

Implementing the SOSTAC Framework in the Digital Marketing Strategy of @oelek Account on Instagram and TikTok

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Abstract

In the digital era accelerated by the COVID-19 pandemic, social media marketing through platforms like Instagram and TikTok has become a cornerstone for real-time and personalized consumer engagement, particularly among the youth demographic. This study analyzes the digital marketing strategy of the @oelek.id account on Instagram and TikTok using the SOSTAC framework, encompassing Situation Analysis, Objectives, Strategy, Tactics, Action, and Control. A descriptive qualitative approach was employed through content observation of official accounts, SWOT analysis, and literature review on digital marketing. Findings reveal the account's strengths in authentic content and community interaction, with SMART objectives such as a 15-20% increase in followers and 10% engagement growth within 6 months. The dual-platform strategy involves educational storytelling on Instagram and viral content on TikTok, supported by tactics like short videos, influencer collaborations, and giveaways. Action implementation via consistent posting schedules and control through KPIs yielded high performance, evidenced by product sales like Iga Emplok (519,000 pcs on Tokopedia, 410,000 pcs on Shopee, 900,000 pcs on TikTok). The conclusion emphasizes SOSTAC's effectiveness in optimizing strategies, with recommendations for content innovation and algorithmic adaptation to maintain competitive advantage in Indonesia's culinary industry.

Keywords: Digital Marketing, SOSTAC Framework, Instagram, TikTok, Content Strategy

A. INTRODUCTION

In the era of digital transformation accelerated by the COVID-19 pandemic, social media marketing has become a central pillar for businesses to interact with consumers in real-time and on a personal level. Platforms like Instagram and TikTok have emerged as strategic tools for building brand awareness, increasing engagement, and driving sales conversions, particularly among the youth who dominate the active user base. According to data from Statista (2023), Instagram boasts over 1.5 billion monthly active users, while TikTok has reached 1 billion global users, with Indonesia being one of its largest markets in Southeast Asia. This trend is fueled by the platforms' ability to generate viral content, facilitate interactive engagement, and deliver personalized advertising, which enables brands of all sizes to compete on a more level playing field (Chaffey & Ellis-Chadwick, 2022).

As platforms, Instagram and TikTok possess distinct characteristics and audiences, yet they complement each other in a digital marketing strategy. Instagram emphasizes visual content through various formats like photos, short videos (Reels), and Stories. In contrast, TikTok focuses on viral and interactive short videos, which are immensely popular among Millennials and Gen Z.

The @oelek.id account was selected as the research object because it has been actively implementing digital marketing on both Instagram and TikTok. Its presence on these dual platforms raises strategic questions regarding the optimal level of its current approach, the differences in tactics used on each platform, and how its performance can be enhanced. Through an analysis using the SOSTAC framework, this study aims to identify the strengths and weaknesses, and to formulate more focused and measurable strategic recommendations for the @oelek.id account. Oelek consistently

produces content in the form of recipes, testimonials, and attractive product promotions to boost engagement and customer loyalty.

However, the main challenges in digital marketing include platform algorithm volatility, intense content competition, and the need for an adaptive and measurable strategy. Many brands fail to leverage this potential due to a lack of in-depth analysis of market conditions, strategic objectives, and operational execution. In Indonesia, the beverage and snack industry—as represented by the @oelek account—faces fierce competition from global brands like Coca-Cola and local players like Teh Botol Sosro. Digital marketing is key to building customer loyalty through authentic and engaging content. The @oelek account, observable via the Instagram link @oelek.id and TikTok @oelek.id, features content for its beverage or snack products with youthful lifestyle themes, such as aesthetic visual posts on Instagram and viral short videos on TikTok. Initial observations show posts involving recipes, challenges, and influencer collaborations, yet the engagement performance varies, raising questions about the effectiveness of its strategy within the context of rapidly changing digital trends (Singh & Singh, 2021).

