INCOSTE
International Conference on Sustainable Tourism and Entrepreneurship

Vol. 01 No.01 May 2026 ll E-ISSN: xxxx-xxxx

Digital Marketing Communication Strategy to Build SARIWANGI Tea Brand Image as a Cultural Heritage Beverage

Bella S. Adoya[1*], Gloria Angelita[2], Eko Saksono[3]

[1] *Master of Communication Science, Universitas Sahid*
[2] *Master of Communication Science, Universitas Sahid*
[3] *Master of Communication Science, Universitas Sahid*

**Corresponding author. Email: bellamiadoya799@gmail.com*

ABSTRACT

The development of digital technology has transformed corporate marketing communication patterns in reaching consumers. Digital marketing communication strategies have become a crucial factor in building a strong brand image amid increasingly intense industry competition. This study aims to analyze the digital marketing communication strategies implemented by Teh Sariwangi in building its brand image in the digital era. This research employs a qualitative approach using a case study method. Data were collected through observation of digital content, interviews, and documentation of Teh Sariwangi's digital marketing activities. The results indicate that the use of social media, targeted digital advertising, and consistent marketing content is capable of shaping positive consumer perceptions of the Teh Sariwangi brand. The findings of this study are consistent with previous research, which states that digital marketing communication has a significant influence on the formation of brand image.

Keywords: *digital marketing communication strategy, brand image, social media, Sariwangi tea.*

1. INTRODUCTION

Digital transformation has shifted marketing communication from conventional models to interactive, technology-based approaches. Social media and digital platforms enable companies to establish personalized relationships with consumers. Digital marketing communication is part of an integrated marketing strategy aimed at building long-term relationships through interactive technology [17].

Brand image plays a crucial role in the beverage industry as it reflects consumer perceptions and experiences. According to Keller [7], brand image is formed through strong, favorable, and unique associations in consumers' minds. In the digital era, these associations are reinforced through consistent cultural narratives.

Tea holds a significant cultural position in Indonesian society, particularly in Java, where tea drinking symbolizes hospitality and social bonding. Cultural consumption practices reflect collective identity and social values [8]. As a long-established tea brand, Sariwangi has the opportunity to position itself as both a modern product and a cultural heritage beverage.

2. LITERATURE REVIEW

Over the past ten years, research on digital marketing strategies has increasingly highlighted its crucial role in shaping brand image, particularly for consumer products such as tea beverages [2]. Previous studies also confirm that digital marketing has evolved beyond merely serving as a promotional tool, functioning as a strategic mechanism to influence consumer perceptions and strengthen brand positioning [12].

Empirical evidence from 2020 further illustrates this effect. Digital marketing through social media platforms enhances brand awareness and directly strengthens brand image, particularly by enabling interactive and engaging communication channels with consumers [1].

By 2023, multiple studies reported stronger and more consistent results, indicating that digital marketing and brand image jointly exert a significant influence on consumer purchase decisions. In several cases, brand image functions as a mediating variable, amplifying the effect of digital marketing on purchase intention [1], [14]. Collectively, these findings indicate a clear trend: the influence of digital marketing on brand image has increased steadily over time, becoming increasingly

dominant in shaping consumer perceptions and purchase behavior [12].

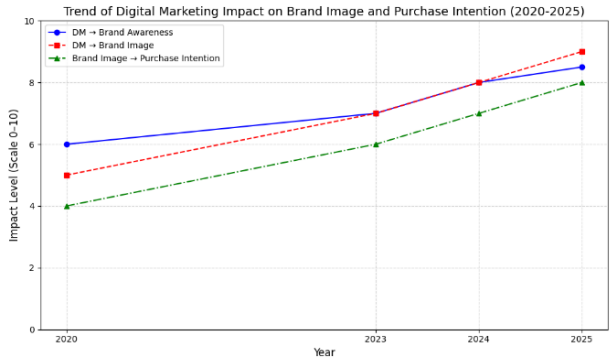


Figure 1. Impact of digital marketing on brand image and purchase intention (2020–2025).

