Public Relations Marketing Strategy in Building Brand Awareness Using Product Bundling

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KEYWORDS	ABSTRACT
Brand Awareness; Product Merger; Public Relations Marketing	Digital media as a marketing platform today results in increased business competition to capture market share. This research aims to analyze whether using PR marketing strategies, specifically bundled products, can increase brand awareness. The study is descriptive qualitative research, utilizing primary data collected through observation and interviews. The sample consists of 20 respondents, including staff, Anak Panah Kopi employees, and public members in Salatiga. The results concluded that the public relations marketing activities by Anak Panah Kopi to increase brand awareness can be seen in the push and pull strategies. Push strategy uses an interpersonal approach to customers by prioritizing good service. While implementing the pull strategy, Anak Panah Kopi innovates products, provides discounts and bundling promos, collaborates with several influencers, and conducts marketing campaigns by displaying exciting content on Instagram social media to market its products.

Introduction

The increase in people's lifestyles can indirectly affect the development of business in Indonesia; one of the businesses that is currently a trendsetter is the coffee shop. Coffee is one of the drinks that Indonesia often consumes because it has a distinctive aroma and taste (Chayadi et al., 2021). The trend of drinking coffee is growing in all ages, and it is not only favored by the elderly, but now coffee has become a favorite drink for young people. Karimah et al. (2023) stated that the increasing consumption of coffee in Indonesia has made business owners start competing to create products with the best quality. This makes business owners want to make a breakthrough and innovation to attract the public's attention by processing coffee into a drink that has a unique taste.

The increasing existence of coffee shops has increased coffee production and consumption in Indonesia. Based on the Center for Agricultural Data and Information Systems of the Secretariat General (2022), national coffee consumption in 2016 reached around 250 thousand tons and increased by 10.54% to 276 thousand tons. Coffee consumption in Indonesia in 2016-2021 is predicted to increase by an average of 8.22% per year. The coffee shop business in Indonesia has reached 10,000 stores and is predicted to continue to grow until 2023, with total revenue from the coffee business sector reaching 4.6 billion every year (Rusadi, 2019). Based on data from the United

States Department of Agriculture USDA (2018), Indonesia is the third largest coffee-producing country in the world after Brazil and Vietnam, which produced 11.85 million bags of coffee in 2022/2023. This can be seen from the country's coffee production, which has increased in the last five years, and global coffee production reached 170 million bags per 60 kg of coffee in the 2022/2023 period. According to the 2023 Statistics Indonesia report from the Central Statistics Agency (2023), Indonesia's coffee production reached 749.8 thousand tons in 2022, an increase of 1.1% from the previous year, with a total production of 786.2 thousand tons. The number of coffee production in Indonesia per year from 2017 to 2022 can be seen in Table 1.

Table 1.
Amount of Coffee Domestic Consumption in Indonesia

Information	2017	2018	2019	2020	2021	2022
National Coffee Consumption (in thousand tons)	716,1	756	752,5	762,4	786,2	794,8

Source: Central Statistics Agency

Arrow Kopi is a coffee shop founded in July 2018 by Rhezon Sanusi. In the last three years, Arrow Coffee has expanded by opening three branches in the city of Semarang, two branches in Solo, 1 in Yogyakarta and Salatiga. The Arrow of Coffee Salatiga has a fairly spacious building suitable for doing assignments, work, or gathering with friends. In addition, Arrow Coffee has a fairly modern, trendy, and instagramable interior design, so this coffee shop is one of the favourite coffee shops in Central Java (Adrian R, 2018). Arrow Coffee forms the image of its product as a popular coffee drink at a low price. By differentiating, Coffee Arrow begins to build awareness in the minds of consumers, which impacts the company's success. One of the things that business people can do to distinguish their products from competitors' products is to increase brand awareness (Octavianti, 2012).

