

FNOTEBOOK'S DIGITAL MARKETING STRATEGY IN BUILDING CONSUMER TRUST

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ABSTRACT

This study examines the social media strategies implemented by FNotebook in building consumer trust in Majalengka Regency. The rapid development of digital communication has encouraged business actors to utilize social media, especially Instagram, as a medium for promotion and interaction with consumers. The purpose of this study is to identify Instagram-based social media strategies used by FNotebook in building consumer trust through content management, customer interaction, and digital communication patterns. This research employed a qualitative descriptive method with data collected through observation, interviews, and documentation. The results show that FNotebook builds consumer trust through consistent content uploads, transparent product information, responsive communication in direct messages and comments, as well as the publication of customer testimonials. These strategies contribute to strengthening brand credibility and creating closer relationships with consumers. It can be concluded that Instagram-based social media strategy plays an important role in building consumer trust and supporting business sustainability in the digital era.

Keywords: *social media strategy, consumer trust, Instagram, digital marketing, FNotebook.*

I. INTRODUCTION

Digital marketing is a marketing strategy that utilizes internet technology and digital platforms to promote products and services to consumers. Through digital marketing, business actors can reach the target market more widely, quickly, and efficiently than conventional marketing methods. The use of social media in digital marketing allows two-way communication between business actors and consumers, so that it not only functions as a promotional medium, but also as a means of building relationships, increasing brand awareness, and creating consumer trust. One of the platforms that is widely used in digital marketing practices is Instagram because it has visual, reels, stories, and direct message features that support the delivery of product information and more intensive interaction with the audience.

In the context of digital marketing, consumer trust is an important element, especially for businesses that sell second or used products. Second laptop products generally face challenges in the form of consumer doubts related to the quality of goods, performance, usage history, and after-sales guarantees. This condition requires business actors to not only focus on product promotion, but also build a perception of credibility and a sense of security in potential consumers.

FNotebook is one of the second laptop sales businesses in Majalengka Regency that actively uses Instagram as the main marketing medium. FNotebook offers a quality second laptop with quite interesting communication strategies, such as the use of emotional marketing-based content, adaptation of digital trends, the use of viral sounds, visual humor, and the delivery of persuasive messages related to the urgent needs of consumers. FNotebook content often displays situations that are relevant to the audience, such as the condition of a laptop suddenly damaged during college assignments, important work, or the need to upgrade a device with a limited budget, then offers solutions in the form of purchasing quality second laptops, services, or trade-in programs.

In addition, FNotebook also builds consumer trust through transparency of product specification information, uploading documentation of the condition of goods, unit checking videos, customer testimonials, and active interaction through direct messages and comment columns. The strategy shows that digital communication is not only sales-oriented, but also builds long-term relationships with consumers.

Previous research has shown that social media has a significant influence on building brand awareness, engagement, and consumer trust. Research by Mileva and Fauzi (2018) shows that the use of Instagram as a marketing medium has a positive effect on consumer purchase decisions through product visualization and interactive communication. Furthermore, research by Purbohastuti (2017) explains that social media plays a role as an effective marketing communication tool in building relationships between companies and consumers in the digital era.

Another study by Febriyanto and Arisandi (2018) found that digital marketing strategies through social media are able to increase consumer buying interest, especially in the younger generation who actively use digital platforms. In addition, a study conducted by Hootsuite and We Are Social (2024) shows that the high penetration of social media use in Indonesia makes digital platforms a potential medium in building business interaction and customer trust.

Research on social media strategies in building consumer trust has been widely conducted in the fashion, culinary, and MSME sectors in general. However, studies on the use of Instagram in the second laptop sales business are still relatively limited, especially in the context of local businesses. These limitations show that there is a research gap related to digital communication strategies in the used technology product business that has different characteristics compared to other sectors. Second-hand laptop products tend to face higher levels of consumer doubt, especially related to the physical quality of the product, device performance, authenticity of components, and transaction security.

