

Building Brand Awareness with Environmental Focus: Suasas Real Estate's Instagram

Melati Budi Srikandi*, Ni Made Prasiwi Bestari, Budi Shantika, I Putu Diva Putra

Faculty of Communications, Universitas Pendidikan Nasional

Bedugul Street, Sidakarya, South Denpasar Bali, Indonesia

*Corresponding author, e-mail: melatibs@undiknas.ac.id

Abstract

This study examines the digital branding strategy of Suasas Real Estate on Instagram through the Circular Model of SOME (Share, Optimize, Manage, Engage). Situated in the rapidly developing and environmentally sensitive region of Canggu, Bali, Suasas's Instagram presence offers a compelling case for understanding how luxury real estate brands build awareness, aesthetic appeal, and digital trust. The research reveals that Suasas's 'Share' strategy excels in creating a consistent and aspirational visual identity, combining curated imagery, uniform design elements, and storytelling to position itself within the high-end property market. In the 'Optimize', the company utilizes Instagram Insights and tailored content formats, such as Reels and Highlights, to adapt posts to audience behavior, demonstrating a data-driven approach to increasing relevance and reach. The 'Manage' component reflects internal coordination efforts that ensure consistent posting schedules and organized visual presentation. However, findings show that the 'Engage' dimension, while partially successful in eliciting organic likes and comments, lacks mechanisms for two-way interaction. Audience interviews highlight a gap in participatory content, suggesting opportunities for improvement through features like Question and Answer (Q&A) polls, or user-generated content. Additionally, the study identifies an untapped potential in Suasas's brand narrative: the integration of environmental messaging. Given Bali's ecological concerns, embedding sustainability themes into visual and textual content could enhance brand trust and long-term relevance. This research concludes that the SOME model is a valuable framework for evaluating Instagram branding, and that future brand growth will depend on Suasas's ability to merge aesthetic sophistication with interactive, and environmentally conscious storytelling.

Keywords: Brand Awareness; Digital Branding; Environmental Communication; Instagram; SOME Model

INTRODUCTION

In the contemporary digital era, social media platforms have evolved into indispensable tools for brand communication, particularly for industries that are inherently visual and aspirational in nature, such as real estate. Instagram, with its image-centric design and extensive user engagement capabilities, stands at the forefront of this transformation. Suasas Real Estate, operating within the rapidly developing enclave of Canggu, Bali, exemplifies a brand that leverages Instagram not merely for visibility, but as a strategic vehicle for cultivating brand equity and consumer resonance.

Canggu's evolution into a luxury lifestyle destination, fueled by tourism and real estate

investments, has brought with it a dual imperative: the need to project an aspirational brand identity while addressing the growing environmental concerns that threaten the region's ecological and cultural sustainability. In this context, the role of digital platforms in shaping both perception and practice becomes critical. Brands like Suasa are increasingly expected not only to market properties but to articulate a broader value proposition that includes social and environmental consciousness (Efendioglu & Durmaz, 2022). According to data from NapoleonCat (2023), Indonesia had approximately 106.72 million Instagram users as of February 2023, with the dominant demographic being individuals aged 18–34, an age group strongly influenced by digital trends, lifestyle branding, and sustainability narratives. This alignment positions Instagram as a high-leverage platform for real estate companies seeking to influence consumer aspiration while embedding responsible messaging into their brand communication.

Beyond its function as a digital catalog or promotional space, Instagram offers affordances for curated storytelling, brand mythmaking, and interactive dialogue. Scholars such as Lewis and Kerpen (in Ardiansah & Maharani (2021)) emphasize the dialogic nature of social media, highlighting how two-way communication not only humanizes brands but also fosters relational trust and long-term engagement. In Suasa Real Estate's case, Instagram becomes a performative space where architectural aesthetics, lifestyle imagery, and selective narratives of place are strategically woven to evoke exclusivity, serenity, and cultural fusion, key attributes associated with luxury living in Bali. However, Suasa's brand storytelling cannot be disentangled from the socio-environmental realities of Canggu. The area has become emblematic of the tensions between economic growth and ecological preservation. The unchecked expansion of real estate developments has led to deforestation, water shortages, increased carbon emissions, and displacement of local communities. These challenges not only affect the physical environment but also shape public discourse and stakeholder expectations. As such, the ability to embed sustainability authentically into branding narratives is no longer optional, it is a reputational necessity.

In the current landscape of consumer behavior, social media has emerged as an essential tool for brands seeking to navigate the complex dynamics of accountability, transparency, and sustainability. By utilizing strategic social media marketing, brands have the opportunity to cultivate connections with an increasingly eco-conscious audience. Research indicates that curated content—featuring themes such as sustainable practices, ethical sourcing, and community partnerships—can effectively resonate with consumers who

prioritize environmental concerns and ethical considerations in their purchasing decisions (Mann et al., 2021)

Brands showcasing their sustainability initiatives not only strengthen trust but also enhance their overall brand image, aligning themselves with the rising trend of conscious consumerism. This shift in consumer attitudes necessitates brands to actively engage and communicate their values through social media platforms. For instance, Mardhiyah et al. (2023) and Jibril et al. (2019) demonstrate that active participation in online communities fosters brand loyalty and trust through value-creation practices. This is imperative as consumers increasingly expect transparency from brands regarding their operational frameworks and sustainable efforts (Mann et al., 2021; Hanekom & Swart, 2019). Additionally, the role of online brand communities in communicating values and influencing purchasing decisions is pivotal, as they allow brands to engage in meaningful dialogues with their consumers (Haudi et al., 2022).

