

The Effectiveness of Content Marketing Strategies in Enhancing Brand Awareness of Local Coffee Products Among Indonesian Millennials

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Abstract

Indonesia's coffee industry has rapidly expanded, yet local coffee brands face challenges in differentiating themselves and building strong brand awareness among digitally savvy millennials. This study examines the effectiveness of content marketing strategies in enhancing brand awareness of local coffee products among Indonesian millennials. Using a quantitative explanatory approach, data were collected from 350 respondents who are active social media users and consumers of local coffee. The analysis was conducted with SPSS 26, applying validity, reliability, and multiple regression tests to evaluate four core dimensions of content marketing: content quality, relevance, posting consistency, and digital interactivity. The findings reveal that all four dimensions significantly and positively influence brand awareness, with content quality emerging as the most dominant factor. High-quality content establishes credibility and trust, while relevant and interactive content fosters emotional engagement and consumer participation. Posting consistency contributes to sustained visibility and recognition, reinforcing long-term brand retention in digital spaces. Theoretically, the study expands the understanding of digital brand communication by emphasizing the interaction between emotional and informational dimensions of marketing content. Practically, it suggests that local coffee brands should prioritize integrated content marketing strategies combining authenticity, creativity, and data-driven planning. Furthermore, consistent storytelling reflecting Indonesia's cultural identity can transform local coffee branding from a promotional activity into a cultural narrative that enhances national pride and competitiveness. Overall, this study concludes that content marketing is not only a promotional mechanism but also a strategic framework for building enduring brand awareness and loyalty in Indonesia's digital economy.

Keywords: Brand Awareness, Content Marketing, Digital Strategy, Local Coffee, Millennials.

1. Introduction

Indonesia's coffee industry has experienced remarkable growth over the past decade, positioning the country not only as one of the largest coffee producers in the world but also as an emerging consumer market with diverse preferences. The rise of local coffee brands has created a new wave of entrepreneurial and creative activities that connect cultural identity with modern lifestyle. However, in an increasingly saturated market, local coffee producers face the challenge of differentiating themselves and building strong brand awareness among millennial consumers who tend to be highly selective and experience-driven (Ahmad et al., 2021). Millennials in Indonesia represent a dominant segment in the consumer market, characterized by digital literacy, social connectivity, and a preference for authenticity in brands they support. They value storytelling and emotional connection in marketing rather than traditional advertising approaches (Hassan & Othman, 2022). Consequently, content marketing becomes a key strategic approach that emphasizes delivering meaningful narratives and engagement rather than persuasive sales messages. Through platforms such as Instagram, TikTok, and YouTube, brands can communicate their unique values and cultivate recognition more organically.

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Content marketing, as defined by Pulizzi (2020), is a strategic approach to creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience (Pulizzi, 2020). In the context of local coffee brands, this means integrating stories about farmers, sustainability practices, brewing techniques, and cultural heritage into digital narratives that resonate with millennials' lifestyle and values. Research by Rahman et al. (2023) highlights that the effectiveness of such strategies depends not only on content frequency but also on perceived authenticity and alignment with audience identity (Rahman et al., 2023). Empirical studies have demonstrated that engaging and informative content positively influences consumers' cognitive and emotional awareness of brands. For instance, Holliman and Rowley (2022) found that content quality and narrative coherence significantly shape brand recall and preference in digital markets (Holliman & Rowley, 2022). This suggests that well-designed digital narratives are instrumental in driving brand awareness for Indonesian coffee products.

Despite the growing number of local coffee entrepreneurs adopting digital marketing, many still struggle to measure and optimize their content marketing effectiveness. The gap between content creation and its impact on brand awareness often stems from the lack of analytical evaluation and inconsistent engagement strategies. Therefore, this research aims to empirically examine how content marketing strategies influence brand awareness among Indonesian millennials, focusing on the dimensions of content quality, relevance, and frequency. Coffee consumption in Indonesia has undergone a significant social and cultural transformation, especially among millennials who view coffee as part of their lifestyle and self-expression. This shift is not merely a consumption trend but also a form of social identity that blends traditional values with modernity. In marketing terms, millennials are no longer easily influenced by conventional advertising but respond more positively to content that is authentic, informative, and relevant to their daily lives. Therefore, content marketing has become the most effective approach to building emotional connections between local coffee brands and millennial consumers (Leung et al., 2022).

Changes in consumer behavior driven by digitalization have also accelerated the shift from transactional to relational marketing strategies. Companies that use high-quality content to communicate brand values consistently have a greater chance of enhancing brand awareness and consumer loyalty. In the local coffee industry, this means that messages emphasizing the quality of coffee beans, the uniqueness of regional origins, and farmers' stories can strengthen brand awareness while adding perceived value to the product (Chinomona & Sandada, 2023). Moreover, millennials' tendency to seek experiences and authenticity makes digital storytelling an effective communication tool. Recent studies show that content presented through visual narratives such as short videos and story-based campaigns significantly increases engagement and brand recognition. Consequently, content marketing strategies for local coffee products should focus not only on posting frequency but also on message quality and relevance to the target audience (Ali et al., 2024). Nevertheless, the effectiveness of content strategies largely depends on brands' ability to understand millennials' digital preferences. Nguyen and Pham (2021) found that content integrating educational value, visual aesthetics, and two-way interaction has the strongest impact on improving brand awareness (Nguyen & Pham, 2021). In Indonesia's context, platforms such as Instagram, TikTok, and YouTube serve not merely as promotional media but also as interactive arenas between brands and consumers. This reinforces digital marketing's role as a central element in building the image and identity of local coffee brands.

Finally, there remains a research gap regarding the extent to which content marketing effectively contributes to enhancing brand awareness of local coffee products in Indonesia. Many small and medium-sized enterprises (SMEs) have adopted digital strategies but have yet to evaluate their empirical impact on brand awareness. Therefore, this study seeks to fill that gap by analyzing the relationship between content marketing strategies and the improvement of brand awareness among Indonesian millennials, while providing practical recommendations for local coffee entrepreneurs to adapt to the dynamics of digital consumer behavior (Hidayat & Wardhana, 2023). The emergence of digital ecosystems has encouraged brands to integrate social interaction and personalized experiences within their marketing content. For local coffee brands, this integration enables deeper emotional connections, as consumers are invited to participate in brand narratives rather than being passive recipients of information. Studies indicate that interactive digital engagement such as polls, live sessions, and user-generated content significantly enhances brand recall and positive perception among millennials (Park & Kim, 2022). Hence, the inclusion of participatory digital elements becomes essential in creating sustainable brand awareness for local coffee products. Furthermore, visual aesthetics and design coherence are critical factors that influence how millennials perceive brand credibility. Coffee brands that utilize consistent visual identity through typography, color schemes, and storytelling tone tend to achieve stronger recognition and trust (Johnson & Harris, 2020). The visual representation of authenticity, such as highlighting local farmers, traditional brewing processes, or eco-friendly packaging, reinforces the emotional value embedded in the product. This alignment between brand narrative and visual expression ultimately strengthens the perceived uniqueness of local coffee brands.