Nevertheless, the effectiveness of the implemented digital marketing must be analyzed systematically to optimize results and minimize the risk of failure. The SOSTAC framework, which consists of six core components—Situation Analysis, Objectives, Strategy, Tactics, Action, and Control—provides a suitable structure for holistically planning and evaluating a digital marketing strategy. SOSTAC enables a thorough analysis, from the current market conditions and the setting of measurable objectives, to the design of strategies and tactics, and finally to the structured implementation and control of marketing activities.

For the @oelek.id account, applying the SOSTAC framework can help identify the strengths and weaknesses of its marketing on Instagram and TikTok. It can then be used to formulate specific objectives, such as increasing followers and engagement, strategizing the development of creative and educational video content, and planning tactics like influencer collaborations and digital ad optimization. Thus, SOSTAC assists Oelek in executing effective marketing actions and maintaining control through periodic analysis of engagement data and sales conversions.

This research is essential to provide a concrete illustration of how implementing the SOSTAC framework can help a food brand like Oelek manage its digital marketing optimally on two of the largest current social media platforms. This analysis also offers both academic and practical contributions to the development of applicable, theory-based digital marketing strategies that are relevant to the highly competitive context of the culinary business in Indonesia.

B. LITERATURE REVIEW

Digital Marketing in the Social Media Era

Digital marketing has become a fundamental aspect of modern business strategy, particularly with the dominance of social media platforms like Instagram and TikTok. According to Chaffey and Chadwick (2019), digital marketing enables companies to reach consumers extensively and interactively through various digital channels. Instagram and TikTok possess unique characteristics that support marketing strategies; Instagram focuses on curated visual content such as photos and short videos (Reels), while TikTok emphasizes creative, viral, and dynamic videos, highly popular among Millennials and Generation Z (Ansa, 2023; Yuliono, 2025).

Objectives of Digital Marketing

Expanding Market Reach Broadly: Digital marketing allows companies to reach a global audience more widely and precisely compared to conventional marketing (Ansa, 2023). It utilizes various online platforms to efficiently reach consumers across different geographical locations.

Building and Strengthening Brand Awareness: Digital marketing helps instill strong brand awareness among target audiences through informative, consistent, and personal content, making the brand more recognized and trusted (Yuliono, 2025).

Personalization and Accurate Market Segmentation: It enables companies to tailor relevant marketing messages for specific market segments based on consumer behavior data and preferences, enhancing the effectiveness of marketing communication (Chaffey & Smith, 2021).

Enhancing Customer Interaction and Relationships: Through social media and digital communication technologies, companies can interact directly with customers, receive feedback, and build stronger loyalty (Alfian et al., 2025).

Cost Efficiency and Accurate Results Measurement: Digital marketing allows for flexible budget management with real-time measurable results, thus avoiding waste and enabling quick strategic adjustments (LSPR, 2023).

Overall, these objectives show that digital marketing is not just a promotional tool, but a holistic strategy that integrates reach, brand awareness, personalization, interaction, and efficiency. With this approach, companies can achieve a competitive advantage in the digital era, where data and technology are key to building long-term customer relationships. This conclusion affirms the importance of implementing integrated digital marketing to support adaptive and measurable business growth.

Benefits of Digital Marketing

Access to a Broader and More Diverse Audience: Digital marketing enables greater market penetration, including segments previously difficult to reach (Digital Marketing in 2025, 2025).

In-depth Measurement and Analysis: Analytic tools provide accurate data to measure campaign effectiveness, such as traffic, engagement, and conversions (Yuliono, 2025).

Content and Customer Experience Personalization: With big data and AI technology, digital marketing can deliver experiences tailored to individual customer needs and preferences, thereby increasing retention and loyalty (Digital Marketing Trends 2025, 2025).

Efficient Target Market Management: Digital marketing facilitates the grouping of target markets based on demographics, behavior, and preferences, making marketing messages more relevant and avoiding resource waste (Softwareseni, 2025).