In an era where digital engagement significantly influences consumer perception and business outcomes, real estate companies like Suasa Real Estate are increasingly leveraging social media platforms to enhance their marketing strategies. This study adopts the Circular Model of Social Media (SOME) proposed by Nirwana and Sari (2024), which offers a comprehensive framework for analyzing the multifaceted interactions involved in social media strategy. The model consists of four interlinked components: content creation, message optimization, platform management, and audience engagement. These components, as characterized by the model, engage in a dynamic and iterative process, wherein each element reinforces the others, thus creating a feedback loop that promotes strategic adaptability and communicative coherence.

The Circular Model of Social Media provides a robust lens through which Suasa Real Estate's Instagram strategy can be analyzed. By focusing on content creation, message optimization, platform management, and audience engagement, the company can develop a well-rounded and adaptive approach to their social media presence. This iterative model not only enhances strategic adaptability but also ensures that communication remains coherent and effective across various marketing efforts. Through this analytical lens, the research seeks to unpack how Suasa balances aesthetic appeal with sustainability messaging, and how these narratives are received and reinterpreted by its digital audience. The study aims to reveal the mechanisms through which Instagram is used not just for visibility, but for meaning-making, brand differentiation, and social alignment within the contested landscape of luxury real

estate in Bali. In doing so, this research contributes to a more nuanced understanding of digital branding within environmentally sensitive contexts. It bridges the fields of strategic communication, sustainability marketing, and real estate studies, offering both theoretical insights and practical implications. For practitioners, the findings underscore the importance of integrating authentic environmental narratives into social media strategy, not as afterthoughts or greenwashing tactics, but as core components of brand identity and long-term stakeholder engagement.

METHOD

This research adopts a qualitative case study approach to explore how Suasa Real Estate uses Instagram to build brand awareness in the premium property market of Canggu, Bali—an area experiencing rapid development and growing environmental concerns. A qualitative method is appropriate for understanding the meaning behind communication practices and audience perceptions in a natural setting (Moleong, 2017). Data were collected through content analysis of Suasa's Instagram account, focusing on visual consistency, tone, captions, and the use of features such as Reels and Highlights. In addition, in-depth interviews were conducted with the company's marketing staff to understand their branding strategies, as well as with several Instagram followers to gather audience insights on content reception and brand perception. The analysis is guided by the Circular Model of SOME (Share—Optimize—Manage—Engage), which helps assess how Suasa shares content, optimizes visual and textual elements, maintains brand consistency, and engages with its audience. This model provides a comprehensive lens for understanding Instagram-based branding. The study also takes into account the environmental context of Canggu, acknowledging the relevance of ethical and sustainable communication practices in an area affected by tourism and real estate expansion. This perspective adds depth to the understanding of brand awareness not only as a marketing goal but also as a communicative responsibility in ecologically sensitive regions.

RESULTS AND DISCUSSION

The Role of 'Share' in Building Suasa Real Estate's Brand Awareness

In the context of digital visibility, the 'Share' dimension ensures that content reaches a wider audience, facilitating word-of-mouth marketing. According to the findings of Mangold and Faulds (2009), social media serves as a hybrid element within the promotion mix that not only allows for direct engagement but also encourages shared consumer experiences. For Suasa Real Estate, content sharing on Instagram is not a passive act of posting, but a deliberate branding mechanism designed to project exclusivity, sophistication, and ethical awareness in

alignment with its luxury positioning. Through a meticulously curated visual language, characterized by harmonious color palettes, minimalist typography, and thematic highlights, Suasarealestate constructs a coherent aesthetic narrative that reinforces its identity as a premium real estate brand embedded within the aspirational lifestyle ecosystem of Canggu, Bali (Sinaga & Pratama, 2023).