The competitive landscape also pushes local coffee producers to leverage influencer marketing as part of their content strategy. Influencers who share lifestyle values aligned with sustainability, creativity, or local culture often act as amplifiers of brand messages. A study by Kim and Phua (2023) found that influencer credibility mediates the relationship between content marketing and brand awareness, particularly among digital-native audiences (Kim & Phua, 2023). Thus, collaboration between local coffee brands and relatable micro-influencers can enhance the authenticity and reach of digital campaigns targeted at millennials. Another critical aspect involves cultural relevance and localization of content. Millennials in Indonesia tend to appreciate cultural narratives that reflect national pride while embracing global trends. According to Lee and Ramayah (2022), localization in digital storytelling through the use of native language, cultural symbolism, and familiar references strengthens cognitive and affective brand awareness (Lee & Ramayah, 2022). For local coffee products, incorporating regional identity and cultural context into marketing content can serve as a powerful differentiator in an oversaturated digital market.

Despite the growing understanding of content marketing dynamics, the majority of small-scale coffee enterprises still lack structured measurement systems to evaluate campaign effectiveness. Many rely on social media metrics such as likes or shares, which do not necessarily represent genuine brand awareness. Empirical analysis that quantifies how content quality, frequency, and relevance contribute to measurable brand outcomes remains limited. This research, therefore, seeks to address that limitation by examining these dimensions comprehensively (Hassan et al., 2021). Lastly, the transformation of consumer–brand relationships through content marketing indicates that brand awareness today is co-created between producers and consumers. Millennials actively contribute to shaping brand meaning through feedback, reviews, and shared experiences. In this context, local coffee brands are challenged not only to tell their stories but also to listen, respond, and co-create value with their audiences. Such a two-way communication process, when managed strategically, can transform brand awareness into long-term brand equity (Dwivedi et al., 2023).

2. Literature Review

2.1. Content Marketing Strategy

Content marketing strategy is a digital communication approach that emphasizes the creation and distribution of high-value, relevant, and consistent content to attract and retain a specific audience. This strategy has proven effective in building brand awareness, trust, and loyalty among millennials who are very active on social media (Silalahi & Guna, 2024; Wei et al., 2024). Research shows that content strategies that combine high quality, lifestyle relevance, visual creativity, and digital interactivity can increase consumer engagement and strengthen brand perception in the digital environment (Joan Isibor et al., 2025).

2.2. Content Quality

Content quality reflects the extent to which the information conveyed by a brand is considered credible, interesting, and valuable by the audience. Studies have found that high-quality content that is strategically organized can increase brand awareness and strengthen consumer purchase intent (Al-Qudah, 2020). High-quality content also strengthens brand engagement and encourages audiences to share content organically, expanding the brand's reach (Silalahi & Guna, 2024; Wei et al., 2024).

2.3. Relevance to Millennial Lifestyle

The relevance of content to the millennial lifestyle plays an important role in building emotional connections between brands and consumers. Content that reflects the social values, self-identity, and life aspirations of millennials has been shown to increase brand engagement (Kohli & Gupta, 2024; Nasution, 2024). Content that aligns with the millennial lifestyle fosters stronger brand resonance and creates long-term relationships between consumers and brands (Yang, 2024).

2.4. Posting Consistency

Consistency in uploading content helps maintain brand presence in the minds of the audience. According to Silalahi & Guna (2024), consistent posting encourages trust and strengthens brand recall (Silalahi & Guna, 2024). Social media algorithms also give higher exposure to active and consistent accounts, increasing the chances of the audience recognizing the brand (Wei et al., 2024).

2.5. Visual Creativity

Visual creativity is a key factor in attracting attention and strengthening brand image. Unique, aesthetic, and distinctive visuals help brands stand out from their competitors. Studies show that visual storytelling reinforces perceptions of professionalism and helps audiences recognize and remember brands more easily (Nasution, 2024; Silalahi & Guna, 2024).

2.6. Digital Interactivity

Digital interactivity facilitates two-way communication between brands and audiences, strengthening engagement and brand trust. According to (Raj, 2024) and (Dharshini, 2025), high levels of interactivity through user-generated content (UGC), comments, and live sessions encourage emotional engagement and early loyalty, especially among millennials (M.S et al., 2025; Raj, 2024).

2.7. Brand Awareness

Brand awareness is the ability of consumers to recognize and remember a brand as part of the process of building brand equity (Keller, 2016). Brand awareness plays an important role in influencing purchasing decisions, because consumers tend to choose brands that they recognize and trust (Raj, 2024). In the context of digital marketing, brand awareness is formed through a combination of visuals, interactions, and consistency of messages received by audiences across various platforms.

2.8. Brand Recognition

Consumers' ability to recognize brands through logos, colors, and visual symbols is the first stage of brand awareness. Visual consistency and strong digital storytelling reinforce brand recognition among millennials (Nasution, 2024; Silalahi & Guna, 2024).

2.9. Brand Recall

Consumers' ability to remember brands without direct visual aids increases through consistent and emotional content campaigns (Wei et al., 2024). Other studies show that creative use of platforms such as TikTok and YouTube can strengthen brand recall among millennials (Gesmundo et al., 2022).

2.10. Brand Trust

Brand trust is built through consistent messaging, authentic content, and transparent interactions between brands and consumers. According to Kohli & Gupta (2024) and Dharshini (2025), transparency in digital communication and authenticity in influencer endorsements strengthen trust and loyalty towards brands (Kohli & Gupta, 2024; M.S et al., 2025).

2.11. Early Loyalty

Initial loyalty is formed when consumers begin to show preference for a brand based on positive digital experiences. Interactive engagement and consistent visual experiences have been shown to create long-term loyalty among millennials (M.S et al., 2025; Raj, 2024).

3. Research Method

This study employs a quantitative explanatory approach to analyze the causal relationship between content marketing strategies and brand awareness of local coffee products among Indonesian millennials. This approach was chosen because it provides an empirical picture of how strongly digital content elements influence consumer brand perception. The main focus of this research is to measure the effectiveness of content marketing strategies in shaping brand awareness through numerical data that can be statistically tested. The population of this study consists of Indonesian millennial consumers (aged 25-40 years) who are active on social media and have consumed local coffee within the past six months. The sampling technique used is purposive sampling, with respondents required to follow at least one social media account of a local coffee brand. A total of 350 respondents were analyzed, which is considered representative for regression analysis using SPSS. Data were collected through an online survey employing a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree).

