

Lynk.id Digital Product Marketing Communication Strategy on the Instagram Account @tripplesixshot

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ABSTRAK

Penelitian ini dilatarbelakangi oleh meningkatnya penggunaan media sosial dan kebutuhan integrasi platform digital dalam pemasaran produk digital yang belum banyak dikaji melalui perspektif *Integrated Marketing Communication (IMC)*. Penelitian ini bertujuan menganalisis strategi komunikasi pemasaran produk digital Lynk.id pada akun Instagram @tripplesixshot serta menjelaskan integrasi lintas platform *customer journey*. Penelitian menggunakan pendekatan kualitatif dengan metode netnografi melalui observasi satu bulan terhadap *Feed*, *Reels*, *Stories*, *caption*, komentar, tautan Lynk.id, WhatsApp, sistem pembayaran digital, dan Google Drive. Analisis dilakukan mengikuti tahapan Kozinets dengan triangulasi untuk menjamin kredibilitas temuan. Hasil menunjukkan bahwa Instagram menjadi saluran komunikasi utama yang membangun kesadaran merek, kepercayaan, dan keterlibatan audiens melalui visual storytelling serta portofolio. Lynk.id berfungsi sebagai pusat integrasi yang menghubungkan Instagram, WhatsApp, pembayaran digital, dan Google Drive sehingga proses komunikasi dan transaksi menjadi lebih efisien. Komunikasi dua arah meningkatkan *engagement*, loyalitas, serta *electronic word-of-mouth* pada komunitas otomotif. Integrasi *customer journey digital* menghasilkan pengalaman pelanggan yang konsisten, meningkatkan efektivitas komunikasi, efisiensi operasional, dan peluang konversi pembelian. Disimpulkan bahwa implementasi IMC dan *Digital Integrated Marketing Communication* membentuk ekosistem pemasaran digital yang terpadu bagi pelaku usaha kreatif. Disarankan pelaku usaha mengoptimalkan integrasi lintas platform, mempertahankan konsistensi konten, serta memperkuat interaksi dengan audiens untuk meningkatkan pengalaman pelanggan dan kinerja pemasaran digital.

Kata Kunci: *Integrated Marketing Communication (IMC), Digital Integrated Marketing Communication (DIMC), Instagram, Lynk.id, Komunikasi Pemasaran Digital*

ABSTRACT

This study is motivated by the increasing use of social media and the growing need for digital platform integration in digital product marketing, which has received limited attention from the perspective of Integrated Marketing Communication (IMC). The study aims to analyze the Lynk.id digital product marketing communication strategy implemented through the Instagram account @tripplesixshot and to explain the integration of cross-platform customer journeys. A qualitative approach employing the netnography method was adopted through one month of observations of Feed posts, Reels, Stories, captions, comments, Lynk.id links, WhatsApp, digital payment systems, and Google Drive. Data were analyzed using Kozinets' netnographic procedures, supported by triangulation to ensure the credibility of the findings. The results indicate that Instagram serves as the primary communication channel for building brand awareness, trust, and audience engagement through visual storytelling and portfolio presentation. Lynk.id functions as the central integration hub connecting Instagram, WhatsApp, digital payment systems, and Google Drive, making communication and transaction processes more efficient. Two-way communication enhances audience engagement, customer loyalty, and electronic word-of-mouth within the automotive community. The integrated digital customer journey creates a consistent customer experience while improving communication effectiveness, operational efficiency, and purchase conversion opportunities. The study concludes that the implementation of Integrated Marketing Communication and Digital Integrated Marketing Communication establishes an integrated digital marketing ecosystem for creative businesses. It is recommended that creative entrepreneurs optimize cross-platform integration, maintain content consistency, and strengthen audience interaction to enhance customer experience and digital marketing performance.