In this context, social media not only serves as a means of promotion, but also as a medium to build business credibility through transparent information delivery, publication of customer testimonials, responsive interactions, and strengthening brand image. FNotebook as one of the second laptop sales businesses in Majalengka Regency utilizes Instagram as the main digital marketing channel by displaying product content, trade-in programs, digital trends, and active communication with the audience. This condition makes FNotebook relevant to be studied in seeing how Instagram-based social media strategies are used to build consumer trust in the second laptop business.

II. LITERATURE REVIEW

A. Digital Marketing

Digital marketing is a marketing strategy that utilizes digital technology and the internet to promote products and services to consumers effectively, efficiently, and interactively. The development of information technology has changed the pattern of marketing communication from conventional methods to digital communication that allows business actors to reach consumers more widely without being limited by space and time. In addition to serving as a promotional medium, digital marketing is also a means to build relationships with customers, increase brand *awareness*, and create value for consumers.

According to Kotler and Keller (2016), marketing is a social and managerial process that is carried out to meet the needs and desires of consumers through the creation, delivery, and exchange of valuable products. In its development, the concept adapts to digital technology so that marketing activities utilize various internet-based media to reach the target market more effectively. Chaffey and Ellis-Chadwick (2019) explained that digital marketing is the application of digital technology and online media to support marketing activities, build relationships with customers, and achieve business goals in a sustainable manner.

The implementation of digital marketing provides various benefits for business actors, including more efficient promotion costs, the ability to reach a wider market, the ease of delivering product information quickly, and the availability of data that can be used to evaluate the effectiveness of marketing strategies. In addition, two-way communication

created through digital media allows business actors to memahami kebutuhan konsumen, receive feedback directly, and improve the quality of service.

In this study, digital marketing is understood as a marketing communication strategy applied by FNotebook through Instagram social media to introduce used laptop products, provide transparent information, build interaction with consumers, and create trust that can support business sustainability.

B. Media Sosial Instagram

Social media is an internet-based communication platform that allows users to create, share, and exchange information in the form of text, images, and videos. The presence of social media has changed people's communication patterns to be more open, fast, and interactive. In the business world, social media is one of the effective means to build communication with consumers, introduce products, improve brand image, and create long-term relationships with customers.

Kaplan and Haenlein (2010) define social media as a group of internet-based applications that build on the foundation of Web 2.0 and allow the creation and exchange of *user-generated content*. Meanwhile, Tuten and Solomon (2020) explained that social media has become an important part of digital marketing strategies because it is able to increase customer interaction, engagement, and loyalty through more personalized communication.

One of the many social media platforms used in marketing activities is Instagram. Instagram provides various features such as feeds, stories, reels, *live*, and *direct messages* that can be used to publish content, convey product information, conduct promotions, and interact directly with consumers. Instagram's visual content-focused nature makes it an effective medium in attracting the attention of the audience as well as building a positive image of a brand.

In digital marketing practices, Instagram is not only used as a promotional medium, but also as a means of building consumer trust through the delivery of clear product information, responsive communication, publication of customer testimonials, and the presentation of content that is interesting and relevant to the needs of the audience. Therefore, Instagram is one of the platforms that has an important role in building relationships between business actors and consumers.

In this study, Instagram is the main medium used by FNotebook in carrying out digital marketing strategies. Through the various features available, FNotebook conveys information about products, provides services to consumers, and builds continuous communication as an effort to increase consumer trust in used laptop products on the market.

C. Consumer Trust

Consumer trust is the belief that consumers have in the ability, integrity, and credibility of a business actor in meeting needs and providing products or services in accordance with expectations. In marketing activities, trust is an important factor that influences purchase decisions, customer satisfaction, and the formation of long-term relationships between consumers and business actors.

According to Kotler and Keller (2016), consumer trust is the belief that a brand or company is able to provide benefits as promised. Mayer, Davis, and Schoorman (1995) stated that trust is built through three main dimensions, namely **ability**, **benevolence**, and **integrity**. The ability to show the competence of business actors in providing quality products or services, good intentions describe concern for the interests of consumers, while integrity is related to honesty and consistency in running a business.