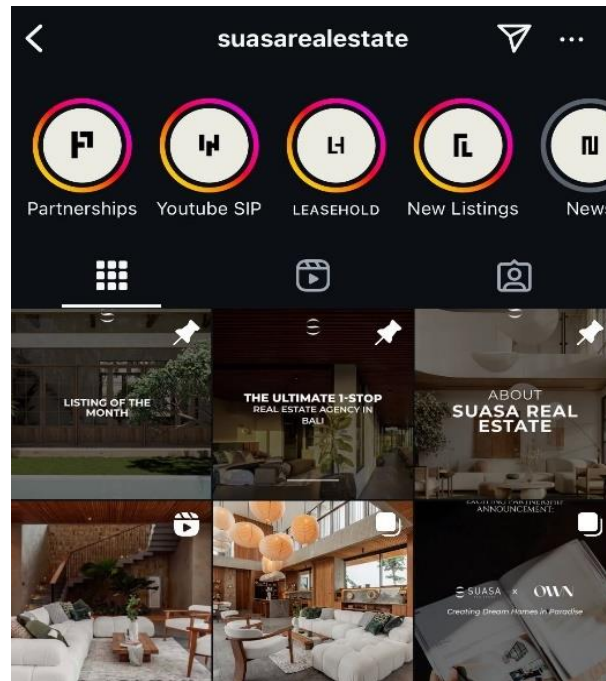


Figure 1. Instagram Profile @suasarealestate
Source: Instagram, 2025

This consistency in visual presentation is not merely decorative but semiotically loaded; it communicates values of elegance, refinement, and stability. The strategic use of Instagram's visual affordances, such as Reels, Stories, and Highlights, extends beyond mere functionality to foster emotional resonance and aspirational identification among followers. As Nuraeni et al. (2023) highlight, such multimodal storytelling tools serve to amplify brand presence by evoking lifestyle imaginaries that blend property ownership with ideals of leisure, wellness, and aesthetic living. In Suasarealestate's case, content such as panoramic villa views, eco-inspired architecture, and tranquil interiors work to simulate an immersive experience that appeals not only to prospective buyers but also to lifestyle-oriented digital audiences. Crucially, the marketing team's deliberate content strategy, grounded in both visual coherence and informational depth, has translated into measurable outcomes. Interviews with Suasarealestate's digital marketing staff revealed a substantial increase in Instagram followers, rising from approximately 30,000 to over 100,000. One team member stated,

"We don't just post beautiful pictures—we think about what the visuals say about the lifestyle we're offering, and how they guide the viewer through our brand story."

This growth is attributed not only to consistent posting frequency but to the strategic curation of content that balances aesthetic appeal with practical relevance. The team emphasized that each post is carefully tailored to reflect the brand's tone, with one staff member noting,

"We aim for every image and caption to feel like part of a cohesive narrative—calm, luxurious, but also informative. Our Highlights act as a map for users to understand not just our listings, but our values."

This intention resonates with internal feedback, which indicates that followers are drawn to the dual value of Suasa's feed: inspiration through aspirational imagery and clarity through organized highlights that guide users through listings, features, and brand philosophy.

"Many people message us saying the page helps them imagine their dream home in Bali, while also making it easy to compare the properties we offer. That balance is what keeps them engaged."

These insights underscore how intentional, user-focused content design contributes to the brand's growing digital footprint. Such content design decisions echo Kusuma and Sugandi's (2018) assertion that sustained visual and narrative consistency is central to cultivating digital brand presence, particularly in highly visual platforms like Instagram, where algorithmic exposure and audience retention are significantly influenced by aesthetic coherence and shareability. Suasa's success in this domain reflects not just a technical mastery of the platform's tools, but a deeper understanding of how digital aesthetics shape brand perception and influence consumer affect.

Moreover, Suasa's content sharing practices are not isolated from the socio-environmental context in which the brand operates. Canggu, as both a site of real estate acceleration and environmental contestation, presents unique branding challenges. To remain credible and culturally relevant, Suasa incorporates sustainability themes into its visual narrative, featuring eco-conscious building materials, green spaces, and references to local heritage. These subtle yet intentional cues position the brand within a discourse of responsible development, aligning with the values of an increasingly environmentally aware consumer base.

This approach also aligns with Yumna and Hidayat's (2023) findings, which underscore the importance of adapting platform features to convey authenticity and relationality. Suasa's ability to infuse environmental values into its digital branding reflects a shift in luxury marketing, from conspicuous consumption to conscientious consumption, where ecological sensitivity becomes part of the brand's aspirational offer. This is particularly pertinent in Bali,

where real estate expansion often invites scrutiny from environmental activists, local communities, and global travelers invested in sustainable tourism. In sum, Suasa's content sharing strategy demonstrates a sophisticated understanding of how digital media operates as both a communicative and performative space. By aligning visual storytelling with brand identity and ethical imperatives, Suasa leverages the 'Share' dimension not only to amplify its market presence but also to participate in shaping the evolving narrative of luxury and sustainability in Canggu's dynamic real estate landscape. This strategic synthesis of aesthetics, engagement, and ethics positions Suasa as a case study in how real estate brands can adapt social media not merely as a promotional tool but as a platform for cultural and ecological positioning.

The Role of 'Optimize' in Building Brand Awareness of Suasa Real Estate

The "Optimize" dimension of the Circular Model of SOME underscores the imperative of continuous refinement in digital content strategies, grounded in data-driven decision-making and responsive to dynamic audience behaviors. In Suasa Real Estate's case, optimization is not treated as a one-time adjustment but as an ongoing, iterative process that integrates audience analytics, strategic collaborations, and adaptive content design. This reflects a sophisticated understanding of how digital branding must evolve in real-time to maintain relevance, resonance, and competitive advantage, particularly within the high-stakes, aesthetically demanding realm of luxury real estate in Canggu, Bali.