Marketing public relations on social media is crucial in building societal brand awareness, especially among millennials. Companies must introduce themselves to gain recognition, appreciation, and trust from the public and customers (Rahmana & Hidayat, 2024). The number of digital media companies today results in increasing business competition to take market share, so it will be increasingly difficult to get public attention. The existence of large resources and a competitive environment can increase business competition, so marketing public relations plays an important role. Marketing public relations helps brand equity by conducting publications, events, news, speeches, sponsorships, community services and media identities to build brand awareness in memory and create a brand image (Puspita, 2019). It differs from previous research that emphasizes the role and strategy of public relations in increasing product awareness. This research will discuss the marketing public relations strategy of Arrow Coffee Salatiga, using push and pull strategies to encourage consumers to recognize products and subtly attract them to buy products. This research will also use the product bundling program as a promotional tool to introduce products to reach the target audience, expand advertising reach, and increase sales of Coffee Arrow products through digital media to increase brand awareness. This study's marketing public relations strategy is expected to produce good consumer feedback to build product awareness (brand awareness), product knowledge (brand knowledge), and future markets regarding products sold by Coffee Arrow. This study will interview several random consumers to take samples of people of various ages,

ranging from teenagers to adults and the elderly. This is done to see what brand image (image building) is like that has been embedded in the minds of consumers.

Referring to the research background above, it is known that there are problems in implementing marketing public relations strategies carried out by Anak Panah Kopi so far, and the extent to which the bundling program can increase brand awareness is unknown. This research has a novelty in making Anak Panah Kopi Salatiga the object of research to find out how effective the public relations marketing strategy used by Anak Panah Kopi Salatiga is in building brand awareness using the bundling product program. The marketing public relations programs are expected to focus on the quality of products and packaging sold by Anak Panah Kopi Salatiga using a simple pricing formula and trying to approach buyers by disseminating information through digital media and product bundling as a promotional tool to attract consumers and potential consumers. Compared to previous research that only focuses on Marketing Public Relations (MPR) strategies with Whalen's 7 Step Strategic Planning Process theory, which includes pull, push, and pass strategies in building brand awareness (Chayadi et al., 2021). Riniyanti's research (2011) focuses on marketing public relations activities using the marketing communication mix to build brand awareness among consumers.

Materials and Methods
Research Approach

This descriptive qualitative research uses primary data to obtain an overview of the data and seek information from reliable sources related to marketing public relations strategies using product bundling programs used by Anak Panah Kopi Salatiga to increase brand awareness. According to Denzin and Lincoln (2011), qualitative research is research with a natural background to explain the phenomena that occur and is carried out using other research methods. Qualitative research methods do not rely on evidence, numerical principles, mathematical logic, or statistical methods. Qualitative research is a method carried out by connecting dynamic things that occur according to conditions in the field (Fadli, 2021). This research will present data in the form of descriptions to describe the actual situation by describing the object of research or research results (Sugiyono, 2019).

Sample Determination

The type of data used in this study is primary data obtained directly through informants whom researchers have determined. Primary data sources are obtained directly from sources to researchers (Sugiyono, 2018). The informants will be determined using the purposive sampling technique, which will select parties considered competent and master the research object by the research problem. Primary data in this study will be collected using the method (in-depth interview) or in-depth interview technique (Tassakka, 2011).

Data Collection Technique

This research will collect data using observation and interview techniques to obtain valid research data.
a. Observation
   Observation is a data collection technique carried out through observations, which are then systematically recorded based on the symptoms studied (Sudjana, 1989). Researchers use

research methods with observation techniques to enrich knowledge and understand the phenomenon being studied (Haryono, 2020). In qualitative research, observation is carried out by going directly to the field to observe the activities and behaviour of the research object. The researcher will observe Anak Panah Kopi Salatiga, located at Jalan Cemara II, Salatiga, Central Java. The observation technique is carried out to see the actual condition of the object. It is expected to support the interview results by providing a detailed description of the studied object.

b. Interview

c. The interview technique used by researchers in this study was an unstructured interview. According to Sugiyono (2016), an unstructured interview is where the subject under study can provide answers freely, refer to a series of questions that are not limited, and use a flexible format. Linarwati et al. (2016) state that an interview is a conversation with a specific purpose conducted by two parties, namely the interviewer who asks questions and the interviewee who answers the questions given. The interview will be conducted openly using an outline of the problems to be asked (Tassakka, 2011). Researchers conducted interviews to obtain in-depth information. The information is related to the marketing public relations strategy Anak Panah Kopi has implemented and the brand awareness in Salatiga. The sources that the researcher will interview are:

1. The Head Outlet Manager of Anak Panah Kopi Salatiga knows exactly about its marketing public relations activities, so the information obtained can be directly accounted for regarding what marketing public relations strategies it has used so far.

