Instagram (IG) as a Social Media Marketing in Sustaining Local Business During Covid-19 Pandemic: A Case of Bask Bear Coffee

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Abstract. This research paper aims to study on the use of social media marketing (Instagram) by local businesses during the COVID-19 pandemic. In the midst of pandemic, many local businesses were forced to cease operation in order to adapt to the uncertainty due to COVID-19 pandemic. Only some local businesses had used social media as a tool to engage and communicate with their consumer. Hitherto, there were quite a number of local businesses struggling to comprehend the operation of social media marketing. This case study is about Malaysia's first virtual coffee company, Bask Bear Coffee's focusing on their Instagram accounts. Content analysis was employed and the data was collected from 18 March 2020 to 3 May 2020 to analyse how they utilize Instagram as an effective tool to engage, communicate and create their content during the lockdown period. Social Exchange Theory was applied as a parameter to comprehend the use of Instagram as a tool of communication in sustaining a business. Findings unfolded that Bask Bear Coffee used image/photos to engage with their consumers. To be precise, the product photos and contents posted in the Instagram were effectively and consistently utilised in order to sustain the business operation during the pandemic. The limitations and recommendations were also discussed for future studies.

Keywords: Social Media Marketing · Instagram · Social Exchange Theory · Content Analysis · COVID- 19 pandemic

1 Introduction

In today's information age, social media has enhanced the way businesses communicate to their consumers. Businesses use social media to create engagement, increase brand presence and build loyal customers. However, businesses are also facing problems in understanding the advantage of social media usage for their business, which could affect their business performance and lose opportunities to continue targeting other consumers. In order to continue their business in a pandemic, businesses have shifted to social media to engage with their consumers due to social restrictions that have been imposed. This study aims to research and understand the role of social media marketing specifically Instagram in helping local businesses to grow and how they engage with their consumer during this Covid-19 pandemic in Malaysia.

Malaysia's government has initiated the Malaysia Movement Control Order (MCO) from March 18 to 31 during the year 2020 in order to manage rising infection cases of Covid-19. Covid- 19 is a novel coronavirus that was discovered in 2019, the emergence of this virus has caused a global outbreak since then [10]. Due to the restriction order, multiple business sectors, education institutions, religious activities, and sports related events have been restricted to operate except government agencies and supermarkets that contribute basic necessities and services to people. As a result, business function has been disrupted significantly, with only 35% of the business sector operating and the number of sales has dropped 25% during Malaysia Movement Control Order [1]. In order to adapt to the new norm, local businesses started to use social media as a medium to create engagement with consumers. The emergence of Internet has become effective ways to build a business via online, creating brand images and easily customising your own brand message. Thus, businesses are able to convey their brand image based on different segments of consumers.

Despite many businesses having started to use social media to market their business online, there is still a numerous number of businesses struggling to utilize it. Most of the business lack of knowledge implying social media. In a study by [7] several business owners found difficulty to integrate their social media as part of their marketing strategies, and received little return of investment in social media.

1.1 Problem Statement

Most of the previous study only emphasised on the benefits of social media marketing being able to create brand image and easily target audiences [3] before the Covid- 19 pandemic hits. Besides, previous research conducted by [6] shows Malaysia business does implemented social marketing for online communication, yet Malaysia shows the lowest rate of social media usage among the Southeast Asia countries. Previous research done by [21] reveal that most of the local Malaysia restaurant does implemented social media to help the business growth and create online presence in order to boost their popularity in social media. However, the study was conducted before the pandemics. Thus, this study will focus on social media in social media marketing able to help businesses during the pandemic.

1.2 Research Questions

RQ1: How social media marketing used effectively in helping businesses during Covid-19 pandemic?

RQ2: How local businesses implied social media photos to engage with consumers during Covid-19 pandemic?

1.3 Significance of Study

This study is focused on how social media marketing is playing a vital role in aiding business as well as the effectiveness of social media impact the business during the pandemic. As previously discussed, the pandemic has caused government imposed social

restrictions, many local businesses are forced not to open for '*dine-in*' or facing financial issues or worst-case scenario is to cease operation.

Through this study, business owners are able to understand the function of social media in marketing, in the end, they are able to gain knowledge and ways to imply social media as part of their marketing tools. They also benefited from expanding their markets and communicating with their customers creatively. In the end, social media will serve as a platform for business to communicate during the pandemic.

For social media marketers, they will have a better understanding of how social media is able to help businesses during the pandemic. During the pandemic, most of the people have spent most of their time on social media, thus it is crucial for social media marketers to utilize social media by helping business to grow during the pandemic.

2   Literature Review

2.1   Social Exchange Theory

This paper used Social Exchange Theory as a guideline during the process of conducting this research. The relationship between consumer and business can be fostered by the communication through social media, in exchange, both parties will be beneficial.