Scalability and Flexibility for Businesses of All Sizes: Digital strategies can be implemented by small to large businesses with the ability to adjust scale and budget according to business needs (Alfian et al., 2025).

Increased Revenue and Business Growth: Studies show that businesses actively utilizing digital marketing tend to experience up to three times higher revenue increases compared to those not optimizing this strategy (Softwareseni, 2025).

Thus, digital marketing becomes an important backbone in the modern business world that prioritizes personalization, interactivity, and the use of advanced technology as differentiators in facing market competition in 2025 and beyond.

Instagram and TikTok as Marketing Media

Instagram: This platform is known for its strength in building a consistent brand image and driving direct sales conversions through features like Feed, Stories, Reels, and Instagram Shopping. Strong visual content and the ability to build deep narratives make Instagram ideal for fostering personal relationships with the audience.

TikTok: Unlike Instagram, TikTok excels at building brand awareness quickly through entertaining viral content and its powerful "For You Page" algorithm. The short video format and rapidly changing trends make TikTok effective for reaching new audiences massively.

The SOSTAC Framework in Digital Marketing

The SOSTAC framework, developed by PR Smith, is a strategic planning model consisting of six stages: Situation Analysis, Objectives, Strategy, Tactics, Action, and Control. This model is used to provide a systematic and comprehensive approach for designing and evaluating digital marketing strategies (Smith, 2019; Priatna, 2025).

Situation Analysis focuses on analyzing the organization's internal and external conditions.

Objectives set goals that are SMART (Specific, Measurable, Achievable, Relevant, Time-bound).

Strategy determines how to achieve the objectives through segmentation, targeting, and positioning.

Tactics are the tools and methods chosen for strategy implementation, such as content types and media.

Action relates to the implementation of the plan by the marketing team.

Control involves monitoring and evaluation to ensure strategy effectiveness.

Using this theory can demonstrate that SOSTAC is effective in solving this research problem and helps MSMEs in Indonesia manage their digital marketing and adapt to challenges such as the COVID-19 pandemic.

Implementation of Digital Marketing Strategies on Instagram and TikTok

Instagram and TikTok, as platforms, have different characteristics that can be utilized synergistically in marketing. Instagram is effective for building brand image and community through curated visual content and long-term interaction between the brand and its followers. TikTok is more

superior in creating quickly viral and interactive content, reaching new audiences through its powerful recommendation algorithm (Yuliono, 2025).

Ready-to-eat food brands, like Oelek which focuses on traditional side dish products, utilize both these platforms effectively. The Instagram account @oelek.id and TikTok account @oelek.id actively display content such as customer testimonials, cooking tutorials, and promotions that highlight the authenticity and halal aspects of the products. A storytelling approach and user-generated content are the main strengths in attracting engagement and building customer loyalty.

C. METHODOLOGY OF RESEARCH

Research Approach

This study employs a descriptive qualitative approach aimed at describing and analyzing the digital marketing strategies implemented by the @oelek account on Instagram and TikTok. This approach was chosen to enable an in-depth examination of how the SOSTAC framework is applied within the dynamic and interactive context of digital marketing on both platforms (Chaffey & Smith, 2019; Ansa, 2023).

Types and Sources of Data

Primary data in this study were obtained from observational studies of the content on the official @oelek.id account on Instagram and TikTok, encompassing photo posts, videos, captions, follower interactions, and digital advertising features used. Secondary data were obtained from literature related to the SOSTAC framework.

Data Collection Techniques

Data collection was conducted through documentation and non-participant observation of @oelek.id's social media activities. In addition, a literature study and comparative analysis of digital marketing theory were performed using the SOSTAC framework, which discusses the six main stages (Situation, Objectives, Strategy, Tactics, Action, Control) in designing and executing digital marketing strategies (Smith, 2019; Haddad, 2025).

Analytical Framework

Data analysis focused on the elements of the SOSTAC framework as follows:

Situation Analysis: Analyzing the conditions and environment of Oelek's digital marketing, including strengths, weaknesses, opportunities, and threats based on observations of Instagram and TikTok content.