In the digital environment, consumer trust is influenced by various factors, such as transparency of product information, quality of communication, brand reputation, customer experience, and reviews or testimonials from other consumers. Providing clear information about specifications, product conditions, prices, and after-sales service can reduce the uncertainty felt by consumers when making online transactions.

In addition, fast, responsive, and open communication through social media can increase consumer trust in business actors. The publication of customer testimonials, transaction documentation, and proof of product quality is also a form of *social proof* that strengthens consumer confidence, especially in products that have a relatively high level of purchase risk such as used laptops. In this study, consumer trust is analyzed based on how FNotebook builds consumer trust through product information transparency, responsive communication, publication of customer testimonials, and the presentation of content that is able to increase business credibility on Instagram social media.

D. Digital Marketing Strategies in Building Consumer Trust Digital marketing strategy is a series of planning and actions carried out by business actors to utilize digital media in achieving marketing goals. The strategy not only aims to increase sales, but also build good relationships with consumers through effective communication, transparent information delivery, and quality service. According to Chaffey and Ellis-Chadwick (2019), digital marketing strategy is the process of utilizing digital technology to create value for consumers through integrated communication, continuous interaction, and *customer relationship management*. An effective strategy is able to improve the consumer experience so as to encourage the formation of trust and loyalty to a brand.

In the context of social media, the success of a digital marketing strategy is influenced by the quality of content, consistency of publications, intensity of interaction with the audience, transparency of product information, and the ability of business actors to build a positive brand image. Informative, engaging, and relevant content will increase *consumer engagement*, while fast and responsive communication can strengthen the relationship between business actors and customers.

In addition, the publication of customer testimonials, documentation of product conditions, and honest information about the specifications and quality of goods are strategies that can reduce consumer doubts. This is especially important for businesses that sell products with a high level of purchase risk, such as used laptops, because consumers need assurance that the products offered are of the quality that matches the information provided.

In this study, the digital marketing strategy implemented by FNotebook was analyzed through the use of Instagram as the main media of marketing communication. These strategies include consistency in uploading content, delivering product information transparently, utilizing *emotional marketing*, active interaction with consumers through *direct message* and comment features, and publishing customer testimonials.

Through this strategy, FNotebook seeks to build business credibility, increase consumer trust, and create long-term relationships with customers.

III. RESEARCH METHODOLOGY

This study uses a qualitative approach with a descriptive method. A qualitative approach is used to understand social phenomena in depth based on the perspective of the research subject and the context that occurs in the field. According to Sugiyono (2023), qualitative research aims to understand phenomena holistically through data collection on natural conditions with researchers as

the main instrument. The descriptive method is used to systematically describe the digital marketing strategy applied by FNotebook in building consumer trust through Instagram social media.

The research was carried out at FNotebook, a used laptop sales business located in Majalengka Regency. The research location was chosen because FNotebook actively uses Instagram as the main medium in digital marketing activities, communication with customers, and building consumer image and trust.

The research subjects consisted of FNotebook owners, social media admins, and consumers who had interacted or made purchases on FNotebook. Informants were selected using the purposive sampling technique, which is a technique of determining informants based on certain criteria that are considered to be able to provide information in accordance with the research objectives. These criteria include parties directly involved in social media management, digital promotion strategies, and transaction experience with FNotebook.

Data collection techniques are carried out through observation, interviews, and documentation. Observations were made by observing the activity of the FNotebook Instagram account, such as the type of content uploaded, the frequency of publication, the use of *feed features, reels, stories, captions, hashtags*, and patterns of interaction with the audience through comments and *direct messages*. Interviews were conducted in a semi-structured manner to business owners, social media admins, and consumers to obtain information about the digital marketing strategies implemented as well as consumers' experiences in building trust in FNotebook. Documentation is used as supporting data in the form of screenshots of Instagram uploads, customer testimonials, and other documents related to the research.