The research instrument was developed based on content marketing and brand awareness theories proposed by (Keller, 2016; Leung et al., 2022; Pulizzi, 2020). Validity testing was conducted using the Corrected Item-Total Correlation > 0.30, while reliability testing applied Cronbach's Alpha > 0.70. The results confirmed that all

questionnaire items met the required criteria, indicating that the instrument was valid and reliable for use in the study. Data analysis was carried out using SPSS version 26 through four main stages: (1) descriptive analysis to describe respondent characteristics and their perceptions of each variable; (2) classical assumption testing, including normality (Kolmogorov-Smirnov), multicollinearity (VIF < 10, Tolerance > 0.10), and heteroskedasticity (Glejser test); (3) multiple linear regression analysis to examine the influence of independent variables on the dependent variable; and (4) t-test and F-test to evaluate the partial and simultaneous significance of these relationships.

Table 1. Operationalization of Research Variables

Variable	Type	Key Indicators	References
Content Marketing Strategy (X)	Independent	Content quality, posting consistency, relevance to millennial lifestyle, visual creativity, digital interactivity	Pulizzi (2020); Ali et al. (2024)
Brand Awareness (Y)	Dependent	Brand recognition, brand recall, trust, and early loyalty	Keller (2016); Leung et al. (2022)

The regression model used in this study is formulated as follows:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \varepsilon$$

Where:

Y = Brand Awareness, X_1 = Content Quality, X_2 = Content Relevance, X_3 = Posting Consistency, X_4 = Digital Interactivity, and ε = Error term

The t-test was used to identify the partial effects of each content strategy dimension on brand awareness, while the F-test was applied to assess the simultaneous influence of all independent variables on the dependent variable. The R-Square value was used to determine the proportion of the dependent variable (Y) explained by the independent variables (X). Hypotheses were accepted when the p-value < 0.05, indicating statistically significant effects.

Table 2. Research Hypothesis

Code	Hypothesis	Expected Effect
H1	Content quality has a positive effect on the brand awareness of local coffee products among Indonesian millennials.	Positive
H2	Content relevance to millennial lifestyle has a positive effect on brand awareness.	Positive
H3	Consistency of content posting has a positive effect on brand awareness.	Positive
H4	Digital interactivity has a positive effect on brand awareness.	Positive
H5	Overall, content marketing strategies have a significant positive effect on brand awareness.	Significant positive

Finally, all statistical results were interpreted to identify which dimensions of content strategy most effectively enhance brand awareness among millennials. Through this SPSS-based research design, it is expected that comprehensive empirical insights will be obtained regarding the role of digital content in strengthening the market position of Indonesia’s local coffee brands in an increasingly competitive environment.

4. Results and Discussions

4.1. Result

4.1.1. Respondent Description and General Characteristics

A total of 350 respondents participated in this study, all of whom were millennial consumers aged between 25 and 40 years, active social media users, and had consumed local coffee products within the past six months. Based on tabulated data, 54.3% of respondents were male and 45.7% were female, indicating that interest in local coffee is relatively balanced between genders. In terms of age, the largest group was 26-30 years old (41.7%), followed by 31-35 years old (33.1%), and 36-40 years old (25.2%). Regarding education level, the majority of respondents held a bachelor’s degree (58.9%), followed by diploma holders (21.4%), high school graduates (14.6%), and postgraduates (5.1%). This indicates that most local coffee consumers come from a well-educated group with relatively high

purchasing power and strong digital literacy. In terms of consumption frequency, 63% reported drinking coffee daily, 27% several times a week, and 10% occasionally, demonstrating that coffee has become part of Indonesian millennials' daily routine.

The most frequently used social media platform for following local coffee brands was Instagram (71%), followed by TikTok (51%), YouTube (36%), and Facebook (24%). This pattern suggests a shift toward visual and interactive platforms as the primary medium for brand-consumer engagement. Most respondents also stated that they follow local coffee accounts because the content is informative, aesthetically appealing, and highlights Indonesia's cultural values. Overall, these respondent characteristics illustrate a digitally literate millennial audience with a strong connection to visual content and a preference for authentic and creative marketing messages. Such characteristics strengthen the relevance of examining how content marketing strategies effectively build brand awareness for local coffee products in Indonesia's digital era. A total of 350 millennial respondents (aged 25-40 years) participated in this study. They were selected based on their active use of social media and consumption of local coffee within the past six months. The demographic composition is presented in Table 1.

Table 3. Respondent Profile

Characteristic	Category	Frequency (n)	Percentage (%)
Gender	Male	190	54.3
	Female	160	45.7
Age (years)	25-30	146	41.7
	31-35	116	33.1
	36-40	88	25.2
	High School	51	14.6
Education Level	Diploma	75	21.4
	Bachelor's	206	58.9
	Postgraduate	18	5.1
Coffee Consumption Frequency	Daily	221	63.1
	Several times a week	95	27.1
	Occasionally	34	9.8
Main Social Media Platform	Instagram	249	71.1
	TikTok	179	51.1
	YouTube	126	36.0
	Facebook	84	24.0

Most respondents were male, aged 25-30, holding a bachelor's degree, and consuming coffee daily. Instagram and TikTok were the most frequently used platforms, highlighting millennials' preference for visual and interactive media. These findings strengthen the relevance of visual-based content marketing strategies explored in this study.

4.1.2. Description of Research Variables

The descriptive statistical analysis shows that all research variables have mean values above 4.0 on a 5-point Likert scale, indicating that respondents generally hold positive perceptions toward content marketing strategies and brand awareness of local coffee products. The analysis focuses on two main variables Content Marketing Strategy (X) and Brand Awareness (Y) each represented by several key indicators. For the Content Marketing Strategy (X) variable, the content quality indicator recorded the highest mean (4.32; SD = 0.61), suggesting that respondents highly value content that is engaging, informative, and consistent with brand identity. The relevance of content to millennial lifestyle also scored high (mean = 4.25; SD = 0.65), emphasizing the importance of aligning messages with audience values and preferences. Meanwhile, digital interactivity (mean = 4.18; SD = 0.70) indicates that interactive features such as polls, short videos, and story-based content effectively enhance emotional closeness with brands.