Keywords: *Integrated Marketing Communication (IMC), Digital Integrated Marketing Communication (DIMC), Instagram, Lynk.id, Digital Marketing Communication.*

INTRODUCTION

Digitalization enables organizations to improve productivity, service quality, competitiveness, and profitability by leveraging data analytics and more accurate decision support systems. Nevertheless, its implementation still requires human oversight to minimize bias and ensure that decisions continue to account for ethical considerations and the organizational context (Soekiman et al., 2023). The rapid advancement of information and communication technologies has fundamentally transformed the way organizations and businesses build relationships with consumers. Digital transformation has enabled social media to evolve from a platform primarily used for social interaction into a marketing communication medium capable of strengthening brand image, expanding market reach, and increasing product and service sales (Berliani & Rojuaniah, 2023; Chandra & Sulubara, 2025). Consequently, marketing communication strategies are no longer solely focused on delivering promotional messages. Instead, they increasingly emphasize creating meaningful interactions, building consumer trust, and integrating multiple digital communication channels into a seamless customer experience.

Instagram has become one of the most widely utilized social media platforms for digital marketing because of its strong visual appeal, which enables businesses to capture audience attention quickly. Features such as Feed, Reels, Stories, Direct Messages (DM), and comment sections facilitate two-way communication between businesses and consumers, enhance information dissemination, and increase audience engagement. Furthermore, Instagram can be integrated with various digital platforms, allowing promotional activities and transaction processes to be carried out more efficiently (Assifah & Riyanto, 2025). This development suggests that the success of digital marketing communication depends not only on content quality but also on the ability to connect multiple communication channels into an integrated marketing system.

These developments have become particularly important in digital product marketing. Unlike physical products, digital products have no tangible form, preventing consumers from evaluating them directly before making a purchase. As a result, businesses must provide clear information, maintain consistent communication, and establish consumer trust throughout the marketing process. Previous studies have demonstrated that information quality and trust significantly influence consumers' purchase intentions and purchasing decisions in digital transactions (Faizza & Roostika, 2024; Yudanegara, 2024). However, existing research has primarily emphasized the influence of marketing factors on consumer behavior, while the mechanisms through which multiple digital communication channels are integrated to shape the digital purchasing experience remain relatively underexplored.

Studies on digital marketing communication have also primarily focused on the effectiveness of social media as a promotional tool, audience engagement, brand awareness, and purchasing decisions (Afandi et al., 2025; Chandra & Sulubara, 2025). Previous research has generally examined Instagram as an independent promotional platform or evaluated the effects of content on consumer responses. In contrast, relatively few studies have investigated how Instagram is integrated with other digital platforms as a comprehensive marketing communication system consistent with the concept of Integrated Marketing Communication (IMC). This limitation is noteworthy because the evolution of the digital ecosystem indicates that consumers no longer interact with a single platform. Instead, they move across multiple digital channels, from social media to information platforms, communication services, payment systems, and product delivery, within a continuous digital customer journey.

This research gap suggests that studies examining the implementation of IMC in digital product marketing require further development, particularly in the context of small creative businesses that utilize cross-platform integration throughout the entire marketing process. Most previous studies have measured the effectiveness of social media as a promotional channel, whereas research investigating how the integration of Instagram with digital aggregator platforms creates continuous marketing communication, facilitates transactions, and delivers a unified customer experience remains limited. Therefore, substantial opportunities remain to examine the implementation of IMC in social media-based digital product marketing connected through multiple digital platforms.

One creative business that implements this strategy is the Instagram account @tripplesixshot. The account specializes in automotive photography, focusing on documenting Sunday Morning Ride (Sunmori) events, night rides, and various activities within automotive communities. Tripplesixshot was founded and is managed by Muhammad Raffi Raditya, who has a strong interest in photography and the automotive industry. As the business has grown, the account has evolved beyond serving as a portfolio for photographic works and has become a digital marketing platform for selling automotive photographs through an online distribution system.

In its marketing activities, @tripplesixshot integrates Instagram with the Lynk.id platform, which connects multiple digital services, including WhatsApp, Google Drive, and electronic payment systems. This integration enables consumers to obtain product information, communicate with the seller, complete payments, and receive purchased photographs through a single, interconnected transaction process. Such integration reflects the evolution of digital marketing strategies that emphasize information accessibility, transaction efficiency, and enhanced customer experience (Wang et al., 2025).

From an academic perspective, the use of Lynk.id represents more than an additional promotional medium. Rather, it illustrates the implementation of marketing communication that integrates multiple digital touchpoints into a unified system. This context offers a new perspective for advancing the concept of Integrated Marketing Communication (IMC), as marketing communication is no longer confined to a single platform but instead relies on the integration of multiple digital channels that support every stage of the customer journey, from awareness and information search to communication, transactions, and product delivery. Consequently, this study extends the application of IMC to digital products in the automotive photography industry while providing a deeper understanding of how cross-platform integration can be implemented by creative businesses to develop effective marketing communication strategies.