Explanation:

- The blue line represents the effect of Digital Marketing on Brand Awareness.
- The red line represents the effect of Digital Marketing on Brand Image.
- The green line represents the effect of Brand Image on Purchase Intention.
- The graph illustrates that the impact of digital marketing and brand image on purchase intention has steadily increased from 2020 to 2025.

This trend holds particular relevance for building the brand image of Sariwangi as a tea product that is not only modern but also rooted in cultural heritage. Integrating storytelling with digital content and social media engagement enhances brand image and positively influences purchase intention [3]. Accordingly, a well-designed digital marketing strategy that leverages storytelling, interactive content, and social media interaction can strengthen Sariwangi's positioning as an emblem of both tradition and contemporary identity, connecting consumers emotionally to the brand and its cultural roots.

2.1. Problem Formulation

a) How does SARIWANGI's digital marketing communication strategy build its brand image as a cultural heritage beverage?
b) How is tea-drinking culture interpreted as a medium of social bonding in digital marketing communication messages?
c) How do modern product innovations support the strengthening of brand image without abandoning traditional values?

2.2. Theoretical Framework

2.2.1. Digital Marketing Communication Strategy

According to Chaffey and Ellis-Chadwick [4], digital marketing communication includes the use of social media, content marketing, search engine marketing, and digital advertising to create engagement. In the Indonesian context, Hermawan [6] states that message consistency in digital platforms and value-based storytelling rooted in culture can strengthen emotional bonding with consumers.

The concept of Integrated Marketing Communication (IMC) also emphasizes the importance of message consistency across platforms. Kotler and Keller [9] argue that message integration strengthens brand image and enhances communication effectiveness.

2.2.2. Brand Image

Brand image is a set of perceptions embedded in consumers' memory. According to Firmansyah [5], brand image is formed through direct experience, corporate communication, and social influence. In the digital era, brand image is strengthened through two-way interaction and user-generated content.

In this study, brand image is defined as a marketing message that tea is not merely an ordinary beverage, but possesses:

- Economic value
- Potential for modern innovation
- Cultural meaning
- Social function as a medium of togetherness

2.2.3. Tea Drinking Culture as Social Heritage

Drinking tea in Indonesia, particularly in Java, is a simple tradition passed down through generations. According to Koentjaraningrat [8], collective consumption practices reflect the social value system of a society.

Tea-drinking culture symbolizes social bonding (silaturahmi), a distinctive characteristic of Indonesian culture that unites various human activities in a shared atmosphere. From the perspective of cultural communication, consumption symbols can serve as unifying media across generations and social strata [10].

3. METHOD

This study employs a qualitative descriptive approach using a case study method. The object of the research is the digital marketing communication activities of SARIWANGI through social media and digital campaigns.

This study employs a purposive sampling technique to select SARIWANGI's digital content that represents its digital marketing communication strategy in building a brand image as a *cultural heritage beverage*. The sample consists of approximately 80–100 pieces of content from Instagram and TikTok within the 2023–2025 period, with selection criteria requiring at least two of the following three key aspects: digital marketing strategy (storytelling and engagement), brand image formation (emotional, social, and togetherness symbolism), and cultural narrative (tea-drinking traditions and social values). The data are analyzed using a qualitative approach through data reduction, categorization, and interpretation based on the dimensions of digital communication, brand image, and cultural representation, with validity ensured through source and theory triangulation.



Figure 2. Sariwangi product variants

Data collection techniques include:

- Observation of digital content
- Documentation of marketing campaigns
- Review of scientific literature from the last ten years.

Data analysis is conducted through data reduction, data presentation, and interpretative conclusion drawing.

4. RESULTS AND DISCUSSION

4.1. Strengthening Brand Image through Togetherness Narratives

SARIWANGI's digital communication strategy emphasizes narratives of family togetherness and social bonding. Social media content portrays tea-drinking moments as daily routines that strengthen social relationships.

The results show that tea drinking is positioned as:

- A routine in Indonesian daily life
- A medium that unites various activities
- A symbol of family warmth
- A representation of social bonding values

Thus, brand image is formed not only through functional aspects of the product but also through emotional and social meanings.