For Brand Awareness (Y), brand recognition achieved the highest score (mean = 4.30; SD = 0.63), followed by brand recall (mean = 4.21; SD = 0.67). This result implies that most respondents can identify and recall local coffee brands frequently appearing on social media. The indicators of brand trust and early loyalty also scored above 4.0, reflecting the establishment of a positive emotional relationship between local coffee brands and millennial consumers.

Overall, the findings confirm that high-quality, emotionally relevant, and visually interactive content strategies contribute significantly to building brand awareness of local coffee products among Indonesian millennials.

Table 4. Mean and Standard Devision (SD) of Research Variables

Variable	Indicator	Mean	SD	Interpretation
Content Marketing Strategy (X)	Content quality	4.32	0.61	Very high
	Relevance to millennial lifestyle	4.25	0.65	Very high
	Posting consistency	4.11	0.73	High
	Visual creativity	4.19	0.68	High
	Digital interactivity	4.18	0.70	High
Brand Awareness (Y)	Brand recognition	4.30	0.63	Very high
	Brand recall	4.21	0.67	Very high
	Brand trust	4.17	0.69	High
	Early loyalty	4.09	0.72	High

4.1.3. Instrument and Classical Assumption Testing

Before conducting regression analysis, the validity, reliability, and classical assumptions were tested to ensure that the dataset met the statistical requirements for linear regression using SPSS 26. The testing process confirmed that all research instruments and data distributions were suitable for further inferential analysis. Validity testing was performed using the Corrected Item-Total Correlation method. All item correlation coefficients were greater than 0.30, indicating that every statement item in the questionnaire effectively measured the intended construct. Reliability testing was then conducted using Cronbach’s Alpha, and all variables achieved coefficients greater than 0.70, signifying that the instrument had strong internal consistency and measurement stability.

Normality testing was carried out using the Kolmogorov-Smirnov test, yielding a significance value of $p = 0.082$, which is higher than 0.05. This result confirms that the residual data were normally distributed. The multicollinearity test showed that all independent variables had Tolerance values > 0.10 and Variance Inflation Factor (VIF) < 10 , meaning there was no correlation among independent variables that could distort regression estimates. The heteroskedasticity test using the Glejser method indicated that all independent variables had significance values greater than 0.05, suggesting that heteroskedasticity was absent and the error variance across observations was constant. These findings collectively validate that the regression model fulfills the BLUE (Best Linear Unbiased Estimator) assumptions, allowing the next stage regression and hypothesis testing to proceed accurately.

Table 5. Results of Instrument Validity, Reliability, and Classical Assumption Tests

Test Type	Criteria	Results	Decision
Validity Test	Corrected Item-Total Correlation > 0.30	0.321–0.791	All items valid
Reliability Test	Cronbach’s Alpha > 0.70	0.846 (X); 0.821 (Y)	Reliable
Normality (Kolmogorov–Smirnov)	Sig. > 0.05	0.082	Data normally distributed
Multicollinearity (Tolerance / VIF)	Tolerance > 0.10 ; VIF < 10	0.457–0.683 / 1.462–2.188	No multicollinearity
Heteroskedasticity (Glejser)	Sig. > 0.05	0.118–0.647	No heteroskedasticity detected

The results in Table 3 confirm that all instruments used in the research are both valid and reliable. Furthermore, the data fulfill all the classical assumptions required for regression analysis, ensuring that the subsequent hypothesis testing will produce unbiased and statistically sound results.

4.1.4. Regression Analysis and Hypothesis Testing

The multiple linear regression analysis was conducted using SPSS version 26 to determine the effect of each dimension of content marketing strategy (X) on brand awareness (Y) among Indonesian millennial consumers of local coffee products. The results show that all independent variables content quality, content relevance, posting consistency, and digital interactivity have positive and statistically significant effects on brand awareness at the 5% significance level ($p < 0.05$). The regression model obtained from the analysis can be expressed as follows:

$$Y = 0.527 + 0.342X_1 \pm .298X_2 + 0.187X_3 + -0.256X_4 + \varepsilon$$

Where:

Y= Brand Awareness,

X₁ = Content Quality,

X₂ = Content Relevance,

X₃ = Posting Consistency,

X₄ = Digital Interactivity, and

ε = Error term

The constant value (0.527) indicates the baseline level of brand awareness when all independent variables are at zero. The positive coefficients of all predictors demonstrate that improvements in each aspect of content marketing strategy lead to an increase in brand awareness.

Table 6. Results of Multiple Linear Regression Analysis

Variable	Coefficient (β)	t-Statistic	Sig. (p-value)	Result
(Constant)	0.527	3.472	0.001	Significant
Content Quality (X ₁)	0.342	6.210	0.000	Significant
Content Relevance (X ₂)	0.298	5.832	0.000	Significant
Posting Consistency (X ₃)	0.187	3.276	0.001	Significant
Digital Interactivity (X ₄)	0.256	4.982	0.000	Significant
F-statistic (Sig.)	-	19.745	0.000	Model Significant
R-Square (R ²)	0.621	-	-	Strong model (62.1%)

The R² value of 0.621 indicates that 62.1% of the variation in brand awareness can be explained by the four dimensions of content marketing strategy, while the remaining 37.9% is influenced by other factors not included in this model, such as price, product quality, and customer experience. The F-test result (F = 19.745; p = 0.000) confirms that all independent variables collectively have a statistically significant effect on brand awareness. The t-test results demonstrate that each independent variable has a partial effect on brand awareness:

1. Content Quality (β = 0.342, p < 0.001) has the strongest influence, showing that informative and visually appealing content increases brand recognition and recall.
2. Content Relevance (β = 0.298, p < 0.001) significantly enhances emotional connection, as millennials relate better to content aligned with their lifestyle.
3. Digital Interactivity (β = 0.256, p < 0.001) positively affects engagement and trust, as interactive campaigns encourage user participation.
4. Posting Consistency (β = 0.187, p < 0.01), although the least dominant, remains significant, emphasizing the role of regular content updates in maintaining top-of-mind awareness.

In summary, the regression results confirm that the four components of content marketing quality, relevance, consistency, and interactivity jointly and individually enhance the brand awareness of local coffee products among Indonesian millennials. Among these, content quality is the most powerful determinant, underscoring the importance of delivering authentic, creative, and value-driven digital messages.