Data analysis uses an interactive analysis model proposed by Miles, Huberman, and Saldaña (2014) which includes three stages, namely data reduction, data presentation, and conclusion drawn. Data reduction is carried out by selecting and simplifying the data obtained according to the focus of the research. Furthermore, the data is presented in the form of a narrative description to facilitate the analysis process. The final stage is the drawing of conclusions based on the patterns and findings obtained during the study.

The validity of the data was tested using source triangulation techniques and triangulation techniques. Source triangulation is carried out by comparing information obtained from business owners, social media admins, and consumers. Meanwhile, technical triangulation is carried out by comparing the results of observations, interviews, and documentation so that the data obtained has a better level of credibility and validity.

IV. RESULTS AND DISCUSSION

1.1 FNotebook's Instagram Content Strategy in Product Promotion

Based on the results of observations on the FNotebook Instagram account, social media is used as the main means of promoting second laptop products to the target market, especially students, workers, and the general public who need devices at more affordable prices. FNotebook actively utilizes Instagram features such as feeds, reels, stories, and highlights to convey product information while building interaction with the audience.

The content uploaded is dominated by laptop product visuals, device specifications, prices, physical condition of goods, certain promos, and product stock information. The presentation of content is carried out in a simple but informative visual format so that it is easier for potential consumers to understand the condition of the product before making a transaction.

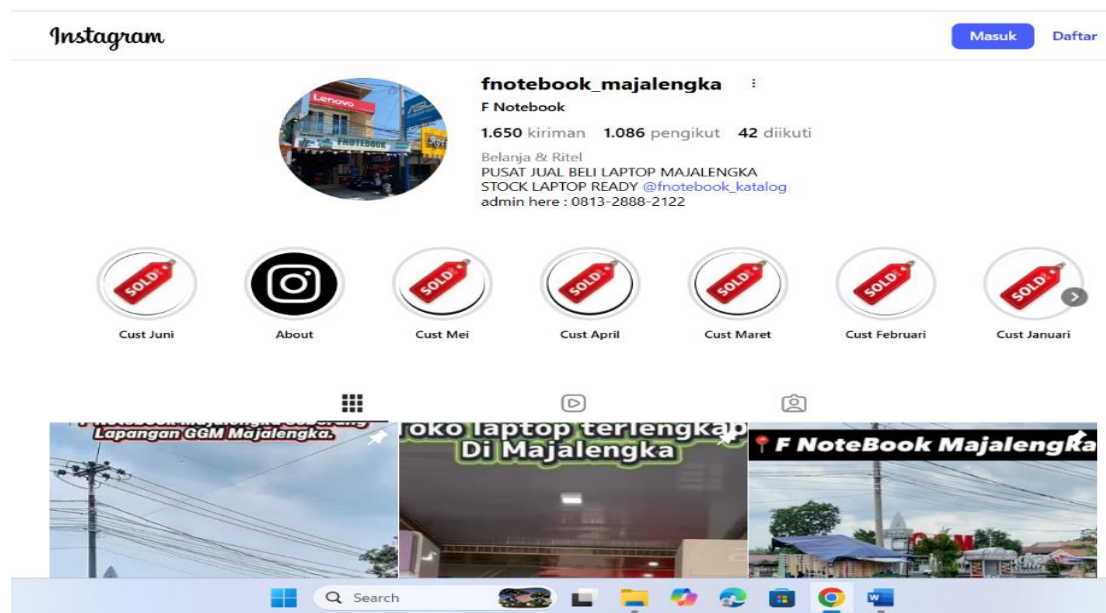


Figure 1 Profile of the Instagram account of FNotebook Majalengka.

Source: Researcher Documentation (2026)

In addition to static uploads, FNotebook also uses reels as a strategy to increase engagement. Reels content is packed with short edits, the use of viral audio, persuasive captions, and visuals that follow digital trends. This strategy is done to increase the organic reach of content while attracting the attention of Instagram users.