The marketing communication strategy employed by @tripplesixshot is reflected in its use of various Instagram features. Feed posts and Reels showcase automotive photography while simultaneously promoting digital products to a broader audience. Instagram Stories serve as an informational and promotional medium by directing users to the Lynk.id page, whereas Direct Messages (DM) facilitate communication with prospective customers and fellow photographers. Interactions through comments and likes indicate audience engagement with published content. High levels of engagement have been shown to contribute to greater brand awareness, increased trust, and stronger purchasing intentions (Afandi et al., 2025; Chandra & Sulubara, 2025). Nevertheless, the effectiveness of these strategies should be examined more comprehensively through the IMC perspective to explain how each communication channel complements the others in creating an integrated marketing experience.

Based on these considerations, this study aims to analyze the digital product marketing communication strategy implemented through the integration of Instagram and Lynk.id on the @tripplesixshot account using the Integrated Marketing Communication (IMC) framework. The findings are expected to contribute theoretically by enriching the IMC literature in the context of cross-platform digital product marketing while also providing practical insights for creative businesses in designing more effective and integrated digital marketing communication strategies.

LITERATURE REVIEW

A. Integrated Marketing Communication (IMC)

Integrated Marketing Communication (IMC) is a strategic communication approach that coordinates multiple communication channels to deliver consistent and unified messages to target audiences. The concept emphasizes synergy among advertising, public relations, direct marketing, sales promotion, digital media, and personal selling to strengthen brand value and customer relationships (Pearson & Malthouse, 2024). Contemporary IMC extends beyond message consistency by integrating stakeholder engagement, sustainability, and digital interaction across the customer journey. Consequently, IMC enables organizations to create coherent brand experiences while improving communication effectiveness and marketing performance in increasingly complex digital environments (Pearson & Malthouse, 2024).

B. Digital Integrated Marketing Communication (DIMC)

Digital Integrated Marketing Communication (DIMC) represents the evolution of Integrated Marketing Communication by integrating digital platforms into a unified communication ecosystem. DIMC combines websites, social media, messaging applications, digital payment systems, and other online platforms to provide seamless communication and customer experiences throughout the purchasing process (Pearson & Malthouse, 2024). The approach emphasizes consistency of messages, real-time interaction, personalization, and cross-platform integration to improve customer engagement and marketing effectiveness. Through coordinated digital channels, organizations can strengthen consumer relationships while optimizing communication performance in increasingly connected and technology-driven markets (Pearson & Malthouse, 2024).

C. New Media Theory

New Media Theory explains how digital technologies transform communication from one-way information delivery into interactive, networked, and participatory communication. The theory emphasizes the characteristics of digital media, including interactivity, connectivity, convergence, user-generated content, and many-to-many communication (Lievrouw, 2022). These characteristics enable users to function simultaneously as information producers and consumers, thereby reshaping communication patterns between organizations and audiences. In digital marketing, new media facilitate continuous interaction, rapid information dissemination, and collaborative

content creation that strengthen audience participation and support more effective communication strategies within digital environments (Lievrouw, 2022).

D. Content Marketing

Content Marketing is a strategic marketing approach focused on creating, distributing, and managing valuable, relevant, and consistent content to attract, engage, and retain clearly defined audiences. Rather than emphasizing direct selling, content marketing seeks to build trust, enhance customer relationships, and encourage profitable consumer actions through informative and engaging digital content (Nagy & Hajdu, 2022). Recent studies recognize content marketing as an integral component of modern marketing communication that complements traditional promotional tools by generating meaningful customer experiences and supporting long-term brand value in digital environments (Nagy & Hajdu, 2022).

RESEARCH METHODS

This study employed a qualitative approach using the netnography method. A qualitative approach was selected because it enables researchers to explore and understand a phenomenon in depth based on participants' perspectives and the surrounding social context (Creswell & Cresswell, 2018). Qualitative research emphasizes meaning, interpretation, and a holistic understanding of social reality, making it appropriate for examining the digital marketing communication strategy of Lynk.id products through the Instagram account @tripplesixshot (Moleong, 2018).