Objectives: Establishing digital marketing goals based on targets for follower growth, engagement, and sales conversion.

Strategy: Identifying the strategies used in designing market segmentation, targeting, and positioning for the @oelek account on both platforms.

Tactics: Analyzing the tools and methods used, such as content types, posting frequency, hashtag usage, and influencer collaborations.

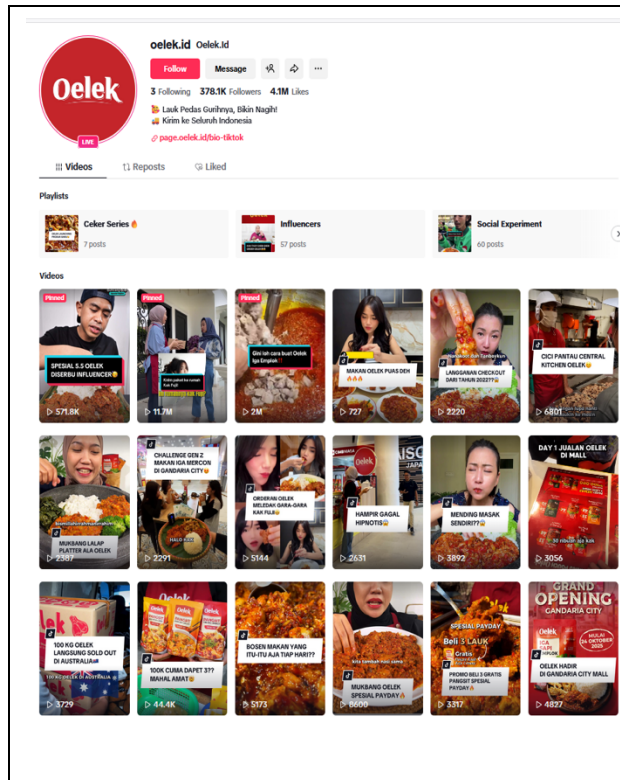
Action: The execution of digital marketing activities by the Oelek team, encompassing content creation and management, as well as audience interaction.

Control: The mechanisms for monitoring and evaluating the effectiveness of digital marketing actions, including engagement and conversion metrics supported by Instagram and TikTok analytics (Haddad, 2025; Rifai, 2021).

D. RESULT AND DISCUSSION

General Findings

Image	Description
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The account "**@oelek.id**" uses short bios such as "Viral vibes with Oelek!" or "Fun drinks for your day!". The bio often includes a link to their Instagram profile or website for cross-promotion.

Follower Count and Videos: 378K Followers (higher than Instagram due to the viral-friendly algorithm), with hundreds of videos. The account is active, uploading daily or 2-3 times a week.

Theme and Main Content: The content focuses on short videos (15-60 seconds) with high viral potential, such as challenges, tutorials, or light-hearted humor related to the product. Examples include:

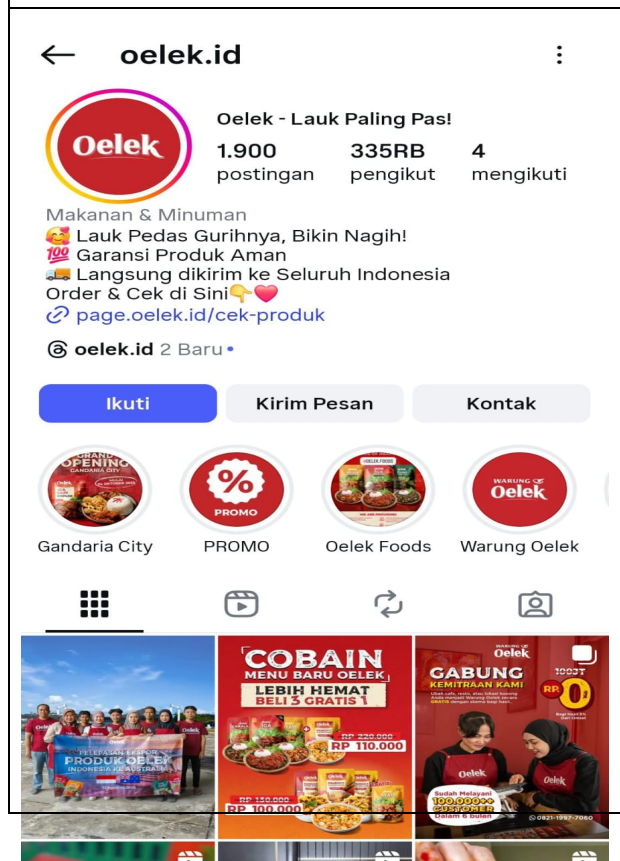
Challenge Videos: #OelekChallenge where users create dances or drink recipes, often duetted or stitched by other users.