Few definitions of this theory share the same meaning in different studies. [23] stated that Social Exchange Theory emphasized on social behaviour of different individuals through social exchange, this is because when it comes to communicating, humans tend to minimize cost in hope to maximize the benefits they can gain. The study focuses on reciprocity communication in social media, the better the message reinforces, the more friends they will gain from social media. In the end, results show social media users maximize their connection with minimal effort in social media, and prove that social media is able to connect each other similarly in how we interact with real life.

[19] argues that social media is a word-of-mouth platform for content information, stating that multiple theories could support and explain how social media operates, one of the theories is Social Exchange Theory. [19] founded social exchange theory, explained that this theory is to have better understanding on how individuals communicate with others, through this, individuals are able to formulate communication and create bonding with others.

Similar to the definition by [23], social exchange theory focuses on maximizing gaining benefits with each other through minimal effort in communication. In relation to social media, the research paper suggests that businesses are able to use the segmentation level to engage with consumers. The first stage is watchers, which is to analyse content or info that consumer interest on, the second stage is sharer which has a similar function as watchers, however the process of sharing should be facilitated by business by providing an easy method to share the contents. The third stage are comments. In this stage, businesses are allowed to moderate comments from consumers, to prevent any malicious comments. In the last stage are producers, businesses creating links or websites for consumers to tap in which are able to provide benefits and generate dividends to the company. All In all, social media is a prominent medium for marketers to engage, foster relations and create brand message, yet previous study also stressed that understanding of how social media operate is a key to effectively promoting business in social media.

2.2 Social Media Marketing

Social media marketing refers as a medium through which consumers and businesses can communicate within a limited time, enable all walk of life to utilise, experience, and attain benefits [8]. Besides, social media marketing uses social media technologies, channels, and software to create, communicate, deliver, and exchange offerings that bring benefits to organizations and stakeholders [25]. [11] disclose that social media marketing creates new variations of the conventional options, increases the ability of firm-to-firm interaction and customer dialogue, and strengthens communications between the purchaser and seller.

At present, social media has become much more sophisticated, creative, useful and able to create similar conversations around the globe. Nowadays, the most notable social media such as Twitter, Facebook, YouTube has allowed users to share their knowledge, music, opinions, and ideas, the usage was further expanded upon in organization and business. Social media has proven to be beneficial, effective and improve how humans communicate with the world, Facebook has allowed user to meet new friend, Twitter allowed users to share latest news and comment on it, YouTube has revolutionize how we communicate with each other by using video format, last but not least, LinkedIn has helped people to find job [9]. In all, social media has created an impact towards every edge of the society through the advancement of technology. However, numerous businesses are still figuring out how to imply it with business, this is because the lack of guidance from business media and research, thus, caused business owners didn't focus on social media as a media to promote business [16]. Research by [27] discusses that Malaysian are more active spending their time in social media compare to using traditional media such as radio or television, the study also concluded that several act were imposed on social media in Malaysia, which further adding on more challenge to user address their opinion towards sensitive issue.

In present business, social media are being used as a marketing tool to communicate with consumers, promote products and goods at the same time changing consumer behaviour. Social media marketing is defined as a type of Internet marketing that utilizes social media as a marketing tool. The process is simple: through social media, users will share the content created by the company in the end, create brand exposure and reach wider audiences [3]. Social media marketing also involves processes such as creating engagement with your audiences, conducting analysis on your markets and creating advertisements for social media pages [22].

According to the study by [18], social media has become an important tool for marketer to promote their business online, however most of the social media are user generated content thus marketer should involve social media marketing as part of marketing tools. The article also stressed that social media has its own advantages and disadvantages, and there still are a lot of business owners who did not understand the risk and challenge they may faced when they implied social media marketing. Thus, before starting in, social media marketers must conduct analysis, understands how social media works in social media marketing. In all, this brings back to the objective of using social media marketing, to satisfy consumer needs and create engagement with them.

[13] studies focused on social media marketing has widely increased in Malaysia and it affected millennial purchasing behaviours. The study concluded there are four

types of challenge in social media marketing which is online communities, purchasing behaviours, entertainment and perceived trust, and it must be taken into account when it comes to targeting millennials as consumers. The studies also stated that nowadays millennials are trendy and energetic, it is important to know how to use social media as a platform to communicate with them.

For instance, the study pointed out that creative contents, appealing website design is also a key to success in social media marketing. In all, social media marketing is important for business, however lack of knowledge in operating social media may not create an impact for business as well as the audiences.

2.3 Social Media Marketing on Instagram

Currently, Instagram is one of the prominent social media, which garner around 1 billion of active users per day, making it the most rapid growth of social media. For instance, this could be an opportunity for businesses to utilize Instagram as a media platform for social media marketing.