The netnography method was employed because the research object exists within a digital environment, specifically marketing communication activities conducted through social media. According to Kozinets (2020), netnography is an adaptation of ethnography applied to online communities to understand culture, behavior, communication patterns, and interactions that naturally develop on the Internet. This study utilized netnography to observe the marketing communication activities of the Instagram account @tripplesixshot without interfering with the account's activities, ensuring that the collected data reflected naturally occurring communication practices (Hine, 2015).

The implementation of netnography followed the stages proposed by Kozinets (2020): (1) defining the research focus and selecting a relevant digital community, (2) entering the digital environment by observing the Instagram account @tripplesixshot, (3) collecting data through non-participant observation of the account's activities, (4) analyzing and interpreting the data based on the Integrated Marketing Communication (IMC) framework, and (5) addressing research ethics by using only publicly available data without disclosing personal information beyond academic purposes.

The research subject was the Instagram account @tripplesixshot, which serves as the primary actor in the digital marketing communication activities for Lynk.id products. The account was selected purposively because it met several criteria. It actively markets digital automotive photography products, integrates Instagram with the Lynk.id platform as a digital transaction hub, consistently engages with its audience through various Instagram features, and maintains an ongoing marketing communication process through WhatsApp and Google Drive. These

characteristics make @tripplesixshot an appropriate case study for examining the implementation of an Integrated Marketing Communication (IMC)-based digital marketing communication strategy.

The research object was the digital marketing communication strategy for Lynk.id products implemented through the Instagram account @tripplesixshot. The study focused on the implementation of Integrated Marketing Communication (IMC) elements, including advertising, sales promotion, direct marketing, and interactive marketing. It also examined the integration of marketing communication activities, beginning with content distribution on Instagram, directing users to Lynk.id, facilitating communication through WhatsApp, completing transaction processes, and delivering products through Google Drive.

The unit of analysis in this study consisted of all digital marketing communication activities published through the Instagram account @tripplesixshot. The analyzed data included Feed posts, Reels, Stories, captions, user comments, the number of likes as an indicator of audience engagement, the use of Lynk.id links, and communication patterns connecting Instagram with WhatsApp and Google Drive as part of the digital product customer journey. All units of analysis were categorized according to the dimensions of Integrated Marketing Communication (IMC), enabling each form of communication to be analyzed systematically.

Data were collected through non-participant observation of the digital activities conducted on the Instagram account @tripplesixshot. The researcher observed various types of published content, posting frequency, message style, the use of Instagram features, patterns of audience interaction, and the integration of communication with Lynk.id and other digital platforms. Observations were conducted continuously over a one-month period to capture the dynamics of marketing communication more comprehensively than would be possible through short-term observation. All data were documented through screenshots, digital field notes, and records of account activities relevant to the research focus.

The data were analyzed qualitatively by following the netnographic analysis procedures proposed by Kozinets (2020). The first stage involved organizing the data by classifying them according to content type, interaction patterns, and marketing communication activities. The second stage consisted of data reduction by selecting the information most relevant to the research objectives and the dimensions of Integrated Marketing Communication (IMC). The third stage involved interpreting the data to identify marketing communication patterns, relationships among digital activities, and the communication strategies implemented by @tripplesixshot. The final stage involved presenting the findings in a descriptive narrative to systematically and contextually explain the digital marketing communication strategy for Lynk.id products (Sugiyono, 2022).

The trustworthiness of the data was established through methodological triangulation and source triangulation. Methodological triangulation was conducted by comparing observations across different types of digital content, including Feed posts, Reels, Stories, captions, user comments, and documentation of marketing activities on Lynk.id. Source triangulation was carried out by comparing information obtained from various Instagram features and digital documents related to the product marketing process. In addition, the researcher employed persistent observation throughout the study to develop a deeper understanding of emerging marketing communication patterns. The entire analytical process was conducted consistently to ensure the credibility, dependability, and confirmability of the findings in accordance with the principles of qualitative research (Creswell & Cresswell, 2018).