Suasa's strategic use of Instagram Insights exemplifies a commitment to empirical content evaluation. By systematically tracking engagement metrics such as reach, impressions, likes, shares, saves, and view durations, the marketing team is able to identify performance trends, isolate high-performing content types, and recalibrate content calendars accordingly (Nirwana & Sari, 2024). Such practices align with Kusuma and Sugandi's (2018) assertion that successful social media strategies must be informed by robust audience analysis and data interpretation. Similarly, Puspitarini and Nuraeni (2019) emphasize that engagement metrics serve as critical indicators of audience preferences and affective responses, enabling brands to refine both the form and substance of their messaging.

Interview data affirms that Suasa's marketing decisions are shaped by ongoing performance evaluations. The team regularly conducts internal audits of Instagram Insights to determine optimal posting times, narrative themes, and content formats. For instance, metrics indicating high engagement with short-form videos showcasing architectural features or panoramic views have led to a strategic pivot toward visually immersive content. This is

particularly important in the context of real estate, where purchasing decisions are not only rational but highly affective and sensory, driven by visual appeal, ambiance, and imagined lifestyle.



Figure 2. Reels Collaboration with Other Company
Source: Instagram, 2025

Optimization at Suasa also includes external collaborations with influencers, visual artists, and lifestyle creators who embody the aesthetic and ethical values the brand seeks to project. As Romadhona and Putri (2023) argue, influencer marketing enhances not just visibility but credibility, especially when collaborators are perceived as authentic tastemakers. Suasa integrates these figures into storytelling-centered content, particularly in Reels and short-form videos, blending property promotion with lifestyle narrative. Observational data (see Figure 2) reveals that these collaborations significantly increase engagement rates, with content co-produced with influencers often outperforming standard listings in terms of reach and audience interaction.

This tactic supports Shintadevy, Hapsari, and Oktaviani's (2019) findings that influencer partnerships can serve as trust bridges between brands and digital audiences, particularly when these collaborations align with the aspirational identity the brand seeks to construct. For Suasa, these partnerships are also instrumental in humanizing their offerings, transforming static property visuals into dynamic lifestyle representations. Moreover, this optimization practice occurs within the broader context of Canggu's socio-environmental transformation. As the region contends with ecological strain and gentrification concerns, Suasa must navigate a branding paradox: how to market exclusivity without alienating ethical sensibilities. By strategically highlighting sustainable design features, such as eco-materials, energy efficiency, and integration with natural surroundings, within optimized content, Suasa

aligns its visual and narrative identity with evolving consumer expectations around environmental responsibility.

In synthesis, the "Optimize" element of Suasa Real Estate's Instagram strategy illustrates a multidimensional and reflexive approach to digital branding. It encompasses data literacy, content agility, and strategic alliance-building, each reinforcing the brand's effort to remain visible, credible, and desirable in a saturated and ethically sensitive market. Optimization, thus, is not merely a technical function but a strategic ethos: one that enables Suasa to fine-tune its voice, sharpen its aesthetic, and reinforce its commitment to both luxury and sustainability in the digital domain.

The Role of 'Manage' in Building Suasa Real Estate's Brand Awareness

Effective content management and systematic audience interaction tracking are fundamental to sustaining and evolving brand awareness in the digital ecosystem. Suasa Real Estate exemplifies a data-driven approach by regularly evaluating Instagram analytics to ensure that content performance aligns with strategic branding objectives (Nuraeni & Aulia, 2023). This evaluative framework is not merely technical, but also interpretive, allowing Suasa to assess audience behavior and emotional resonance through measurable indicators such as likes, saves, shares, and engagement rates. Such practices reflect a broader trend toward algorithmically-informed communication strategies, where decisions are shaped by both metrics and narrative intent.

One of the most structurally impactful tactics employed by Suasa is the organization of Instagram Highlights into clearly defined categories—properties, testimonials, events, and sustainability features, which facilitates user navigation and enhances brand memorability (Sinaga & Pratama, 2023). As Kusuma and Sugandi (2018) emphasize, digital content organization is not a cosmetic task but a semiotic exercise, wherein visual arrangements and hierarchies convey brand values and user prioritization. This approach aligns with research by Maryolein, Hapsari, and Oktaviani (2019), who found that curated Highlights increase cognitive retention and emotional association—both essential for luxury branding.

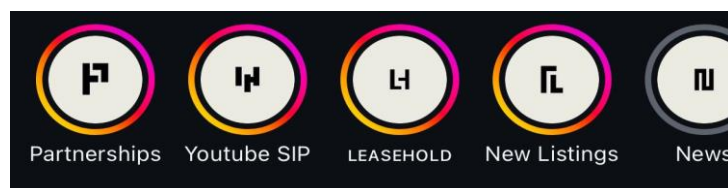


Figure 3. Consistency Highlights of @suasarealestate
Source: Instagram, 2025

Suasa's internal management structure also contributes to its social media effectiveness. Weekly meetings function as iterative checkpoints for analyzing content performance, drawing from Instagram Insights as well as user feedback. These sessions support adaptive content strategies that respond to changing audience expectations, platform trends, and seasonal marketing goals, echoing Suarniki et al.'s (2022) findings that dynamic feedback loops are vital for sustainable digital engagement.