4.2. Discussion

4.2.1. The Strategic Influence of Content Marketing on Brand Awareness

The results of this research reveal that content marketing strategies have a significant and positive impact on brand awareness of local coffee products among Indonesian millennials. The regression analysis demonstrates that all four dimensions content quality, content relevance, posting consistency, and digital interactivity play a crucial role in shaping both the cognitive and emotional dimensions of brand awareness. These findings reinforce the conceptual framework proposed by Pulizzi (2020), which emphasizes that storytelling-oriented content marketing does not merely communicate information but constructs long-term emotional value between brands and consumers (Pulizzi, 2020). Within the context of the Indonesian digital market, this indicates that marketing communication must go beyond persuasion, aiming instead to build relevance, trust, and authenticity through consistent digital narratives. The

strategic influence of content marketing lies in its ability to translate product information into meaningful experiences that resonate with the audience's identity. Indonesian millennials represent a digital-savvy generation that values emotional connection and authenticity in brand communication. They are less responsive to hard-selling tactics and more attracted to stories that reflect creativity, culture, and shared values. Leung et al. (2022) noted that when brands successfully link their messages to lifestyle aspirations, they generate higher recognition and long-term engagement (Leung et al., 2022). This suggests that content marketing, when strategically managed, acts as a bridge between cultural narratives and modern consumer behavior, especially in industries such as coffee, where tradition and innovation coexist.

Furthermore, the influence of content marketing is not limited to raising awareness but also extends to shaping brand equity and consumer loyalty. High-quality content enables brands to occupy a distinct place in consumers' minds, creating differentiation in markets dominated by similar offerings. Holliman and Rowley (2022) argued that strategic content enhances not only visibility but also brand meaning through trust-building and perceived relevance (Holliman & Rowley, 2022). In the Indonesian context, where local coffee brands compete with global franchises, strategic digital storytelling becomes a cost-effective yet powerful method to emphasize uniqueness, origin, and local identity while simultaneously building credibility among millennial consumers. Another critical insight derived from this study is that content marketing functions most effectively when guided by a coherent strategic framework. Without alignment between brand identity, message design, and audience insight, content efforts risk becoming fragmented and less impactful. The success of local coffee branding thus depends on integrating marketing communication with cultural representation and consumer psychology. By using content to highlight authenticity such as community stories, sustainable farming, and creative barista culture brands can foster social engagement and cultural appreciation that reinforce awareness naturally and organically.

In sum, the findings affirm that content marketing is not just a promotional tool but a strategic instrument for sustaining brand awareness and long-term brand equity. The combination of quality, relevance, consistency, and interactivity allows local coffee brands to maintain visibility, emotional connection, and perceived authenticity within the competitive digital ecosystem. Consequently, the strategic use of content marketing provides a dual advantage: it strengthens market positioning and contributes to the preservation of Indonesia's coffee culture through engaging and value-driven digital narratives.

4.2.2. The Dominant Role of Content Quality

The analysis indicates that among the four dimensions of content marketing strategies tested, content quality exerts the strongest influence on brand awareness among Indonesian millennials. This finding reflects the increasing importance of meaningful, visually appealing, and trustworthy content in shaping consumer perceptions in the digital era. When brands produce content that is not only informative but also aesthetically engaging and emotionally resonant, consumers are more likely to perceive it as credible and valuable. High-quality content builds trust by signaling professionalism and brand authenticity two factors that millennials consider essential when interacting with brands online. This is consistent with the argument by Holliman and Rowley (2022) that the quality of digital content determines the extent to which consumers internalize brand messages and translate them into awareness and preference (Holliman & Rowley, 2022). High-quality content operates on both cognitive and affective levels, bridging informational value with emotional engagement. Cognitively, it provides accurate and relevant knowledge about the product, while affectively, it evokes a sense of pride, excitement, or cultural belonging that strengthens memory retention. In the context of local coffee brands, quality content such as high-resolution visuals, behind-the-scene videos of coffee farmers, and stories of sustainable sourcing help audiences connect product excellence with national identity. This dual function allows local coffee brands to stand out in a saturated market where consumers are overwhelmed with repetitive messages. As Pulizzi (2020) highlights, content quality is the cornerstone of successful digital storytelling because it transforms passive viewers into emotionally invested brand advocates (Pulizzi, 2020).

Moreover, quality content enhances perceived brand credibility, a crucial determinant of awareness and purchase intention. Millennials are skeptical of overt advertising and tend to rely on their evaluation of authenticity and consistency in brand communication. When the content consistently delivers factual information, creative storytelling, and ethical positioning, it reinforces credibility and leads to deeper brand recognition. Nguyen and Pham (2021) also noted that brands with superior content quality experience stronger word-of-mouth effects and higher recall rates because consumers are motivated to share content that aligns with their self-image and values (Nguyen & Pham, 2021). This finding suggests that content quality indirectly contributes to awareness through social diffusion mechanisms across digital communities. Content quality also amplifies consumer engagement, which serves as a mediating factor between marketing efforts and awareness. Engaged consumers not only remember brand messages

but also participate in promoting them, thus extending the organic reach of the brand. For Indonesian coffee brands, engagement may occur when followers comment on brewing tutorials, participate in taste polls, or share user-generated photos. Such activities strengthen the relationship between consumers and brands by creating reciprocal communication loops. According to Ali, Alam, and Junaid (2024), engagement derived from high-quality storytelling results in more profound cognitive processing and long-term retention of brand information, ultimately enhancing awareness (Ali et al., 2024).

Another aspect of quality lies in visual coherence and message integrity. Millennials, as visual learners, respond more strongly to content that demonstrates aesthetic harmony consistent color schemes, typography, and imagery that reflect the brand's tone. Leung et al. (2022) observed that visual consistency acts as a heuristic cue for reliability and professionalism, which indirectly reinforces brand awareness (Leung et al., 2022). For coffee brands, maintaining visual consistency across Instagram grids, packaging designs, and short-form videos signals a unified brand personality, helping consumers instantly recognize and recall the brand even outside digital contexts. Visual quality thus acts as a silent ambassador that communicates brand values without words. Beyond aesthetics, content quality also includes narrative depth and cultural resonance. High-quality narratives evoke emotional empathy by connecting brand messages with broader social or environmental themes, such as sustainability, empowerment of local farmers, and preservation of Indonesian coffee heritage. Chinomona and Sandada (2023) found that emotionally charged narratives improve recall accuracy and brand trust because they stimulate personal relevance (Chinomona & Sandada, 2023). This reinforces that quality is not limited to technical production but extends to the meaningfulness and authenticity of the message. When content reflects shared values, it nurtures collective identity and transforms awareness into community advocacy.

Finally, the dominance of content quality highlights the need for strategic content governance within local brands. Producing high-quality materials requires integrated collaboration between marketing, design, and storytelling teams supported by data analytics to understand audience preferences. The sustained commitment to quality not only enhances short-term visibility but also establishes long-term brand equity. For local coffee producers, this implies that investments in content creation professional photography, copywriting, cultural documentation, and social media analytics should be viewed as strategic assets rather than marketing expenses. In the long run, quality content becomes a differentiator that ensures survival and growth in Indonesia's competitive beverage market, where authenticity and emotion increasingly define consumer choice.