RESULT AND DISCUSSION

A. Instagram as the Primary Marketing Communication Channel

The netnographic observation revealed that Instagram serves as the primary marketing communication channel for promoting Lynk.id digital products. The @tripplesixshot account consistently utilizes Feed posts, Reels, Stories, captions, hashtags, and various interactive features to showcase automotive photography while simultaneously promoting its digital products. The content strategy is not oriented toward direct selling but instead emphasizes visual storytelling, portfolio presentation, and community engagement. Feed posts are used to display high-quality automotive photographs, Reels present dynamic documentation of various automotive events, and Stories deliver timely promotional information while directing audiences to Lynk.id. The consistency of the account's visual identity, posting style, and communication patterns strengthens brand recognition and establishes @tripplesixshot as a professional brand within the automotive photography community.

The marketing communication strategy implemented by @tripplesixshot provides several important benefits for the development of digital product marketing. The consistent use of Feed posts, Reels, Stories, captions, and hashtags enhances content visibility, making digital products easier for potential customers to discover. The visual storytelling approach and portfolio presentation also help build customer trust by allowing prospective buyers to evaluate the quality of the automotive photographs before making a purchase. Furthermore, community engagement through various interactive features strengthens the relationship between the account owner and the audience, fostering customer loyalty and encouraging electronic word-of-mouth (eWOM).

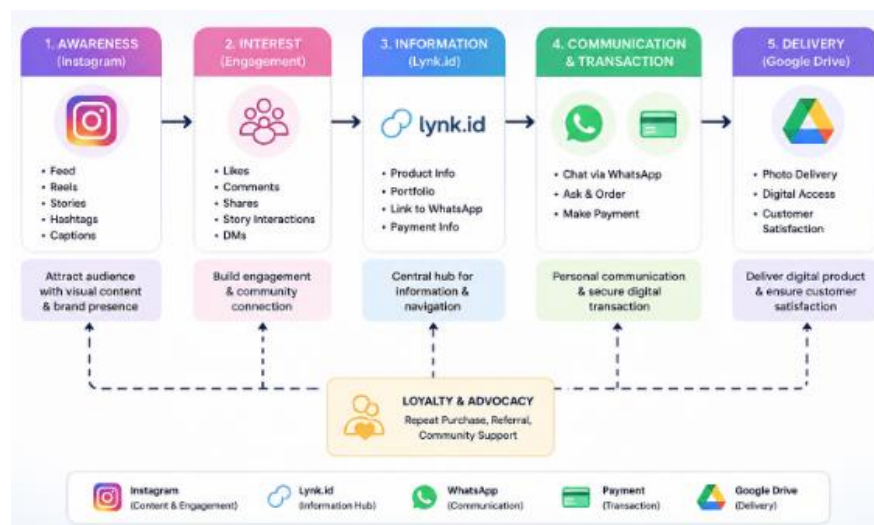


Figure 1. Digital Marketing Strategy Flowchart

The consistency of the account's visual identity and communication patterns also contributes to strengthening brand awareness and reinforcing the professional image of @tripplesixshot within the automotive photography community. This professional image enhances the credibility of the account as a digital photography service provider, thereby increasing the likelihood of purchase decisions. In addition, the use of Instagram Stories to direct audiences to Lynk.id simplifies the transition from the information search stage to the transaction stage. Consequently, Instagram functions not only as a promotional medium but also as the starting point of the digital customer

journey, connecting marketing communication, trust building, audience engagement, and the conversion of potential customers into digital product buyers.

These findings indicate that Instagram serves as the primary foundation for implementing Integrated Marketing Communication (IMC). Advertising activities are carried out through the consistent presentation of visual content, while interactive communication is established through comments, likes, and Stories. The findings further demonstrate that visual consistency contributes to brand identity development and enhances audience engagement during the awareness stage of the customer journey.

B. Cross-Platform Integration Through Lynk.id

The observations revealed that Lynk.id serves as the central integration hub connecting multiple digital platforms within a unified marketing ecosystem. Rather than functioning solely as a link directory, Lynk.id integrates Instagram, WhatsApp, digital payment systems, and Google Drive into a seamless customer journey. Audiences first obtain information through Instagram content and are then directed to Lynk.id to access product information and connect with WhatsApp for consultation and order placement. Once the payment process is completed, customers receive their digital photographs through Google Drive. This integrated system creates a transaction process that is simpler, more efficient, and more accessible for consumers.