Yet, while Suasa shows strength in visual identity and strategic organization, the brand's limited direct interaction with followers reveals a potential disconnect between broadcast-oriented communication and genuine dialogue. Audience interviews suggest a desire for more responsive engagement, indicating that effective content management must go beyond monitoring, it must also enact a conversational brand presence that is emotionally accessible and socially attuned. Critically, Suasa's content management strategy intersects with the urgent ecological context of Canggu, Bali. This coastal area is not only a hub of luxury development but also a zone of environmental vulnerability due to overtourism and unchecked real estate expansion (Efendioglu & Durmaz, 2022). While Suasa has begun to incorporate sustainability into its visual storytelling, through the portrayal of green spaces and eco-conscious architecture, there remains significant room to deepen this messaging. As environmental awareness becomes a key differentiator in the luxury market, Suasa's future competitiveness may depend on its ability to embed environmental ethics into its content strategy. This includes transparent messaging about sustainable building practices, community impact mitigation, and ecological stewardship. In doing so, Suasa has the opportunity to not only manage content but also to curate conscience, bridging aesthetics with advocacy in a meaningful brand narrative. The findings from *The Effectiveness of Instagram Account @environment in Fulfilling Climate Change Information Needs in Indonesia* (Sabillah et al., 2024) offer critical insights into how social media can transcend promotional use and function as an educative and affective tool. The study's emphasis on six dimensions, recipient, message content, timeliness, media, format, and message source, illustrates the holistic architecture required to communicate complex issues like climate change in a crowded digital environment.

What stands out most is the account's ability to satisfy not only cognitive needs (the demand for factual and relevant information) but also affective, personal integrative, and social integrative needs. This signals a shift in the communicative role of digital platforms: from linear transmission to emotional engagement, identity reinforcement, and community

building. The integration of features like visually compelling Reels and consistent posting schedules enhances accessibility and retention, demonstrating that effective environmental communication must be both informational and immersive. This case also offers a valuable reflection point for brands such as Suasa Real Estate. While Suasa operates in the commercial domain, the findings from the @environment account suggest that strategic storytelling, visual coherence, and credible sourcing are transferable principles that can be adapted to brand contexts. In particular, the alignment of message source credibility with audience trust highlights the importance of transparency and ethical framing, qualities that environmentally conscious consumers increasingly seek in both informational and branded content.

Ultimately, this study reinforces the idea that social media platforms are not neutral channels, but active cultural spaces where values, emotions, and identities are negotiated. Brands that wish to remain relevant and respected must learn from such models—adopting a multi-dimensional approach that addresses not only market goals but also public understanding and collective responsibility.

The Role of 'Engage' in Building Suasa Real Estate's Brand Awareness

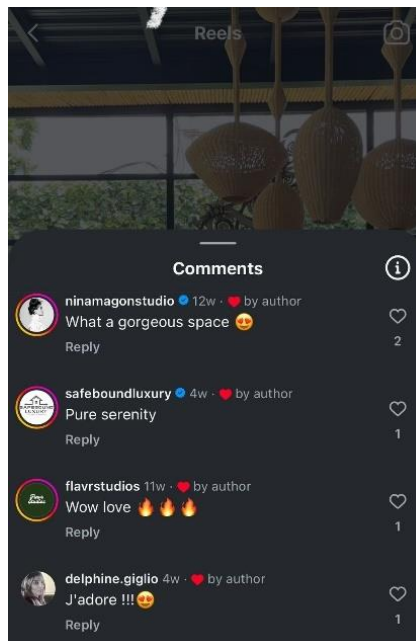


Figure 4. Positive responses of the Reels @suasarealestate

Source: Instagram, 2025

Engagement serves as a cornerstone in building brand loyalty, emotional resonance, and long-term consumer relationships. For Suasa Real Estate, which operates in the competitive luxury property market of Canggu, Bali, audience engagement is not just a metric, it is a mechanism for cultural positioning and market differentiation. Suasa's aesthetically refined content, characterized by polished visuals, harmonious design palettes, and

aspirational narratives, has been successful in generating organic interaction, particularly among high-income, lifestyle-oriented demographics who are drawn to luxury and exclusivity (Sinaga & Pratama, 2023).

