored drinks on purchase intention. In addition, research conducted by Suroso (2014) also

supports the results of this study where it was found the effect of product innovation on one instant noodle product on consumer buying interest.

Research conducted by Kurnia et al. (2020) also conducted research on followers from McDonald's Instagram regarding the effect of the restaurant's food product innovation on purchase intention. The results of this study are in line with the results of this study where there is an influence between product innovation on consumer buying interest. The better the product innovation that is carried out, the higher the consumer's buying interest in the product.

H2: Instagram content has significant and positive influence on millennial generations' purchase intention in Acaraki Café.

In the Instagram content variable with purchase intention, the T test shows a sig value of 0.000 which is smaller than 0.05. This shows that there is a significant influence between the Acaraki Café's Instagram content variable and the purchase intention of the millennial generation. In the correlation coefficient test, the coefficient value of Instagram content with purchase intention is 0.416. This value proves that the influence of Instagram content has a positive and moderate direction on purchase intention. The better Acaraki Café's Instagram content, millennial generation's purchase interest will more increase.

Based on the results of the study, it can be concluded that Hypothesis 2 is accepted, which means that Instagram content has a positive and significant effect on buying interest in the millennial generation. This indicates that the better and attractive the photos, videos and hashtags on the Acaraki Cafe Instagram account, the higher the interest in buying herbal medicine for the millennial generation.

This research is in line with research conducted by Jasmine Mardhatilla (2019) where the results of the study also found a strong, significant, and unidirectional influence between Instagram content and purchase intention at a cafe in Bandung. The better Instagram content will attract consumers to buy at that place.

Sagala & CH (2016) also conducted research on Instagram content on consumer buying interest in start-up culinary companies. The results of their research are in line with the results of this study where Instagram content was found to have an influence on consumer buying interest. This explains that the importance of Instagram is important for a company as a way of marketing because Instagram can communicate products to consumers.

The results of this study are also supported by research conducted by Sri Wahyuni P. et al. (2019). The research also gives the result that there is a positive relationship between Instagram content and buyer interest from followers of an Instagram account, even though Instagram content is not the only factor on purchase intention. The negative value of the Instagram content variable constant in this study shows how important the Instagram content is. If an account uploads Instagram content regardless of the quality of the content, then followers will give a negative response.

In a study conducted by Habibie et al. (2021) also support the results of this study. This study analyzes how promotions on Instagram have a strong influence on buying interest in a drink in the midst of the covid-19 pandemic. Promotion using Instagram by uploading photos and describing product profiles from taste, appearance, service through videos will attract consumers to make purchases of these products.

H3: Jamu innovation and Instagram content simultaneously has significant and positive influence on millennial generations' purchase intention in Acaraki Café.

In the F-Test test on innovation, Instagram content and purchase interest, the results obtained are sig values. of 0.000 which is smaller than 0.05. This proves that innovation and Instagram content simultaneously affect Jamu's purchase intention at the Acaraki Café in the millennial generation.

The results of this study are in line with the research conducted by I. Sari et al. (2020). In this study, it was found that the influence of social media Instagram, product innovation along with word of mouth simultaneously on purchasing decisions. This proves that innovation and Instagram can jointly influence purchasing decisions that are preceded by purchase intention.

Based on the results of the determination coefficient test, it was found that the innovation of jamu and Instagram content is carried out together, then the influence of these two variables has a percentage of 34.3%, which is greater than the two variables respectively. Therefore, it can be concluded that jamu innovation and Instagram content are things that need to be considered to increase interest in jamu's purchase in the millennial generation, although there are other variables of 65.7% that have not been studied.

5. Conclusion

This research show that jamu innovation and Instagram content has positive and significant influence on jamu's purchase intention on millennial generation. In accordance with the millennial generation character who likes to explore something new, this indicates that Jamu has the potential to be liked by the millennial generation. These findings indicate that millennial generation in general are interested in jamu but jamu should be treated by innovative processing and added new ingredients so the perception of jamu can be changed and the taste of jamu can be related to millennial generation's preference. The use of Instagram as digital marketing also has influence on purchase interest of the millennial generation who are tech-savvy and usually use social media in their daily life. This research is also useful for jamu cafe entrepreneurs to continue to innovate jamu in modern way and use social media as marketing for jamu sales. The researcher realized that there are limitations during this research. This research was conducted in the midst of the Covid-19 pandemic in Indonesia, especially during the Implementation of Community Activity Restrictions (PPKM) in DKI Jakarta. Therefore, filling out the questionnaire was done online and distributed to the millennial generation in general by providing photos, videos and a link to the Acaraki Cafe Instagram account. With this, the respondents are of course limited to only seeing online without seeing and tasting directly. Therefore, in further research, it is necessary to conduct research on direct consumers of Acaraki Café. In addition, the researcher realizes that there are still limited sub-variables studied in this study. Therefore, the researcher suggests adding sub-variables in further research, especially on the Instagram content variable. Another Instagram feature that can be added in further research is Repost, and the intensity of uploading content. In addition, the researcher also suggests adding other variables to be investigated in further research, including the price of jamu offered, the location of the Café and branding awareness of the Acaraki Café.

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