Instagram is a social media applications and photo-sharing platform that was founded by [26] and owned by Facebook during 2012. It provided features such as likes, comments, shares and sending messages with friends in Direct Message. For instance, it also features in-app photo editing functions before uploading to pages. Not only this, it features "#" known as *Hashtag*, which allows users to navigate and search trendy topics. In 2016, Instagram introduced Stories feature, which is based on the function in SnapChat, where users can share their photo or video from their day that disappears after 24 h. In the following year, Instagram also started to integrate augmented reality feature, scribble, *GIF* and hyperlapse feature [20].

Instagram launched their business feature in 2016, which allows users to have in-depth analytics of their accounts, display audience demographics and implied advertising features. [15] stated the reason behind this feature is because Instagram has lots of small and medium business accounts. On top of that, 50 percent of users follow business related accounts and 60 percent of users gather information regarding services and products in Instagram, he stated. Instagram business allows business owners to customize their business profile by including contact info and business address, this benefits social media users who are interested in the business product or services. For instance, business owners can also view post insight, this function allows business owners to monitor audiences behaviour and demographic, through this, business owners are able to create more contents based on the insight. Last but not least, the promotion feature allows business owners to turn their best post into advertisement, business owners could also customize their advertisement duration and select your target audience.

[14] pointed out that Instagram is a prominent and new marketing tool that many business owners use to promote their product and services. For instance, most of the users spend their time on smartphones to browse Instagram, which further created a new platform for marketers and business owners to communicate with consumers. Added on, it has a better user experience, allowing users to easily communicate with others. However, the studies also argue that the privacy of consumer and business may not be disclosed, this is due to Instagram user data being used as business and advertisement uses without prior notice and possible fake profile, in the end will cause disadvantages

for business owners. In all, certain social media have their own policy and rules, thus marketer and business owner should be aware before engaging social media marketing.

Based on the studies by [5], Instagram is photo-sharing based social media, in order to create active engagement and stay consistent with posting, marketers should be more creative when using Instagram. [5] proposed five types of pictures that could create better engagement in Instagram. The first type of picture is customer centric photos, it is important that the photo posted has value and is beneficial for the customer, in such a photo could include the customer using the products or re- post from the customer that shows purchase of the product. The second type of picture is employee-centric product, which shows employees using products or services from the company. In such, this could convince consumers and trust towards the brand. The third type of photo is contest photos, Instagram is an effective media platform for users to participate in contests for, which allows business and consumers to create long term engagement. The fourth type of photo is product photo, posting products with simple colour type is currently famous in Instagram. Last but not least, photos with bloggers could identify as brand testimonial or brand model, additionally increasing brand loyalty from consumers.

3   Research Methodology

Qualitative research are studies that involved non-numerical data, which includes text, video, picture or audio. Based on the data collected, researchers could structure, interfere and come up with a concrete conclusion [4]. Qualitative research was employed in this present study to analyse the data collected. For instance, the data will be gathered and framed into several codes based on Social Exchange Theory in social media which includes elements such as watcher, sharer, comments and producer. Next, five types of consumer engagement photos which included employee-centric product, customer-centric photos, contest photos, product photo, photos with bloggers will be also coded to categorize the data. Instagram will be the social media chosen to analyse and the local business Instagram page is Bask Bear Coffee, the time frame will be focused from 18th March 2020 till 3rd May 2020. The time frame that was chosen is the period of Movement Control Order 1.0 that was imposed by the Malaysian government [2].

[28] claims, "The content analysis studies share an analysis of real messages associated to crisis communication. Researchers try to illustrate how crisis communication leaders apply crisis response strategies. The data consist of media reports, messages from the organization, and messages from social media (Internet Postings)." Through this analysis, researchers are able to identify, dissect the meaning, and conceptualize the researched items. The aim of content analysis is to have a better interpretation and understanding of certain issues, problems, and situations in society, for instance, the results will aid us to find out the exact situation in society. Moreover, [29] added that content analysis interprets data that is ready and available, thus researcher does not need to interact with respondent, for example data that could be interpreted are messages, Facebook post, video and audio. Thus, content analysis is the suitable approach to analyse social media content. Through this it is able to provide in-depth understanding on local business, create engagement and build online presence to sustain their business growth during the Covid-19 pandemic.

This research will adopt a non-probability sample method to select Bask Bear Coffee Instagram page posts. The reason behind this method is because the selected posts are posted on the MCO (Movement Control Order) timeline period, which is from 18th March until 3rd May 2020, thus the selected post fulfilled these criteria. Selected data are used for purposive sampling to gather Instagram posts, this included 37 media formats such as video and image.