Although Suasa's current Instagram strategy prioritizes aesthetically driven content that garners likes, shares, and comments, more interactive features that allow for participatory dialogue are seldom utilized. Interviews with Suasa's marketing staff confirm that their content strategy is designed to elicit audience responses through high-quality visuals, luxurious settings, and curated design elements. This aligns with the branding expectations of Suasa's core audience, high-income individuals with a preference for luxury real estate. Observational data (see Figure 4) indicate that this approach has been effective in generating organic audience engagement, as evidenced by the prevalence of positive comments and user enthusiasm. Furthermore, Suasa's clear audience targeting strategy, focusing on individuals with strong purchasing power and interest in premium living, has enhanced the relevance of its messaging. These findings align with Maryolein et al. (2019), who argue that targeted branding efforts can foster stronger engagement by addressing specific audience interests and values (Maryolein S. & Oktaviani, 2019). However, while surface-level engagement such as likes, shares, and favorable comments is evident, deeper, dialogic interaction remains limited. Interviews with Suasa's marketing staff confirm that content is crafted primarily to elicit admiration and social validation rather than to provoke conversation or feedback. This reflects a broadcast model of communication, where the brand speaks *to* rather than *with* its audience. Although effective for maintaining a curated brand image, this approach restricts opportunities for community formation, feedback integration, and emotional bonding, factors crucial to sustaining brand loyalty in a saturated digital environment.

Suasa's visual storytelling, through Instagram posts, Reels, and Highlights, constructs a cohesive lifestyle narrative centered around tranquility, elegance, and exclusivity. This is exemplified in Figures 5 and 6, where imagery of serene villas and curated interiors is paired with copy that evokes emotional states such as calm, fulfillment, or aspiration. These practices echo Maryolein, Hapsari, and Oktaviani's (2019) findings, which suggest that aligning content with audience aspirations amplifies engagement and enhances memorability. The brand does not merely sell homes, it sells a dream of "living well," crafted through visual and textual curation. However, as Suarniki and Rahmawati (2022) caution, aesthetic engagement alone may prove insufficient without opportunities for participatory communication. Despite receiving numerous positive comments, Suasa rarely responds or

initiates dialogue, resulting in a static brand-user relationship. Followers interviewed in this study expressed appreciation for the visuals but also noted a sense of detachment, where the brand felt polished but distant. This lack of reciprocity undermines the potential for trust and loyalty, which increasingly depend on perceived authenticity and responsiveness in brand behavior.

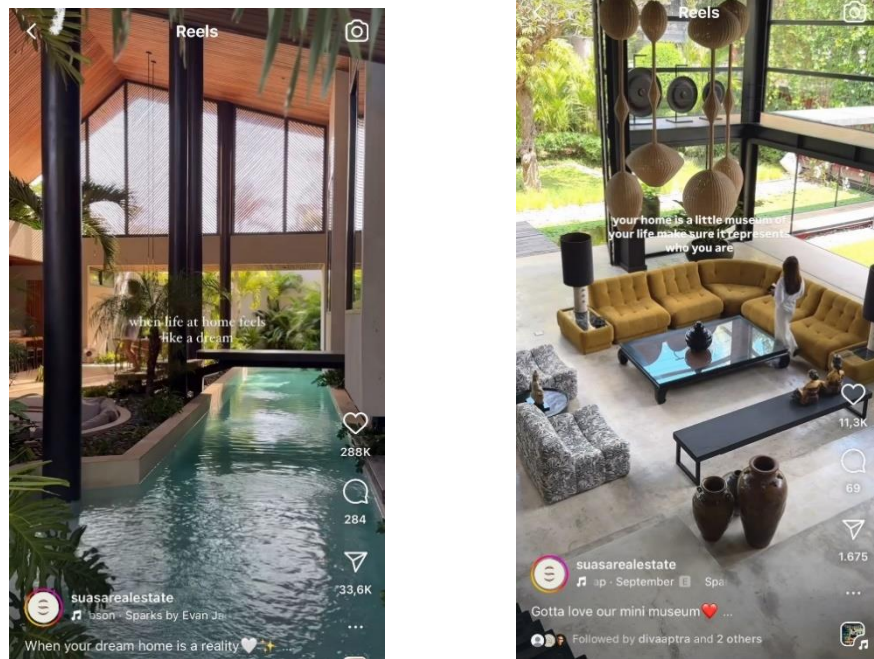


Figure 5. Videos Showing Lifestyle
Source: Instagram, 2025

To evolve beyond a monologic communication model, Suasa could incorporate interactive features native to Instagram, such as polls, question boxes, quizzes, or user-generated content campaigns. These features invite users into a collaborative process of meaning-making, enhancing their sense of involvement and investment. As research by Nuraeni and Aulia (2023) indicates, interactive digital experiences can significantly boost user satisfaction and deepen affective connections with a brand.

Furthermore, Suasa's location in Bali, a globally recognized tourism hub facing serious environmental pressures, places it at the intersection of ecological responsibility and luxury branding. Rapid development in areas like Canggu has contributed to resource depletion, waste accumulation, and community displacement. In this context, Suasa's engagement strategy must also function as a platform for environmental communication. Efendioglu and Durmaz (2022) argue that brands operating in ecologically sensitive regions are increasingly expected to adopt sustainability narratives as part of their digital identity.