4.2. Tea as Economic Value and Modern Innovation

Brand image is also built through messages that tea has economic potential and can be developed into modern beverages. Innovations include variants such as:

- Milk tea
- Ginger tea
- Jasmin tea
- Green tea
- Vanila tea
- Teak leaf tea
- Lemon tea
- Chamomile tea
- Herbal tea
- Contemporary tea combined with various ingredients and toppings such as boba, jelly, creamer, and others

Examples of popular modern tea brands in Indonesia include Chatime, Teazzi, Chagee, and many more.

This indicates that cultural heritage can transform in line with modern developments without losing its identity.

According to Santoso [15], innovation in traditional-based products increases brand competitiveness in the youth market.

4.3. Preservation of Javanese Tradition in a Digital Context

The strong tea-drinking tradition in Java serves as the foundation of brand communication. However, through digital strategies, the message is expanded to remain relevant for urban communities and millennials.

The analysis shows that digital marketing communication combining traditional values with modern lifestyles can create strong brand differentiation.

5. CONCLUSION

Digital marketing communication strategies play a significant role in building SARIWANGI's brand image as a cultural heritage beverage.

Drinking tea is not merely a consumption activity but:

- A routine in Indonesian society, both urban and rural
- A unifying medium in various human activities
- A symbol of togetherness and social bonding
- A simple tradition inherited across generations in Javanese society

The constructed brand image emphasizes that tea has economic benefits and can be developed into modern beverages enjoyed by various age groups and social classes. Modern product innovations strengthen brand relevance without eliminating its cultural values.

Thus, digital marketing communication based on cultural values has proven effective in strengthening brand image while preserving tradition.

REFERENCES

[1] M. Ali and M. Naushad, "Examining the influence of social media marketing on purchase intention: The mediating role of brand image," *Innovative Marketing*, vol. 19, no. 4, pp. 145–157, 2023.

[2] C. B. Setiawan et al., "The influence of social media marketing on brand awareness, brand image, customer engagement, and purchase decision," *Economics and Business Solutions Journal*, vol. 8, no. 2, pp. 12–25, 2024.

[3] J. Chang, "The mediating role of brand image in storytelling marketing," *Future Business Journal*, 2025.

[4] D. Chaffey and F. Ellis-Chadwick, *Digital Marketing*, 7th ed. Pearson, 2019.

[5] M. A. Firmansyah, *Product and Brand Marketing*. Indonesia: Qiara Media, 2019.

[6] A. Hermawan, "Digital-based marketing communication," *Jurnal Ilmu Komunikasi Indonesia*, vol. 8, no. 2, pp. 134–145, 2020.

[7] K. L. Keller, *Strategic Brand Management*, 4th ed. Pearson, 2016.

[8] Koentjaraningrat, *Introduction to Anthropology*. Jakarta: Rineka Cipta, 2015.
[9] P. Kotler and K. L. Keller, *Marketing Management*, 13th ed. Erlangga, 2016.
[10] A. Liliweri, *Intercultural Communication*. Jakarta: Kencana, 2017.
[11] R. Madasansa et al., "Digital marketing on brand image," *Mimbar Agribusiness Journal*, vol. 10, no. 1, pp. 123–135, 2024.
[12] E. Novilia et al., "Understanding purchase intention," *International Journal of Integrative Sciences*, vol. 4, no. 11, pp. 2731–2748, 2025.
[13] Y. Pratama and K. Hidayat, "Digital marketing strategy," *INOBIS Journal*, vol. 3, no. 2, pp. 89–102, 2020.
[14] H. Salhab et al., "Social media marketing impact," *International Journal of Data and Network Science*, vol. 7, no. 2, pp. 591–600, 2023.
[15] R. Santoso, "Traditional product innovation," *Jurnal Manajemen dan Kewirausahaan Indonesia*, vol. 6, no. 1, pp. 45–56, 2021.
[16] C. Setiawan et al., "Digital marketing strategies," *Economics and Business Solutions Journal*, vol. 8, no. 1, pp. 1–10, 2024.
[17] F. Tjiptono, *Marketing Strategy*. Yogyakarta: Andi Offset, 2019.
[18] G. T. Wardani et al., "Marketing communication strategies," *Jurnal Ilmu Komunikasi dan Sosial Politik*, vol. 5, no. 2, pp. 112–120, 2025.