2. The general public, such as students and family groups of 20 people, will find out whether Anak Panah Kopi Salatiga's product bundling strategy has successfully increased awareness in the community and can influence purchasing decisions.

Data Analysis Technique

According to Bogdan and Taylor (2010), data analysis is a process for systematically searching and compiling data obtained from interviews and observations so that it is easy to understand. Data analysis is done by organizing data, breaking down data into units, synthesizing, arranging into patterns, choosing which ones are more important, and making conclusions (Sugiyono, 2018). The data analysis process in this study will be carried out by:

a. Data Collection

In this study, data analysis techniques were conducted by conducting interviews regarding marketing public relations strategies to increase brand awareness. Observation and interview methods are carried out to collect data directly and explore information from various sources and respondents that have been determined. Furthermore, researchers will examine all available data from various sources, namely the interview results and observations written in field notes. This research will use descriptive analysis to find the meaning of the studied topic.

b. Data Interpretation

The researcher will interpret the interview data that has been collected previously. This is done to categorize, manipulate, and summarize the data to answer questions critically under the topics contained in the research questions so that the processed data can interpret information and bring up an overview of the topic being researched because the data obtained from the interviews is quite long, researchers need to record the results of interviews in detail and thoroughly.

Furthermore, interpreting the data from the interviews with key informants will continue by reviewing the data to arrive at relevant conclusions and obtain a broader meaning of the research conducted at Anak Panah Kopi Salatiga.

c. Inference Conclusion

Conclusions in this research will be drawn by juxtaposing the research results by combining information obtained from interviews with relevant theories, and then a conclusion will be drawn. In drawing this conclusion, the researcher will summarize each data obtained to narrow down information from the results of interviews and observations.

Data Validity

Guba and Lincoln (1989) emphasize the importance of assessing the trustworthiness of the validity and accuracy of the data generated by data triangulation techniques. According to Sugiyono (2019), data triangulation is a data collection technique that combines various existing data and sources. Data triangulation is a technique of checking data from various sources in various ways and times. According to Moleong (2021), there are four kinds of triangulation in qualitative research: method, theory, investigation, and data source. Of the four types of triangulation techniques above, researchers will use two types of triangulation, namely source triangulation and time triangulation, to test the validity of data related to the research problem being studied.

Researchers use triangulation of data sources and triangulation techniques to test the validity of data related to the research problem being studied, determine the truth of the information obtained by researchers, consider different points of view, and are expected to provide different results in developing a marketing public relations strategy to build brand awareness using a bundling product program at Anak Panah Kopi Salatiga.

Results and Discussions

Based on the results of interviews conducted with Kak Bayu, the Head Outlet Manager of Anak Panah Kopi Salatiga, researchers found that so far, the public relations strategy carried out by Anak Panah Kopi in instilling product interest in customers is still far from the previously planned target. Bayu wants to make Anak Panah Kopi Salatiga a parking lot and a destination. Therefore, Anak Panah Kopi strives to innovate products to attract customers by bundling promos and conducting marketing campaigns by offering buy-one-get-one promos. Hence, customers are more interested in promoted products. The researcher also surveyed 20 people in Salatiga City, consisting of students and different family groups. The interview results will be used to determine Anak Panah Kopi Salatiga's level of brand awareness.