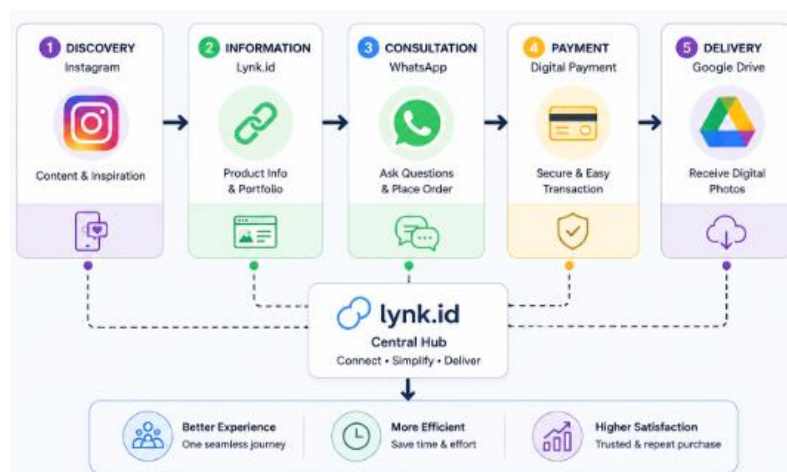


Figure 2. Lynk.id Customer Journey Flowchart

The integration of Lynk.id provides a primary benefit by simplifying the communication and transaction process in digital product marketing. Every stage, from discovering products on Instagram, accessing product details through Lynk.id, communicating via WhatsApp, completing digital payments, to receiving digital photographs through Google Drive, takes place within a single interconnected ecosystem. This integrated process reduces the complexity of purchasing, minimizes unnecessary platform switching, and enables customers to complete transactions more quickly and conveniently.

Furthermore, this integration enhances the customer experience and improves the effectiveness of marketing communication. Lynk.id functions as a central navigation hub that connects all digital touchpoints, allowing customers to experience a more consistent purchasing process. The convenience of accessing product information, communicating with the seller, completing payments, and receiving digital products through a continuous workflow increases

customer convenience, strengthens trust, and creates greater opportunities for both initial purchases and repeat purchases in the future.

These findings indicate that the concept of Integrated Marketing Communication (IMC) extends beyond message consistency to encompass the integration of multiple digital platforms throughout the purchasing process. Lynk.id functions as the bridge connecting promotional activities, customer communication, transaction processes, and product delivery. This communication pattern reflects the implementation of Digital Integrated Marketing Communication (DIMC), in which multiple digital media platforms are integrated to create a seamless and more comprehensive customer experience.

C. Interactive Marketing and Audience Engagement

The study found that audience engagement is built through continuous communication rather than one-way promotional activities. The account owner actively responds to comments, uses Direct Messages as a communication channel with prospective customers, reposts customer-generated content through Instagram Stories, and maintains relationships with the automotive community. Activities such as likes, comments, mentions, and Story interactions demonstrate that audiences function not only as consumers but also as contributors who enhance the account's visibility on social media. The communication style is informal, responsive, and community-oriented, enabling the account to establish strong emotional connections with its followers.

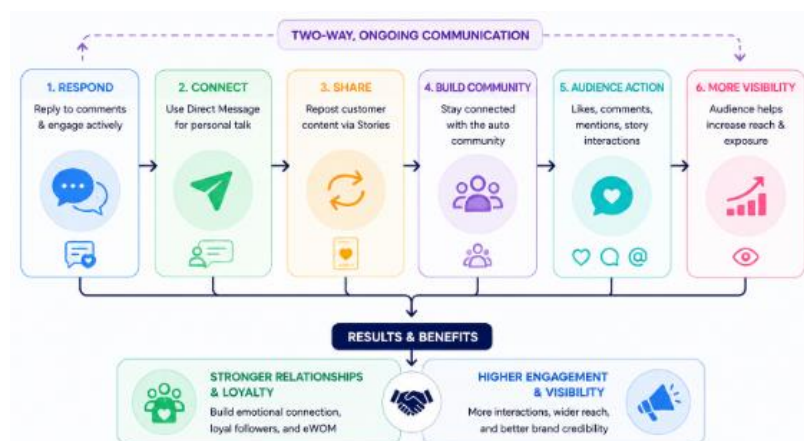


Figure 3. Social Media Engagement Strategy Flowchart

The implementation of continuous communication through various interactive features provides a primary benefit by increasing audience engagement and loyalty. Actively responding to comments, using Direct Messages for personalized communication, and reposting customer content through Stories make followers feel appreciated and actively involved in the account's activities. These ongoing interactions strengthen the emotional bond between the account owner and followers, fostering customer loyalty, encouraging active participation, and increasing the likelihood of electronic word-of-mouth (eWOM) within the automotive community.