Based on interviews with account managers, the use of visual content was chosen because prospective second laptop consumers generally need additional confidence through a clear and detailed product display. Therefore, product visualization is an initial strategy in building positive consumer perceptions.

1. Emotional Marketing as a Consumer Persuasion Strategy

The results of the study show that FNotebook applies *emotional marketing* strategies in promotional content. The content created often displays problems that are close to the audience, such as a laptop suddenly damaged during a lecture, a slow device during a presentation, or the need *to upgrade* a laptop with *a limited* budget.

The strategy aims to build an emotional connection with the audience through relatable situations. After displaying the problem, FNotebook presents a solution in the form of purchasing a quality second laptop, device service, and trade-in programs.

The *emotional marketing approach* is strengthened by the use of casual language, visual humor, *trend-following content templates*, and *collaboration with local content creators so that promotions feel lighter and less forceful*.



Figure 2 FNotebook reels content
Source: Researcher Documentation (2026).

Based on Figure 2, FNotebook utilizes the Instagram Reels feature by collaborating with a local *content creator* to introduce products to the audience. The content is presented using a *storytelling* approach that describes the experience when looking for a laptop at an affordable price but still of quality. The message delivery is carried out using everyday language that is easy to understand and combined with direct product visuals.

In addition, the use of narratives such as "*Majalengka is also one of the best and affordable laptop stores*" and explanations of the needs of students, students, and workers show an emotional approach that connects consumer needs with the solutions offered by FNotebook. This strategy makes promotions feel more natural because they are delivered through the user experience, not just through product sales information.

These findings show that FNotebook's emotional marketing strategy not only aims to increase sales, but also builds emotional closeness, increases audience attention, and strengthens the brand's positive image through informative, persuasive, and easily accepted content by social media users.

1.3 Product Transparency and Testimonials in Building Consumer Trust

As a second laptop business, FNotebook's main challenge lies in consumers' doubts about product quality. To overcome this, FNotebook implements a product information transparency strategy. Based on the results of observations, each product upload is accompanied by information on specifications, physical condition of the laptop, price, and completeness of the unit. In addition, some content also shows a video of checking the unit before the transaction takes place.



Figure 3 Information on laptop product specifications on the FNotebook Instagram account.

Based on the image above, it can be seen that each product upload contains information about the type of laptop, device specifications, RAM capacity, storage media, and product availability status. The presentation of this information shows that there are transparency efforts made by FNotebook to provide a real picture of the condition of the product to potential consumers. This information transparency is one of the strategies in reducing consumer doubts about buying a second laptop. This transparency strategy helps consumers get a realistic picture of the condition of the product to be purchased. Information disclosure is considered important to reduce the uncertainty that generally occurs in the purchase of second-hand goods. In addition to transparency, FNotebook also uses customer testimonials as a form of social proof. Uploading purchase testimonials, transaction documentation, and customer reviews have a positive influence on the perception of potential consumers' trust.

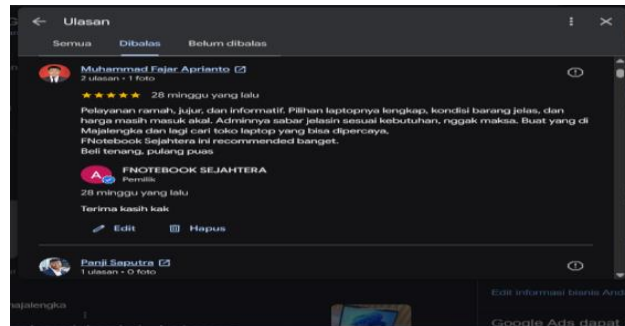


Figure 4 Customer reviews on Google Business FNotebook.
Source: Researcher Documentation (2026).

Figure 4 shows that customers give a positive assessment of service, honesty of product information, and the quality of the laptops received. These testimonials strengthen FNotebook's credibility because potential consumers can see previous buyers' experiences before making a transaction. The results of the interviews show that consumers feel more confident in making a purchase after seeing the positive experiences of previous customers. Thus, testimonials and transaction documentation are important instruments in building business credibility.