Tutorials: "How to make an Oelek mocktail" featuring trending music and visual effects.

Lifestyle Content: "A day in my life as an Oelek lover" or collaborations with young creators.

Use of TikTok Features: Leverages Duets, live sessions, and original sounds to increase reach.

Aesthetics and Style: Energetic and youthful—featuring fast-paced videos, upbeat music, and dynamic transitions. The content is more interactive than on Instagram, with a strong focus on entertainment and virality.



The account named "**@oelek.id**" features a short and catchy bio, such as "Fresh Drinks for Your Lifestyle" or similar variations, often accompanied by emojis and a link to a website or e-commerce platform (e.g., "Link in bio to buy!"). This bio reflects its positioning as a fun, relatable, and lifestyle-oriented brand.

Follower Count and Posts: 335K followers, with a total of approximately 1,900 posts. The account is active, with regular posts 3-5 times per week.

Theme and Main Content: The content focuses on beverage/snack products with high visual aesthetics—fresh and appealing product photos, often combined with youthful lifestyle themes like "my day with Oelek" or simple recipes. It uses bright, colorful Instagram filters and hashtags like #OelekVibes, #FreshDrinks, or #IndonesianLifestyle. The content includes:

Main Feed: Product showcases, user-generated content (UGC), and influencer collaborations.

Stories and Reels: Interactive elements, such as polls ("Choose your favorite flavor?"), Q&As, or short recipe videos (15-30 seconds).

Story Highlights: Categories like "Products," "Recipes," or "Events" to save evergreen content.

Aesthetics and Style: Instagrammable visuals—bright, vibrant, and youthful. It uses trending music or AR effects for Reels, appealing to an audience that enjoys aesthetic content.

Overall, the Instagram and TikTok accounts @oelek.id demonstrate a comprehensive digital marketing strategy utilizing creative video content, high audience interaction, and targeted digital advertising. Both accounts are effective in building brand awareness and driving sales conversions for traditional Indonesian side dish products, which are becoming increasingly recognized in the Indonesian digital market.

Specific Findings

Analysis of Digital Marketing Strategy for @oelek Account on Instagram and TikTok Using the SOSTAC Framework

Situation Analysis

According to SOSTAC theory, the situation stage involves analyzing internal and external conditions before formulating strategy. The Instagram account @oelek.id has over 335 thousand followers with diverse content including product photos, recipe videos, and promotions, while their TikTok focuses on informative and entertaining short video content that attracts young audiences. Through account observation, Oelek successfully showcases the strengths of its ready-to-eat traditional Indonesian food products with advantages of being halal, P-IRT certified, and easy to ship.

Brief SWOT Analysis:

The situation analysis provides a comprehensive overview of the current position and performance of the @oelek.id account on Instagram and TikTok. This analysis uses SWOT (Strengths, Weaknesses, Opportunities, Threats) to evaluate internal and external factors.

Strengths:

Authentic and Relatable Content: @oelek.id's short videos often feature daily life and recognizable cultural elements, creating emotional connections with viewers.