Yet, Suasa's content remains largely silent on environmental themes. Integrating messages about eco-conscious building practices, green certification, water use, or local community partnerships could resonate with the environmentally aware segment of its audience while enhancing brand credibility. Such messages can be subtly woven into existing formats, e.g., captions describing sustainable materials, Reels highlighting green spaces, or Stories that showcase local collaborations. This not only strengthens brand trust but also aligns with broader social expectations for corporate responsibility in tourism-driven economies like Bali's. The persuasive power of copywriting in digital branding is frequently underestimated, yet its role in anchoring visual content and constructing meaning is profound. As Nurdiansyah (2024) asserts, in visually saturated spaces like Instagram, effective copywriting operates not simply as descriptive text, but as a vehicle for emotional resonance, ideological signaling, and relational connection.

In Suasa's context, copywriting becomes the narrative glue that binds visual luxury to consumer identity. Captions do more than describe, they guide interpretation, evoke aspiration, and subtly affirm the values associated with premium living. For instance, terms like "sanctuary," "designed for stillness," or "crafted tranquility" evoke both sensory and psychological experiences, framing the property as a solution to modern life's chaos. This strategic use of language amplifies visual impact while embedding the brand within a desirable emotional framework. Moreover, effective Instagram copywriting challenges traditional hierarchical communication structures. With the inclusion of interactive prompts, e.g., "What does your dream home look like?" or "Tag someone you'd love to relax here with", brands shift from monologue to dialogue. Although Suasa currently underutilizes this potential, the format allows for co-creation of meaning, where audiences contribute to and even shape the brand narrative through comments and responses. In this way, copywriting becomes an invitation to participate, not just observe.

Importantly, copywriting also functions as a site of ideological negotiation. As Gen Z and millennial audiences increasingly demand transparency, authenticity, and ethical alignment from brands, the textual layer of digital content serves as a space to articulate and affirm brand values. Whether signaling sustainability, inclusivity, or cultural sensitivity, copywriting mediates between brand identity and public perception. For Suasa, this presents an opportunity to extend its narrative beyond lifestyle and aesthetics to include dimensions of environmental stewardship and social responsibility, critical concerns for the community in which it operates.

CONCLUSION

This study explores how Suasa Real Estate leverages Instagram for brand awareness through the lens of the Circular Model of SOME (Share, Optimize, Manage, Engage). Each component of the model reveals distinct strengths in Suasa's digital branding approach. Under 'Share', Suasa effectively curates a luxurious visual identity, using high-quality imagery and aspirational narratives to position itself as a premium lifestyle brand. The 'Optimize' phase is evident in its use of Instagram Insights and content formats (Stories, Reels, Highlights) to align with audience preferences, demonstrating a data-informed content strategy. In 'Manage', Suasa ensures brand consistency through structured scheduling and internal coordination, which supports a cohesive and professional feed aesthetic.

However, the 'Engage' component remains underdeveloped. While Suasa receives organic engagement through likes and comments, interaction tends to be one-directional. The absence of participatory features such as polls, Q&A, or user-generated content suggests missed opportunities for deeper community building and relational branding. As user expectations evolve toward transparency and dialogic interaction, Suasa must shift from aesthetic engagement to emotional and ethical connection. Furthermore, operating in an ecologically sensitive area like Canggu, Bali, positions Suasa at the intersection of luxury and sustainability. Integrating environmental messaging, such as eco-friendly building practices or local partnerships, would not only enhance brand trust but also align with growing consumer demands for ethical real estate development. Ultimately, the SOME model highlights how strategic integration of visual storytelling, audience insight, and environmental responsibility can shape Suasa's brand into one that is both aspirational and socially attuned.

ACKNOWLEDGEMENTS

The author would like to express sincere gratitude to all parties who supported this research. Special thanks are extended to the marketing team of Suasa Real Estate for their time, insights, and openness during the interview and observation process. The author also acknowledges the valuable feedback provided by academic supervisors and peers during the development of this study. Appreciation is given to the Faculty of Social Sciences and Humanities for providing academic guidance and research facilities. Lastly, this work would not have been possible without the continued encouragement and understanding of the author's family and colleagues.