Level of Brand Awareness Anak Panah Kopi Salatiga

Brand awareness can help businesses build information networks so that many people more readily accept the information conveyed. Sugiarto et al. (2004) state that brand awareness is the ability of consumers to recognize or remember a brand as a sign or characteristic of a product. The higher the awareness of a product, the easier it will be for it to be recognized by potential customers. Researchers have identified the level of brand awareness of Anak Panah Kopi Salatiga by distributing an online questionnaire using Google Forms to 20 people in Salatiga City consisting of students and different family groups.
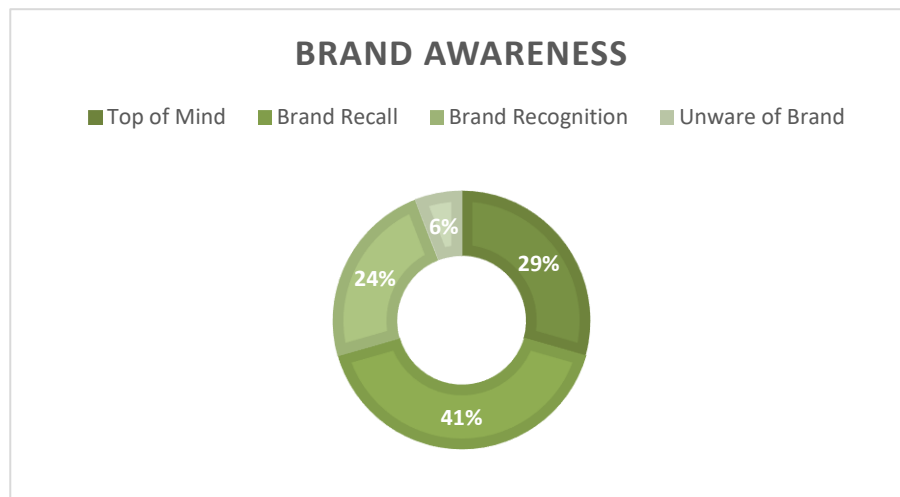

Figure 1.
Brand Awareness Level Percentage

The figure above explains that Anak Panah Kopi Salatiga's brand awareness is at the Brand Recall level with the highest percentage of 41%. Although not yet on everyone's top of mind, the survey found that 18 out of 20 respondents already know about the Anak Panah Kopi Salatiga brand. In this case, Anak Panah Kopi Salatiga has been quite successful in increasing awareness among customers, especially young people, because when Anak Panah Kopi Salatiga had not yet opened, public awareness of the Anak Panah brand already existed, and some people had guessed that Anak Panah Kopi would build this place. Anak Panah Kopi believes that maintaining the taste quality and continuing to innovate in creating unique and different menus can increase brand awareness. Based on the results of interviews with management, the researcher concluded that so far, Anak Panah Kopi Salatiga has carried out strategies such as product incorporation, collaboration with influencers and marketing campaigns by displaying unique and interesting content on social media to build positive interactions with audiences and increase brand awareness.

This research will analyze the marketing public relations strategy that Anak Panah Kopi has implemented so far by applying push and pull strategies to introduce its products to consumers and potential consumers. Kotler and Armstrong (2016) stated that public relations marketing is a business activity that builds strong relationships with audiences, creates value, gets a good impression, and builds brand awareness. Aaker (2018) also states that brand awareness is the ability of potential buyers to recognize and remember a brand as part of a product category.

Marketing Public Relations Strategy in Implementing Bundling Product at Anak Panah Kopi Salatiga

The results of this study refer to Harris's (2008) theory of using marketing public relations strategies, namely push and pull strategies, to increase brand awareness. Anak Panah Kopi has conducted various marketing strategies to increase brand awareness in Salatiga City. The marketing public relations strategies used are push and pull strategies. The following is an explanation of the marketing public relations strategies used by Anak Panah Kopi Salatiga.