Active Community Interaction: High follower engagement in the form of comments and likes indicates a developing community.

Weaknesses:

Posting Schedule Consistency: Inconsistent posting frequency and timing may affect audience visibility and retention.

Content Format Variety: Limited exploration of platform features like Reels, TikTok LIVE, or Series to diversify content.

Opportunities:

Strategic Collaborations: Significant potential to collaborate with local brands, MSMEs, or other creators sharing similar audience segments in industries like fashion, culinary, or creative products.

E-commerce Feature Optimization: Features like Instagram Shopping and TikTok Shop could become distribution and monetization channels if @oelek.id develops merchandise products.

Threats:

High Platform Competition: Intense competition with many similar content accounts requires continuous innovation to maintain audience attention.

Algorithm Changes: Shifts in Instagram and TikTok algorithms can affect organic content reach without warning.

Objectives

Digital marketing objectives follow the SMART principles (Specific, Measurable, Achievable, Relevant, Time-bound) within the SOSTAC framework:

Increase Instagram followers by 15% and TikTok followers by 20% within the next 6 months

Increase engagement rate (likes, comments, shares) by at least 10% on both platforms

Convert 8% of social media traffic into Oelek product purchases

Build customer loyalty through educational content and personal interaction

Based on the situation analysis, digital marketing objectives for @oelek.id can be formulated using SMART principles by adopting the 5S model:

Sizzle (Building Brand Awareness): Increase Instagram followers to 10,000 and TikTok followers to 25,000 within 6 months

Serve (Enhancing Customer Service): Achieve average engagement rate of 5% on both platforms while responding to 90% of audience questions within 24 hours

Speak (Building Community): Increase two-way interaction by initiating 2 new conversations (such as Q&A or polling) per week

Sell (Driving Sales): If selling merchandise, the objective could be achieving the first 50 transactions through platform e-commerce features within the first 3 months

Save (Cost Savings): Optimize the use of both free platforms to build community before transitioning to paid advertising

Strategy

Based on objective and situation analysis, SOSTAC strategy emphasizes proper segmentation and targeting along with clear positioning. Oelek focuses content strategy on storytelling and product education through short videos. The dual-platform strategy is implemented through:

Instagram as a visual channel focusing on brand building and community engagement through photos and Reels videos

TikTok as a viral channel with challenge content, testimonials, and food tutorials relevant to trends

The content strategy involves high-quality content utilizing user-generated content (UGC) and micro-influencers to expand reach and enhance credibility

Tactics

Implemented tactics include:

Creation of 15-60 second short videos containing cooking tips, behind-the-scenes production processes, and customer reviews on Instagram Reels and TikTok

Consistent content posting schedule minimum 4-5 times per week for both platforms

Use of relevant trending hashtags and captions that encourage interaction

Collaboration with culinary influencers and local communities for message amplification

Organization of quizzes and giveaways with follow, like, and tag friends requirements that also increase engagement

Utilization of TikTok Ads and Instagram Ads features with geographic segmentation (Tangerang and Jabodetabek) and demographic segmentation for ages 18-35

Action

In the action stage, Oelek's digital marketing team systematically implements the planned tactics. They use social media management platforms to organize posting schedules and monitor results. Content production is managed through collaboration between creative and marketing teams. Additionally, active communication with audiences is maintained through comment responses and direct messages to build their customer community.

Control

According to SOSTAC theory, control is performed through predetermined KPI-based measurements. Oelek monitors:

Weekly and monthly changes in follower count and engagement rate

Analysis of top performing content using Instagram Insights and TikTok Analytics

Sales conversion tracking with special links and promo codes

Audience feedback is used as evaluation material for adapting subsequent content plans and posting times

Periodic evaluations enable the team to make responsive adjustments to ensure the strategy runs effectively and efficiently

This analysis demonstrates comprehensive use of the SOSTAC framework for Oelek's digital marketing strategy on Instagram and TikTok, combining theory with field practice based on direct observation of their official accounts and social media platform dynamics.