Furthermore, the interactive communication strategy enhances both account visibility and the effectiveness of digital marketing activities. Interactions such as likes, comments, mentions, and Story engagement generate engagement signals that increase the likelihood of achieving broader content reach through Instagram's algorithm. As a result, the account gains greater exposure to

potential customers while strengthening its credibility, as high engagement indicates that the content is perceived as relevant, valuable, and trustworthy by the community.

These findings confirm that interactive marketing is a fundamental component of Integrated Marketing Communication (IMC) within digital environments. Customer engagement is developed through two-way communication rather than one-way information delivery. The observed interaction patterns also reflect the principles of New Media Theory, which positions users as active participants in the communication process. Consequently, audience engagement contributes to strengthening customer trust while expanding content reach through social media algorithms.

D. Integrated Digital Customer Journey in Digital Product Marketing

The observations revealed that the marketing strategy implemented by @tripplesixshot follows an integrated digital customer journey. Potential customers first discover the products through automotive photography content on Instagram and then develop interest based on the quality of the portfolio and recommendations from the automotive community. Customers subsequently access Lynk.id to obtain product information, continue communication through WhatsApp, complete digital payments, and receive the final photography products through Google Drive. Each platform performs a distinct function while collectively supporting a comprehensive marketing communication process. This integration reduces communication barriers and creates a more efficient digital product purchasing experience.



Figure 4. Integrated Digital Customer Journey Flow

The implementation of an integrated digital customer journey provides a primary benefit by improving the efficiency of the digital product purchasing process. The integration of Instagram, Lynk.id, WhatsApp, digital payment systems, and Google Drive enables every stage of the purchasing process to occur systematically within a single interconnected workflow. Customers can move seamlessly from product discovery, information search, communication with the seller, and payment to digital product delivery without encountering significant obstacles. This integrated process simplifies transactions, saves time, and enhances the convenience of obtaining the desired services.

Furthermore, the integrated digital customer journey improves customer experience and enhances the effectiveness of marketing communication. Each platform performs a complementary role, enabling customers to experience a consistent interaction throughout every stage of the

purchasing process. The structured communication flow helps build customer trust, reduces the likelihood of misinformation during transactions, and increases customer satisfaction after receiving the digital products. This positive customer experience has the potential to encourage repeat purchases, strengthen customer loyalty, and increase recommendations to prospective customers through electronic word-of-mouth (eWOM).

These findings indicate that the marketing communication strategy implemented by @tripplesixshot is built upon an integrated digital customer journey rather than isolated promotional activities. Instagram plays a key role in generating awareness and interest, Lynk.id serves as the central information and navigation hub, WhatsApp facilitates personalized communication, digital payment systems support secure transactions, and Google Drive functions as the digital product delivery platform. This cross-platform integration extends the implementation of Integrated Marketing Communication (IMC) by demonstrating how multiple digital touchpoints work together to create a seamless customer experience. The findings contribute to the advancement of the IMC concept in the context of cross-platform digital product marketing among creative businesses.

Discussion

The findings indicate that Instagram functions not only as a promotional platform but also as the primary communication channel that shapes consumer perceptions during the early stages of the digital purchasing process. Through the consistent use of Feed posts, Reels, Stories, captions, hashtags, and interactive features, @tripplesixshot emphasizes value creation, visual storytelling, and portfolio presentation rather than direct selling. This strategy reflects the principles of Content Marketing, which focus on creating valuable and consistent content to attract, engage, and retain audiences while building trust and credibility (Nagy & Hajdu, 2022). From the perspective of Integrated Marketing Communication (IMC), Instagram integrates advertising and interactive communication to create a coherent brand experience that strengthens brand recognition, trust, and professional image throughout the customer journey (Pearson & Malthouse, 2024). As the initial touchpoint, Instagram also generates awareness and interest while directing consumers toward subsequent digital platforms, connecting content marketing, audience engagement, and digital conversion within an integrated marketing ecosystem.