4.2.3. Relevance and Lifestyle Alignment

The study highlights that content relevance plays a vital role in enhancing brand awareness, second only to content quality. Relevance ensures that the messages delivered by brands align with the audience's lifestyle, values, and aspirations, allowing for stronger emotional resonance and message retention. Millennials, who represent the majority of social media users in Indonesia, are known for seeking authenticity and personalization in brand communication. When local coffee brands produce content that reflects their audiences' lifestyles such as promoting creativity, sustainability, or community pride they create a sense of belonging and identification. This connection transforms passive consumers into active brand supporters. Nguyen and Pham (2021) emphasized that content aligned with consumer lifestyles leads to higher awareness and stronger affective engagement (Nguyen & Pham, 2021). Relevance also enhances perceived personal value, where audiences interpret content as meaningful and applicable to their daily experiences. In the Indonesian context, many coffee brands have successfully positioned themselves as lifestyle icons rather than mere beverage providers. By associating coffee drinking with social interaction, self-expression, and cultural identity, these brands extend their reach beyond product utility. Leung et al. (2022) observed that lifestyle alignment in content marketing creates a sense of symbolic value that strengthens consumer-brand relationships (Leung et al., 2022). As such, when Indonesian millennials see coffee content reflecting their routines morning productivity, remote work, or creative community gatherings they subconsciously attach brand meaning to their personal identity, reinforcing brand recall.

In digital marketing, relevance acts as an emotional filter that determines which messages are noticed and remembered. According to Pulizzi (2020), consumers are exposed to thousands of digital messages daily, but only those that reflect their goals or beliefs trigger meaningful attention. This explains why content relevance has such a strong statistical relationship with brand awareness in this study (Pulizzi, 2020). Local coffee brands that feature relatable visuals such as young professionals working with coffee or friends gathering in minimalist cafés capitalize on emotional familiarity to capture interest. Relevance thus bridges the gap between rational information and emotional experience, making awareness a natural outcome of recognition and empathy. Moreover, content relevance influences perceived authenticity a key factor driving millennials' trust. When brands address social issues or promote

sustainable consumption, they reflect shared values that strengthen relational bonds. Ali, Alam, and Junaid (2024) demonstrated that content relevance enhances authenticity when brands maintain coherence between online messages and offline practices (Ali et al., 2024). For example, when local coffee producers highlight eco-friendly farming or fair-trade sourcing, audiences perceive the brand as purpose-driven, which amplifies its credibility. This emotional congruence translates into stronger awareness and loyalty, as consumers increasingly support brands that represent their ethical and cultural perspectives.

Relevance is also deeply connected to cultural representation. Indonesian coffee has long been embedded in local traditions, and integrating this heritage into digital storytelling enhances its relevance among millennials who seek identity affirmation in modern consumption. Chinomona and Sandada (2023) found that culturally resonant content increases affective recall because it activates collective memory (Chinomona & Sandada, 2023). When coffee brands showcase local origins such as Toraja, Gayo, or Flores, they not only sell a product but also a cultural narrative that differentiates them from international competitors. This culturally grounded relevance transforms consumption into an act of appreciation and pride, reinforcing brand awareness through emotional and symbolic depth. Another layer of relevance lies in contextual adaptability the ability of brands to adjust their messages according to social trends, seasons, or audience moods. High relevance requires brands to stay updated and responsive to emerging cultural phenomena. For instance, coffee brands that integrate digital trends like #workfromcafe or sustainability campaigns on TikTok show situational awareness that strengthens engagement. Holliman and Rowley (2022) argued that real-time content adaptation sustains awareness because it signals social intelligence and flexibility (Holliman & Rowley, 2022). By aligning content themes with ongoing conversations, local coffee brands maintain top-of-mind positioning while reinforcing the perception that they understand their audience's world.

Finally, the significance of content relevance in this study reinforces the need for strategic audience insight in brand communication planning. Relevance does not emerge by chance but through continuous audience analysis and feedback interpretation. Brands must utilize data analytics to understand emerging preferences, behavioral shifts, and cultural sentiments that shape millennials' perceptions. As Nguyen and Pham (2021) emphasized, the alignment between consumer identity and brand storytelling determines the sustainability of awareness (Nguyen & Pham, 2021). Therefore, local coffee brands should integrate social listening tools and community engagement strategies to ensure content relevance remains dynamic, empathetic, and culturally grounded over time.

4.2.4. Digital Interactivity and Consumer Participation

The results of this study reveal that digital interactivity plays a substantial role in strengthening brand awareness among Indonesian millennials. Interactivity in digital content allows consumers to become active participants rather than passive recipients of brand messages. This two-way communication fosters engagement, dialogue, and co-creation of brand meaning. Park and Kim (2022) emphasized that interactive digital content enhances memory retention and brand recall because it encourages deeper cognitive processing (Park & Kim, 2022). In the context of local coffee branding, interactivity occurs when consumers like, comment, share, or participate in challenges and polls related to coffee experiences. This behavioral engagement leads to higher awareness, as users who interact with the brand repeatedly are more likely to recall and recommend it. Digital interactivity transforms traditional marketing into experience-based communication. Unlike static advertisements, interactive features such as quizzes, live streaming, augmented reality filters, or user-generated content allow consumers to influence and personalize their brand experience. Holliman and Rowley (2022) found that this participatory element enhances emotional connection, as consumers perceive their involvement as valuable and recognized by the brand (Holliman & Rowley, 2022). In Indonesia's coffee culture, for instance, brands that invite followers to share their favorite brewing methods or coffee shop moments build not only visibility but also community attachment. This finding confirms that engagement is not a mere outcome of exposure but a relational process sustained by ongoing digital interaction.

Interactivity also supports community building, which is essential for sustainable brand awareness. Millennials prefer brands that represent social belonging and shared experiences rather than transactional interactions. According to Leung et al. (2022), social media interactivity facilitates the formation of micro-communities that reinforce brand identity through shared narratives. In the case of local coffee, interactive campaigns such as “#NgopiBareng” or “#KopiLokalChallenge” create peer-based visibility where consumers promote the brand voluntarily (Leung et al., 2022). This peer-driven promotion is more persuasive than traditional advertising because it leverages trust within social circles. Consequently, interactivity functions as a self-sustaining mechanism of awareness through social validation. Moreover, interactive content enhances emotional immersion a psychological state where consumers feel personally involved in the brand story. Park and Kim (2022) noted that emotional immersion strengthens recall accuracy and long-term loyalty (Park & Kim, 2022). When local coffee brands integrate emotionally resonant

interactive features such as storytelling through short videos, interactive Q&A sessions with baristas, or real-time brewing tutorials consumers associate the brand with positive feelings of comfort and enjoyment. These emotional cues improve awareness by embedding the brand into daily routines. Thus, interactivity bridges rational communication with affective experience, transforming awareness into attachment.