Analysis using the SOSTAC framework shows that the digital marketing strategy of @oelek.id on Instagram and TikTok is effective in driving sales, particularly evident from the very high product sales volume across various e-commerce platforms.

Key Success Factors:

Appropriate Dual-Platform Strategy: Implementing different strategies for Instagram (focusing on brand building and community) and TikTok (as a viral channel with trending content) aligns with research showing that multi-platform integration enables more efficient information distribution and broader audience reach.

Trust-Building Content: Focus on content such as storytelling, product education, and potential customer reviews contributes to building trust. Studies find that trust is a key factor connecting social media marketing activities with consumer purchasing decisions.

Sales Channel Optimization: By utilizing TikTok, Instagram, Shopee, and Tokopedia, @oelek.id has optimized the "Place" element in the marketing mix. This facilitates consumer purchasing, where Shopee and Tokopedia function as transactional platforms, while Instagram and TikTok attract attention and customer engagement.

Product Performance Achievements:

The strategy's success is reflected in the sales numbers of main products across various platforms:

TikTok Shop: 700K pcs - Becoming the platform with the highest sales, indicating that the short video content strategy and e-commerce integration on TikTok are very effective.

Tokopedia: 519K pcs

Shopee: 410K pcs

The high sales on TikTok Shop prove that the content strategy on that platform successfully motivates consumers to take action, supported by research indicating that TikTok usage significantly influences consumer purchasing behavior and decisions.

E. CONCLUSIONS

Digital Marketing Strategy Based on the SOSTAC Framework

The digital marketing strategy for the @oelek account on Instagram and TikTok, in accordance with the SOSTAC framework, consists of several key stages. First, the Situation Analysis reveals that Oelek leverages the uniqueness of its halal and practical traditional Indonesian side dish products, with key strengths being product quality, account popularity on Instagram (335 thousand followers), and creative video content on TikTok. Second, the Objectives involve specific and measurable increases in followers, engagement, and sales conversions over a defined period. Third, in the Strategy phase, Oelek implements market segmentation targeting Millennials and Gen Z active on social media, with positioning as an authentic and high-quality ready-to-eat side dish brand. Fourth, Tactics employ educational and entertaining short video content, influencer collaborations, giveaways, and the use of paid advertising features on both platforms. Fifth, Action includes regular content implementation and active communication with customers. Finally, Control is conducted by monitoring Instagram and TikTok analytics metrics to measure performance and adapt the strategy accordingly.

The Most Effective Strategy in Implementing Digital Marketing on Instagram and TikTok

The most effective strategy is the use of short video content and storytelling that aligns with the characteristics of both platforms. Content mirroring between Instagram Reels and TikTok enables production efficiency while reaching two complementary audience segments. Collaboration with micro-influencers and interactive promotional programs (giveaways, discounts) further enhance credibility and audience engagement. TikTok, with its virality-supporting algorithm, combined with Instagram as a branding medium, forms a strategic combination that helps Oelek effectively maintain and grow its digital community.

Implementation Process (Action) of Digital Marketing by the @oelek Team

Oelek's digital marketing team executes marketing actions through a consistent content posting schedule, producing short videos themed around recipes, customer testimonials, and product promotions. In addition to content creation, the team actively responds to comments and direct messages and manages paid advertising campaigns. The use of social media management platforms aids in coordination and real-time content performance monitoring. The team also selectively partners with local influencers to expand reach and target the market more effectively.

Control and Evaluation of Digital Marketing Strategy Effectiveness

Control is conducted through quantitative and qualitative analysis using data from Instagram Insights and TikTok Analytics, which includes follower count, likes, comments, shares, video views, and sales conversions originating from the online shop facilities on both platforms. This data is processed to evaluate whether targets have been met and to determine strategy improvements if necessary. Customer feedback through comments and surveys also forms part of the control mechanism. This approach ensures that the digital marketing strategy can be adaptively adjusted for optimal results.

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