The findings further demonstrate that Lynk.id functions as the central integration hub connecting Instagram, WhatsApp, digital payment systems, and Google Drive into a seamless communication ecosystem. This cross-platform integration simplifies the purchasing process, reduces transaction complexity, and enhances customer convenience by enabling a continuous flow from product discovery to consultation, payment, and product delivery. These findings support the concept of Digital Integrated Marketing Communication (DIMC), which extends IMC by integrating multiple digital platforms into a unified communication system characterized by cross-platform consistency, real-time interaction, and seamless customer experiences (Pearson & Malthouse, 2024). Consequently, communication consistency is reflected not only in promotional messages but also in the consistency of customer experience across multiple digital touchpoints.

The study also reveals that audience engagement is developed through continuous two-way communication rather than one-way promotional activities. Active responses to comments, personalized communication through Direct Messages, reposting customer-generated content, and maintaining relationships with the automotive community transform audiences into active participants who contribute to content dissemination and community development. These findings

are consistent with New Media Theory, which emphasizes interactivity, connectivity, participation, and user-generated content as defining characteristics of digital communication (Lievrouw, 2022). Within the IMC framework, interactive marketing strengthens emotional connections, customer loyalty, electronic word-of-mouth (eWOM), and brand credibility while expanding content reach through social media algorithms (Pearson & Malthouse, 2024).

Finally, the findings demonstrate that @tripplesixshot implements an integrated digital customer journey in which Instagram, Lynk.id, WhatsApp, digital payment systems, and Google Drive perform complementary roles throughout the purchasing process. This structured communication flow reduces communication barriers, improves purchasing efficiency, and creates a seamless customer experience from awareness to product delivery. These findings reinforce both IMC and DIMC by showing that marketing communication extends across the entire customer journey rather than focusing solely on promotional messages (Pearson & Malthouse, 2024). They also strengthen the role of Content Marketing, as valuable and consistent content initiates trust and transforms audience interest into completed transactions (Nagy & Hajdu, 2022). Overall, the study contributes theoretically by demonstrating that effective digital product marketing communication should be understood as an integrated digital ecosystem in which multiple digital touchpoints collectively enhance communication effectiveness, customer trust, operational efficiency, and purchase conversion.

CONCLUSION

This study demonstrates that the digital product marketing communication strategy implemented by @tripplesixshot is founded on an integrated digital communication ecosystem in which Instagram, Lynk.id, WhatsApp, digital payment systems, and Google Drive perform complementary roles throughout the customer journey. Instagram serves as the primary communication channel for building awareness, establishing brand identity, fostering audience engagement, and generating trust through consistent visual content and storytelling. Lynk.id functions as the central integration hub that connects promotional activities, customer communication, transactions, and product delivery into a seamless digital workflow. Furthermore, continuous two-way communication through interactive features strengthens audience engagement, customer loyalty, and electronic word-of-mouth (eWOM), while the integration of multiple digital platforms improves transaction efficiency, customer experience, and communication effectiveness.

The findings confirm that the implementation of Integrated Marketing Communication (IMC) in digital product marketing extends beyond maintaining message consistency. Instead, it encompasses the integration of multiple digital touchpoints that collectively create a coherent and seamless customer experience throughout the purchasing process. The study also supports the concept of Digital Integrated Marketing Communication (DIMC) by demonstrating that cross-platform integration enables more effective communication, stronger customer relationships, and a more efficient digital purchasing journey. In addition, the findings reinforce the role of Content Marketing by showing that valuable and consistent visual content serves as the foundation for building credibility, stimulating customer interest, and facilitating purchase decisions.

This study contributes theoretically by extending the application of IMC and DIMC within the context of digital product marketing for creative businesses, particularly those utilizing cross-platform integration. Practically, the findings provide strategic insights for creative entrepreneurs by highlighting the importance of integrating social media, digital transaction platforms, personalized communication channels, and digital delivery systems into a unified marketing communication strategy capable of enhancing customer engagement, operational efficiency, and purchase conversion.

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