REFERENCE

- Arantes, L. (2023). Communicating sustainability: how brands can influence consumers' purchasing decision. Conference Proceedings: ICEMIT, 7-15. <https://doi.org/10.46793/icemit23.007a>
- Ardiansah, D., & Maharani, R. (2021). The role of influencer marketing in building brand trust and engagement. *Jurnal Komunikasi*, 13(2), 102–114.
- Bilgin, Y. (2018). We can see who you are! reflections of social visibility of consumption on consumer-brand identity, wom communication, and brand loyalty. *İnsan Ve Toplum Bilimleri Araştırmaları Dergisi*, 7(3), 2204-2231. <https://doi.org/10.15869/itobiad.451231>
- Efendioglu, A., & Durmaz, Y. (2022). Sustainability in branding: Environmental responsibility in the digital era. *Journal of Sustainable Marketing*, 3(1), 45–59.
- Haudi, H., Handayani, W., Musnaini, Y., Prasety, T., Pitaloka, E., Wijoyo, H., ... & Cahyono, Y. (2022). The effect of social media marketing on brand trust, brand equity and brand loyalty. *International Journal of Data and Network Science*, 6(3), 961-972. <https://doi.org/10.5267/j.ijdns.2022.1.015>
- Hanekom, J. and Swart, C. (2019). Corporate brand communication: beyond-modern realities in a social media landscape. *Communitas*, 24(1), 1-18. <https://doi.org/10.18820/24150525/comm.v24.4>
- Jibril, A., Kwarteng, M., Chovancova, M., & Pilík, M. (2019). The impact of social media on consumer-brand loyalty: a mediating role of online based-brand community. *Cogent Business & Management*, 6(1). <https://doi.org/10.1080/23311975.2019.1673640>
- Kerpen, D. (2011). Likeable social media: How to delight your customers, create an irresistible brand, and be generally amazing on Facebook (and other social networks). McGraw-Hill.
- Kusuma, R., & Sugandi, D. (2018). Pengaruh konsistensi visual terhadap brand awareness di media sosial. *Jurnal Desain Komunikasi Visual*, 5(3), 34–41.
- Lewis, J. (2020). Identifying New Gatekeepers In Social Media Networks. *Hitotsubashi Journal of Social Studies*, 51(1), 77–86. <https://doi.org/10.2307/26889742>
- Mangold, W. G., & Faulds, D. J. (2020). "Social Media: The New Hybrid Element of the Promotion Mix." *Business Horizons*, 52(4), 357-365. DOI:10.1016/j.bushor.2009.03.002.
- Mann, M., Byun, S., & Ginder, W. (2021). B corps' social media communications during the covid-19 pandemic: through the lens of the triple bottom line. *Sustainability*, 13(17), 9634. <https://doi.org/10.3390/su13179634>
- Mardhiyah, D., Futuwah, A. I., Hilmi, M. F., Rosidi, D. O., & Zain, N. H. (2023). The relationship of online brand community, value creation practices, brand trust, and brand loyalty.

- Jurnal Manajemen Teori Dan Terapan| Journal of Theory and Applied Management, 16(3), 473-490. <https://doi.org/10.20473/jmtt.v16i3.50867>
- Maryolein S., H. D., & Oktaviani, R. (2019). Strategi komunikasi visual di media sosial dalam membangun citra merek. *Jurnal Desain Dan Komunikasi*, 7(1), 65–76.
- Moleong, L. J. (2017). *Metodologi Penelitian Kualitatif*. Remaja Rosdakarya.
- NapoleonCat. (2023). *Instagram users in Indonesia - February 2023*.
- Nirwana I., H. T., & Sari, L. (2024). The Circular Model of SOME: A framework for social media strategy in digital branding. *Indonesian Journal of Communication Studies*, 6(1), 12–29.
- Nurdiansyah, D., et.al. (2004). Copywriting Structure Based on Direct Persuasive in Instagram Posts of Hari Peduli Sampah Nasional 2024 Komunitas Ciliwung Depok. (2024). *International Journal of Environmental Communication (ENVICOMM)*, 2(2), 55-67. <https://doi.org/10.35814/envicomm.v2i2.7698>
- Nuraeni, R., & Aulia, N. (2023). Strategi optimalisasi konten media sosial pada bisnis properti. *Jurnal Komunikasi Dan Bisnis*, 8(1), 77–88.
- Puspitarini, T., & Nuraeni, R. (2019). Analisis strategi digital marketing berbasis insight pada media sosial. *Jurnal Ilmu Komunikasi*, 7(2), 101–115.
- Romadhona, I., & Putri, A. (2023). Peran influencer dalam meningkatkan efektivitas kampanye digital marketing. *Jurnal Manajemen Pemasaran*, 11(1), 22–30.
- Sabillah, D., & Afifah, S. (2024). The Effectiveness of Instagram Account @environment in Fulfilling Climate Change Information Needs in Indonesia. (2025). *International Journal of Environmental Communication (ENVICOMM)*, 2(2), 78-87. <https://doi.org/10.35814/envicomm.v2i2.8189>
- Shintadevy W., H. R., & Oktaviani, M. (2019). Pengaruh kolaborasi selebriti digital terhadap persepsi merek di Instagram. *Jurnal Komunikasi Visual*, 4(2), 88–99.
- Sinaga, M., & Pratama, A. (2023). Visual aesthetics and branding consistency on Instagram. *Journal of Digital Media and Communication*, 4(2), 56–67.
- Suarniki N., H. F., & Rahmawati, T. (2022). Analisis engagement dan feedback audiens pada strategi media sosial merek properti. *Jurnal Komunikasi Terapan*, 5(1), 34–47.
- Yumna L., S. D., & Hidayat, R. (2023). Pemanfaatan fitur Instagram dalam strategi komunikasi pemasaran digital. *Jurnal Media Digital*, 6(2), 55–67.