Active interaction with the audience is an important part of FNotebook's social media strategy. The account manager actively responds to comments, answers questions via direct message, and provides consultation related to consumer laptop needs. Quick response and informative communication create a perception of professionalism and increase consumer comfort during the process of searching for information to transactions. Consumers not only get product information, but also feel served according to their personal needs.

The trade-in program offered by FNotebook is also a plus in itself. Consumers can swap out old devices for laptops that are more suited to their needs, so FNotebook is perceived as a practical and flexible solution. Responsive and communicative interactions help strengthen the long-term relationship between brands and consumers. This shows that effective digital communication plays an important role in building trust in the second laptop business.

1.4 Digital Interaction and Consumer Relations

Active interaction with the audience is an important part of FNotebook's social media strategy. The account manager actively responds to comments, answers questions via direct message, and provides consultation related to consumer laptop needs.



Figure 5: Admin interaction with potential consumers via Instagram Direct Message
Source: Researcher Documentation (2026)

Based on the description of the image above, it can be seen that the FNotebook admin

responded to consumer questions regarding the price range of laptops according to budget needs. In addition to providing answers, the admin also sends a product catalog as a reference of choice for consumers. This shows that social media is used as a means of consultation before the purchase process takes place. Quick response and informative communication create a perception of professionalism and increase consumer comfort during the process of searching for information to transactions. Consumers not only get product information, but also feel served according to their personal needs.

Some consumers also directly ask the price of the product they are interested in through the Direct Message feature. Admin provides price information quickly so that it is easier for consumers to get information before making a purchase decision. This quick response is a form of digital service that supports consumer satisfaction.

1.5 Consumer Satisfaction as an Impact of Social Media Strategy

In addition to building trust, FNotebook's social media strategy also contributes to consumer satisfaction. Based on the results of the interviews, consumers are satisfied because they have a transaction experience that meets expectations. Clear product information through Instagram helps consumers understand specifications, item conditions, prices, and purchase options before making a transaction. Such transparency reduces the risk of mismatches between initial expectations and the condition of the product received. In addition to product quality, consumer satisfaction is also influenced by responsive and communicative admin services. Consumers find it helpful in choosing a laptop according to their needs, whether for college, work, editing, or light gaming.

The second laptop products offered by FNotebook are considered to be able to meet consumer needs at a more economical price while still paying attention to the quality of the device. This provides added value for consumers who have limited budgets. The findings of the study show that consumer satisfaction is formed through a combination of product quality, information transparency, responsive service, and a good digital interaction experience. This satisfaction has the potential to encourage repeat purchases, customer loyalty, and word-of-mouth recommendations to other potential consumers. Overall, the strategy media sosial FNotebook not only functions as a promotional tool, but also as a medium to build trust, positive experience, and consumer satisfaction in the second laptop business in Majalengka Regency.

V. Conclusion

Based on the results of the study, FNotebook uses Instagram social media as the main strategy in building consumer trust in the sale of second laptops in Majalengka Regency. The strategies implemented include the use of informative visual content, the use of reels and stories features, the adaptation of digital trends through viral audio, and the presentation of content that is relevant to the needs of the target audience. FNotebook also implements an emotional marketing strategy through content that depicts consumer problems, such as sudden laptop breakdowns, device needs during tasks or work, and limited budget to buy a new laptop. The strategy helps build an emotional connection with the audience while also strengthening the appeal of the promotion. In building consumer trust, FNotebook emphasizes the transparency of product information through the presentation of complete specifications, the physical condition of the laptop, video checking the unit, and the publication of customer testimonials. This strategy is able to reduce consumer doubts about the quality of second laptop products. In addition, active interaction through direct messages, comments, and laptop needs consulting services shows that digital communication plays an important role in building closer relationships with consumers. The trade-in program is also an added value that increases the perception of ease and flexibility of services.

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