a. **Push Strategy**

A push strategy or strategy to encourage customers is defined as a digital marketing strategy where companies will push their products to consumers to find potential customers who are interested in the products offered so that they can provide satisfaction value. In implementing the push strategy, Anak Panah Kopi uses marketing techniques carried out directly by taking an interpersonal approach to customers because Anak Panah Kopi prioritizes good customer service. Every frontline in charge of taking orders will ask the customer's name to be remembered and entered into the server so that if the customer comes back, the frontline who recognizes the customer will immediately call his name. This is done to make Anak Panah Kopi feel close to its customers. Anak Panah Kopi Salatiga also held several events to build a good relationship with its customers and potential customers, such as holding a NOBAR Bola event and collaborating by inviting several local musicians to play live music on certain days so that customers feel comfortable while at Anak Panah Kopi Salatiga. From the above situation, it can be said that Anak Panah Kopi Salatiga uses a guerilla marketing strategy that starts with the frontline workers so that there is a closeness between the employees and the customers that allows repeat orders. The application of guerilla marketing relies heavily on the interaction between the company and the customer, which relies on disseminating information using a mouth-to-mouth advertising strategy that reaches a wider audience for free (Chayadi et al., 2021).

b. **Pull Strategy**

Pull or customer attraction strategies spend money on promotion to create demand from potential customers (Leriant & Drajat, 2022). Pull marketing strategy attracts customers in a way that seems less pushy. In implementing the pull strategy, Anak Panah Kopi Salatiga takes persuasive steps to market its products using social media. Anak Panak Kopi Salatiga not only publishes its products by uploading them on social media but also by making the content as creative and interesting as possible to grow and build public awareness of the products offered. Anak Panah Kopi Salatiga publicizes its promotions through its Instagram social media account in order to attract the attention of the public by providing discounts and bundling promos such as the midnight special package menu and Iftar bundling with the Rahmat package menu during the month of Ramadan, which contains a package of food and drinks at a lower price (see Figure 2). Anak Panah Kopi Salatiga also innovated in creating seasonal menus to celebrate special moments, such as Choco Rose Forest and Pink Cloud latte during Valentine's Day, and released a special symphony of traditions menu in September 2023 (see Figure 3). Anak Panah Kopi conducted a marketing campaign by offering a buy one get one menu during the soft opening of Anak Panah Kopi on September 1, 2023, as well as a buy one get one special democratic party promo with the condition of showing purple ink after voting for a candidate during the election

(see Figure 4). With the promotion on social media, it is hoped that it can attract potential customers to buy Anak Panah Kopi products.

Figure 2 Midnight Special Bundling and Iftar Bundling Promo

Figure 4 Menu Seasonal Valentine dan Menu Special Symphony of Traditions

Figure 3. Buy One get One Special Soft Opening Promo and Democracy Party

Anak Panah Kopi Salatiga also collaborated with several influencers, including @cikminkulineran, as a media improvement to promote Anak Panah Kopi Salatiga during the grand

opening on August 29, 2023. With this collaboration, Anak Panah Kopi Salatiga's audience coverage in promoting its products became wider (see Figure 5). From this collaboration, Anak Panah Kopi Salatiga received an engagement rate of 393 shares and eight comments on the @cikminkulineran Instagram platform and received 3,239 likes, 69 comments, 656 saves, and 1,251 shares on the @akucintamakanansemarang TikTok platform.

Figure 5. Anak Kopi Salatiga Cooperation with

From the explanation above, it can be seen that Anak Panah Kopi Salatiga tries to innovate its products by releasing new menu variations at certain moments to attract consumers. Anak Panah Kopi also uses bundling promos and conducts marketing campaigns through Instagram social media so that readers become more aware of the products being promoted and stimulates readers to become more interested in increasing product sales. Digital marketing is used as a marketing medium to optimally market products by consistently promoting products, providing product offers, and cross-sharing Instagram profiles using hashtags to build brand awareness in consumers (Saldina & Anjarsari, 2023). Anak Panah Kopi also uses influencers so that the public increasingly recognizes the name Anak Panah Kopi. The use of influencers as a marketing technique can influence the brand image of a product so that consumer confidence in the product will increase (Agustina & Sari, 2021). Optimizing social media influencers as a means of communication with visibility, credibility, attractiveness, and power will increase brand awareness (Pantouw & Kurnia, 2022).