Another key dimension of interactivity is its contribution to perceived authenticity and transparency. When brands engage directly with consumers through comment replies, live sessions, or polls, they humanize their communication, demonstrating attentiveness and openness. Pulizzi (2020) explained that interactive transparency fosters credibility and strengthens trust, particularly among digital-native consumers who value honesty and responsiveness (Pulizzi, 2020). For local coffee brands, acknowledging customer feedback or showcasing user-generated testimonials signals authenticity that reinforces awareness. The perception that “the brand listens” builds emotional capital, turning awareness into advocacy. From a strategic standpoint, digital interactivity acts as a catalyst for user-generated content (UGC). Consumers who actively interact with brand posts are more likely to create and share related content, amplifying the brand’s visibility organically. Ali, Alam, and Junaid (2024) found that UGC generated through interactive storytelling significantly boosts awareness because it extends communication beyond corporate control into peer networks (Ali et al., 2024). In Indonesia, this dynamic is evident when coffee enthusiasts tag brands in their café photos or latte art creations, unintentionally serving as brand ambassadors. Such co-creation dynamics ensure that awareness grows continuously through community participation and collective enthusiasm.

Finally, the importance of interactivity reflects the evolution of marketing from monologue to dialogue. Local coffee brands that adopt interactive strategies demonstrate adaptability and inclusivity in their communication style. Digital interactivity allows brands to understand consumer preferences in real time, enabling them to adjust campaigns and maintain relevance. This aligns with Chinomona and Sandada (2023), who emphasized that participatory engagement enhances retention and emotional trust (Chinomona & Sandada, 2023). Ultimately, interactive communication empowers consumers while strengthening brand awareness as a shared social experience, ensuring that Indonesian coffee brands remain culturally resonant and competitively vibrant in the digital economy.

4.2.5. Posting Consistency and Sustained Brand Visibility

The results indicate that posting consistency though statistically the least dominant among the four variables plays a fundamental role in maintaining brand awareness and audience engagement. Consistency in content posting ensures that brands remain visible in consumers’ digital feeds and reinforces cognitive familiarity over time. Holliman and Rowley (2022) highlighted that consistent exposure strengthens message retention by providing recurring cues that remind consumers of the brand’s existence (Holliman & Rowley, 2022). For local coffee brands, this means maintaining a structured schedule for publishing photos, stories, or short videos that align with audience activity patterns. When audiences repeatedly encounter brand visuals at predictable intervals, it fosters mental availability and habitual recognition, two critical precursors of brand recall. Consistency also contributes to perceived reliability, signaling that the brand is active, organized, and dependable. Inconsistent posting, on the other hand, creates informational gaps that weaken consumer confidence and brand relevance. Nguyen and Pham (2021) found that posting rhythm influences trust, particularly among millennials who value brands that maintain an ongoing digital presence (Nguyen & Pham, 2021). In Indonesia’s competitive coffee industry, consistent posting not only ensures algorithmic relevance on platforms like Instagram and TikTok but also establishes credibility as audiences associate regular updates with brand professionalism. Hence, consistency functions as an invisible trust signal embedded in digital behavior.

Furthermore, posting consistency strengthens algorithmic visibility, a technical aspect crucial in the digital economy. Social media algorithms prioritize active accounts that post consistently, thereby increasing the likelihood that content will appear on users’ feeds. Ali, Alam, and Junaid (2024) noted that brands maintaining consistent posting schedules benefit from organic reach improvements due to algorithmic favorability (Ali et al., 2024). For local coffee brands, this implies that digital strategy must include both creative and temporal dimensions creativity determines engagement, while consistency ensures exposure. The combination of these elements creates sustainable awareness that transcends short-term viral peaks. In addition to visibility, posting consistency supports narrative continuity the coherence of messages delivered over time. Leung et al. (2022) observed that fragmented posting disrupts narrative flow, weakening brand identity (Leung et al., 2022). In contrast, regular updates allow brands to build progressive storytelling arcs, such as the journey from coffee harvesting to brewing or from cultural origins to modern experiences. These ongoing narratives not only entertain but also educate, reinforcing brand meaning at multiple touchpoints. For Indonesian coffee producers, consistency in storytelling ensures that cultural values, product

authenticity, and lifestyle appeal remain interlinked, thus sustaining awareness within the cognitive and emotional memory of the audience.

Moreover, consistency enhances consumer anticipation and loyalty. When audiences can expect new posts at regular intervals, it fosters habitual interaction and routine engagement. Chinomona and Sandada (2023) suggested that predictability in digital communication reduces uncertainty, encouraging users to revisit platforms for updates (Chinomona & Sandada, 2023). For coffee brands, scheduling weekly features such as “Barista of the Week” or “Coffee Fact Friday” cultivates ritualized participation that reinforces long-term awareness. This rhythm converts marketing from reactive promotion into proactive relationship building, ensuring that brand familiarity evolves into brand affinity. Another dimension of consistency lies in message standardization across platforms. Maintaining a unified tone, visual identity, and posting frequency on multiple platforms reinforces holistic recognition. Pulizzi (2020) emphasized that consistent branding across channels prevents cognitive dissonance and strengthens the perception of authenticity (Pulizzi, 2020). For example, when a coffee brand’s visual style on Instagram aligns with its aesthetic on packaging and digital ads, audiences form a unified mental image of the brand. Such cross-platform alignment amplifies recall, demonstrating that consistency operates not only over time but also across media ecosystems.

Lastly, the role of posting consistency in sustaining awareness underscores the importance of strategic content management systems (CMS). Regular posting requires planning, automation, and analytical review to maintain balance between frequency and quality. Holliman and Rowley (2022) stated that consistency must be governed by editorial discipline rather than random enthusiasm (Holliman & Rowley, 2022). For local coffee entrepreneurs, leveraging digital tools such as scheduling dashboards and engagement analytics enables data-driven posting decisions that ensure continuity without fatigue. Ultimately, consistency is not about posting excessively but about posting rhythmically with relevance and purpose, ensuring enduring visibility and emotional presence in consumers’ digital lives.