Product Bundling Strategy of Anak Panah Kopi Salatiga

The results of this study refer to Royan's (2009) research using bundling strategies, namely accuracy, price, attractiveness, and the way products are combined. The following is an explanation of the bundling strategy used by Anak Panah Kopi Salatiga.

a. Accuracy

Every business owner wants to profit, but achieving it is not easy. To get bigger profits every day, much effort must be made. One is marketing a product, goods, or services using the right marketing strategy to increase sales (Musyawarah & Idayanti, 2022). From the interview results, Kak Bayu, as the Head Outlet Manager, said that to market products to be recognized by customers, Anak Panah Kopi must determine target consumers by conducting market segmentation. This is done to map out who will be the target consumers of Anak Panah Kopi in the future. The first thing that needs to be done is to classify the types of consumers by mapping consumers based on geographical

location. Anak Panah Kopi is in a fairly strategic business location close to major roads, campuses, boarding houses, and residential areas. After knowing the intended target consumers, Anak Panah Kopi will map products to demographic conditions and consumer behavior. To find out the characteristics of consumer profiles and consumer preferences, companies need to analyze consumer segments based on demographic and psychographic characteristics (Rachmatunnissa & Deliana, 2020). We have identified the demographic segmentation of Anak Panah Kopi Salatiga by distributing online questionnaires using Google Forms to 20 people in Salatiga City, consisting of students and different family groups.

Table 2. Demographic Segmentation

Demographic Segmentation	Total of Respondent	
	Total	Presents
Gender		
Male	11	55%
Female	9	45%
Age Group		
< 20 Year	4	20%
20 – 25 Year	14	70%
> 25 Year	2	10%
Work		
Student	8	40%
Private Employees	9	45%
Other	3	15%
Income/ Pocket Money per Month		
< 1.000.000	7	35%
1.000.000 – 3.000.000	11	55%
> 3.000.000	2	10%

Source: Primary Data (2024)

Table 2 above shows that most of the respondents were dominated by men, with a percentage of 55%, and women, 45%. However, there is no big difference between the number of male and female consumers. Based on age, Anak Panah Kopi consumers are dominated by the age group 20-25 years, as many as 14 people. The determination of market segmentation at Anak Panah Kopi can be used to carry out marketing activities more purposefully and become a company resource that can be used effectively and efficiently. The more precise the market segmentation targeted by Anak Panah Kopi Salatiga, the more recognizable the products will be to customers. Determining the right market segment can help businesses meet the needs of their target market (Sudrartono, 2019). From the explanation above, it can be concluded that the more appropriately the product is marketed to consumers, the more bundling strategies can be used to save marketing costs and increase product sales turnover. Product bundling positively and significantly increases product purchasing decisions (Mahardika & Astawa, 2023). The more intensive product bundling, the more customer satisfaction will increase (Elissa, 2016).

b. Price

The business unit carries out the pricing strategy by conducting market research to facilitate the business in determining product services and prices. In general, business owners will use calculations according to production costs, advertising, and labor and add a certain percentage to make a profit (Azzahra et al., 2023). Anak Panah Kopi is one of the coffee shops in Salatiga City that is open 24 hours a day and provides a variety of menus ranging from coffee and non-coffee drinks and snacks to heavy meals. Anak Panah Kopi Salatiga has 73 variants of drink menus and 54 food menus sold from Rp 10,000 to Rp 65,000 for sharing menus. Kak Bayu said that on one visit to Anak Panah Kopi Salatiga, the average customer spent less than Rp 50,000 because most of Anak Panah Kopi's customers are students and workers. The price of the products offered by Anak Panah Kopi must remain competitive and economical, but the quality of the product must not be reduced. Anak Panah Kopi sets the price as one of the marketing strategies that is quite important for developing its business. Pricing products using the bundling method at a lower price can influence customers to buy more products to increase product sales. Pricing is an important factor for companies to make a profit (Rachmatunnissa & Deliana, 2020). One of the pricing methods that can be applied is the bundling pricing method because by offering lower bundling prices, customers will tend to buy more products (Wijaya & Kinder, 2020).