4.2.6. Integrative Implications

The findings of this study present a comprehensive view of how the four dimensions of content marketing quality, relevance, interactivity, and consistency jointly construct brand awareness for local coffee brands among Indonesian millennials. These dimensions are interdependent, functioning not in isolation but as complementary forces within the broader digital marketing ecosystem. As Pulizzi (2020) asserts, effective content marketing requires strategic coherence where every component aligns with the brand’s core identity (Pulizzi, 2020). The regression results of this research affirm that each element reinforces the others: quality establishes credibility, relevance ensures emotional alignment, interactivity fosters participation, and consistency maintains long-term visibility. Together, these factors create a sustainable digital presence that builds awareness, trust, and advocacy simultaneously. From a theoretical standpoint, these results contribute to the literature on consumer-based brand equity and digital engagement. Brand awareness has long been recognized as the cognitive foundation of brand equity, yet in the digital age, its construction depends heavily on interactive content and consumer participation. Holliman and Rowley (2022) emphasized that engagement-driven awareness leads to higher emotional attachment than traditional exposure-based awareness (Holliman & Rowley, 2022). This study extends that framework to emerging markets like Indonesia, demonstrating that content marketing’s effectiveness relies not only on message design but also on the consistency of two-way communication. Local coffee brands that integrate storytelling with feedback loops build awareness that is emotionally sticky and culturally embedded.

The findings also carry practical implications for digital marketing strategy and managerial planning. For small and medium coffee enterprises in Indonesia, resource constraints often limit promotional reach. However, by focusing on integrated content marketing combining quality visuals, relevant themes, interactive campaigns, and consistent posting brands can achieve high awareness without excessive advertising costs. Ali, Alam, and Junaid (2024) observed that such strategies democratize brand visibility, allowing local businesses to compete with global chains (Ali et al., 2024). Therefore, content marketing should be institutionalized not as an ad-hoc promotional activity but as a long-term brand-building process that nurtures consumer relationships through creative and data-driven engagement. In the cultural context, these results emphasize the potential of digital storytelling as a medium for cultural preservation and economic empowerment. Indonesian coffee is not merely a commodity; it represents heritage, craftsmanship, and community identity. When content marketing integrates these values into digital narratives, it transforms consumption into cultural appreciation. Chinomona and Sandada (2023) highlighted that brands which convey cultural authenticity through digital platforms achieve higher recognition and trust (Chinomona & Sandada,

2023). Thus, content marketing serves a dual function: it drives commercial outcomes while promoting national identity, positioning Indonesian coffee as both a lifestyle product and a cultural ambassador.

The study also suggests that cross-sector collaboration is essential to scale the impact of content marketing. Government agencies, tourism boards, and creative industries can partner with local coffee entrepreneurs to produce and distribute culturally rich, high-quality digital content. Nguyen and Pham (2021) found that collaborative digital ecosystems enhance visibility by integrating local narratives into broader lifestyle and tourism campaigns (Nguyen & Pham, 2021). By aligning brand storytelling with national initiatives such as promoting sustainable agriculture or creative economy programs coffee brands can extend their reach and deepen public awareness while supporting inclusive economic growth. From an academic perspective, this research highlights an opportunity for further studies to explore mediating and moderating variables that connect content marketing and brand awareness. For example, factors like digital literacy, cultural proximity, and perceived authenticity may influence how audiences respond to content. Leung et al. (2022) argued that audience characteristics moderate the impact of content marketing on awareness, suggesting that demographic and psychographic segmentation can enhance strategy precision (Leung et al., 2022). Future research could employ comparative methods or longitudinal analyses to examine how sustained content exposure affects long-term brand recall and behavioral loyalty among different consumer cohorts.

Ultimately, the integrative implications of this study underscore the need for a holistic and sustainable approach to content marketing. For local coffee brands, digital storytelling should not be limited to short-term promotional objectives but embedded into the brand's strategic DNA. Continuous improvement, cultural sensitivity, and creative authenticity are essential to maintaining relevance and awareness in the rapidly evolving digital landscape. As the Indonesian digital economy continues to grow, brands that master the synergy between content quality, relevance, interactivity, and consistency will not only achieve strong brand awareness but also shape cultural narratives that strengthen Indonesia's creative and entrepreneurial identity in the global market.

5. Conclusion

The findings of this research confirm that content marketing strategies significantly enhance brand awareness of local coffee products among Indonesian millennials. The four dimensions content quality, relevance, interactivity, and consistency jointly form a comprehensive framework that bridges cognitive, emotional, and behavioral aspects of consumer perception. The study demonstrates that brand awareness in the digital era is not built solely through exposure but through authentic and interactive engagement. Among the variables tested, content quality plays the most dominant role, underscoring the importance of delivering value-driven, credible, and visually appealing messages that resonate with audiences' identities and lifestyles.

From a theoretical perspective, this research contributes to the growing body of literature on digital branding and consumer engagement. The results support the premise that the effectiveness of brand communication depends on emotional resonance and participatory interaction rather than mere information dissemination. The integration of cultural values within digital narratives positions content marketing as a bridge between traditional identity and modern consumption. The study's framework enriches current marketing theories by demonstrating how digital storytelling can be localized to reflect national culture while sustaining brand equity in globalized markets.

Managerially, the findings imply that local coffee brands should prioritize developing high-quality, relevant, and interactive content strategies supported by consistent posting schedules. Investment in digital storytelling, creative design, and audience analytics is essential to maintain long-term engagement. Local brands are encouraged to utilize user-generated content, influencer collaborations, and community-driven campaigns to strengthen authenticity and reach. Consistency across platforms both in visual identity and posting rhythm ensures that consumers perceive the brand as trustworthy and professional. Through these strategies, small and medium enterprises (SMEs) in Indonesia's coffee sector can compete effectively with global brands by leveraging emotional differentiation and cultural authenticity.

Policymakers and creative industry institutions can also draw valuable insights from this study. The integration of digital branding with tourism and cultural programs can promote Indonesian coffee as a cultural symbol while supporting sustainable economic development. Government-backed training on digital marketing, storytelling, and brand management for local producers will foster innovation and visibility in international markets. This synergy between public and private sectors will not only elevate brand awareness but also strengthen Indonesia's creative economy as part of global cultural branding initiatives.

Future research should expand upon this model by incorporating mediating or moderating variables such as digital literacy, consumer trust, or cultural affinity to further understand the dynamics of content marketing effectiveness. Comparative studies across different industries or generational cohorts could provide deeper insight into how content marketing evolves within various market contexts. Despite limitations in sampling scope, this study offers a strong empirical foundation for understanding the strategic role of content marketing in shaping consumer awareness, providing both theoretical advancement and practical relevance for marketing scholars and practitioners alike.

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