c. Attractiveness

Every business owner must understand potential customers' desires in different places and situations. It can indirectly make formulations to attract more targeted customers. Strategies to attract customers can be done by offering competitive prices, innovating and creating new products, promoting social media, and providing consistent and quality service (Indrapura & Fadli, 2023). In its application, Anak Panah Kopi has carried out various strategies to attract customers, one of which is by prioritizing product quality and providing the best service because Anak Panah Kopi wants to understand the wishes of each customer. Anak Panah Kopi also provides complete facilities ranging from large parking lots, good road access, clean toilets, and a comfortable cafe atmosphere. It has air conditioning, charging stations at each table, and free Wi-Fi. This is done by Anak Panah Kopi in order to attract students, college students, and workers to buy products while enjoying the facilities that have been provided. In addition, Anak Panah Kopi often holds promos such as buy one get one promo and provides a food discount of IDR 18,000 every 00.00 to 08.00 in the morning. According to Kak Bayu, providing discounts and promos on certain days is effective enough to attract customers. From the explanation above, it can be concluded that the more attractive the promotion carried out by the company with a bundling strategy, the better the company will maintain its products' existence (Hidayatulloh, 2021). Providing discounts and implementing product bundling positively and significantly impact purchasing decisions (Mahardika & Astawa, 2023).

d. Combine Products

A product bundling strategy is carried out to offer several products in one sales package. This method allows consumers to obtain several interrelated products at an affordable price (Guiltinan, 1987). Anak Panah Kopi conducts several bundling strategies by offering new products and then selling them to consumers in one package at a lower price, such as the Rahmat package menu during Ramadan, which contains a package of food and drinks. Combining products with the bundling

method can increase product sales figures and reduce marketing costs. Product bundling can be a strategic pricing tool to increase the average value of customer orders. Combining products can add value to the products offered by providing discounts or better prices than if the items were purchased separately (Ramdhani et al., 2023).

From the explanation above, it can be concluded that Anak Panah Kopi Salatiga has carried out several bundling strategies for its products using the strategies of accuracy, price, attractiveness, and how to combine products. Anak Panah Kopi Salatiga does this to increase product sales volume and reduce product promotion and distribution costs (Wulandari & Ikaningtyas, 2023). By offering bundled products, Anak Panah Kopi will indirectly encourage customers to buy more products and generate more transactions. Implementing the bundling strategy will increase the product's value in the customers' eyes so that customers will be interested in purchasing (Rizqi, 2022).

Conclusion

Based on the study's results, the researcher concluded that the marketing public relations activities carried out by Anak Panah Kopi to increase brand awareness have been summarized in the push and pull strategies. In implementing the push strategy, Anak Panah Kopi uses an interpersonal approach to customers by prioritizing good service. Anak Panah Kopi Salatiga held several events, such as organizing a NOBAR Bola event and collaborating with several local musicians to provide live music on certain days to make customers feel comfortable while in Anak Panah Kopi. Meanwhile, in implementing the pull strategy, Anak Panah Kopi takes persuasive steps to market its products using several strategies, such as innovating products by creating unique menus, providing discounts and bundling promos, collaborating with several influencers, and conducting marketing campaigns by displaying interesting content on Instagram social media so that readers become more aware of the products being promoted and stimulate readers to become more interested to increase product sales. In implementing bundling products, Anak Panah Kopi applies several strategies, namely the strategy of accuracy, price, attractiveness, and how to combine products. The bundling strategy is carried out so that consumers are interested in the product being promoted. From the bundling strategy, the researcher concluded the following findings: 1. Accuracy can be seen by the more precise the products marketed to consumers; bundling strategies can be used to save marketing costs and increase product sales turnover. 2. Pricing products using the bundling method at a lower price can influence customers to buy more products to increase product sales. 3. The more attractive the promotion carried out by the company with a bundling strategy, the better the company will maintain its products' existence. 4. combining products with the bundling method can increase product sales figures and reduce marketing costs. In this study, the researcher had limitations in distributing questionnaires only to people who live in Salatiga City. Therefore, based on the conclusions and limitations of the existing research, the researcher would like to provide some input that might be beneficial for future researchers. For future research, researchers should test more variables that can affect brand awareness by increasing the number and diversity of respondents to obtain more complete and accurate information. In addition, it is hoped that further research will not only focus on assessing brand awareness from Instagram social media but can expand the reach of social media such as TikTok, Facebook, and Website.

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