As the research is using Instagram posts as a media platform to conduct research, the unit of this content analysis will consist of video and images that are posted by Bask Bear coffee. As mentioned in the research question, this research will analyse media that posted by Bask Bear during the Covid-19 pandemic are relevant in helping their business. The video and images that are posted on Bask Bear Instagram pages will be selected as a unit of analysis for the elements of Social Exchange Theory on how businesses use social media to communicate with consumers. However, for the type of consumer engagement photo in Instagram, only photos will be selected as a unit of analysis to examine the data, as mentioned before, Instagram is a photo sharing platform, thus businesses might use images as a way to convey their messages.

A total of 37 Bask Bear Instagram posts which consisted of video and images will be selected. In order to analyze the data easily and efficiently, this research will use Instagram web to analyze the Bask Bear Instagram post. The first step is typing the username of "bask bear coffee" in the search box. The next step will follow by searching the post that is posted in the allocated timeline. Once the posts are searched, the relevant posts are saved in the Instagram collection, which allows the post to be easily retrieved. This Instagram collection function allows users to save their post at the same time users are able to rename and categorise the post. For this research, 37 Bask Bear posts that were saved will be categorized into a collection, named as Bask Bear Coffee in Instagram. Each post will be also categorized into different categories and coded into a coding sheet according to Table 1 and Table 2.

Table 1. Data Coding / Instrumentation

How social media is effectively used by local businesses during covid-19?	
Elements	Description
Watcher	● Image or video that are relevant with social media users. ● Images or videos that are trendy. ● Image or video posts that are currently informative towards social media users.
Sharer	● Image or video posts that encourage social media users to share the posts to other platforms or on Instagram.
Comments	● Image or video posts that feature the company commented below whilst communicating with social media users.
Producer	● Image or video post that features online platforms that are able to purchase their products.

Table 2. Five Types of Consumer Engagement Photo

How local businesses implied social media photos to engage with consumers during Covid-19 pandemic?	
Types of Photo	Description
Customer - Centric Photos	● Customer image post that was uploaded by the company. ● Image post that tagged original post social media account and reposted by company.
Contest Photos	● Image post that features contests which enable social media users to participate. ● Image post that reveals the winner of the previous contest. ● Image post that features contest prizes.
Product Photos	● Image that features a company product.
Photo with Bloggers	● Image that features food or beverage bloggers taking photos with company products. ● Image that tagged bloggers official account. ● Image that shows company ambassadors. ● Image that shows brand models.
Employee Centric Photo	● Image that features company employees.

4   Findings

The details and characteristics of each post such as type of medium, number of likes, number of views and number of comments during Movement Control Order period (MCO) were also summarized in Table 3 as shown below.

Table 3.   Characteristic of Bask Bear Instagram Post during Movement Control Order

Themes Characteristic (n = 1)	Covid-19 (n)	Product/Services (n)	Mascots (n)	Festive/ Celebration Wishes (n)
Total of Images (29)	10	14	3	2
Total of Videos (8)	2	5	0	1
Total number of likes (2622)	722	1578	164	158
Total number of views (26176)	1577	24286	0	313
Total number of comments (96)	6	83	5	2

Table 4. The Effectiveness of Social Media Marketing in Helping Business During Covid-19 Pandemic

Social Exchange Theory Theme	Watchers, n (%)	Sharer, n (%)	Producer, n (%)	Comment, n (%)
Covid-19(n = 12)	11 (91.7)	0	1 (8.3)	0
Product / Services (19)	7 (36.8)	0	9 (47.4)	3 (15.8)
Mascots (3)	2 (66.7)	0	0	1 (33.3)
Festive/ Celebration Wishes (3)	3 (100)	0	0	0
Total (n)	22	0	10	4

At the time of the study, Bask Bear Coffee had uploaded a large amount of product or services related photos compared to others. In the products or services categories, 9 of them fall under the Producer segment, few posts captions have included several links or local food delivery, this indicated the posts are encouraging the customer to order beverages from those selected platforms. Additionally, there are 3 posts that fall under the Comment segment, Bask Bear has interacted with users by answering their inquiries at the post comment section. The inquiries included releasing of the latest product coffee, order problems faced by customers and feedback. The Covid-19 categories as shown in Table 4 have the most post falls under the Watchers segment, which is 91.7% of it; this could predict Bask Bear Coffee appears to be connected with the customer by posting relevant news and trending information. All of the festive or celebration wishes fall under the Watchers segment too, Bask Bear Coffee has posted several celebrations wishes such as Labour Day, Ramadhan Day, and Easter Day. According to Table 4, the lowest number of segments is Sharer, Bask Bear Coffee did not feature any posts to encourage their followers to share their post during the research period.

In this present study, refer to Table 5, a total of 28 images posted by Bask Bear Coffee have been analysed, each post will be analysed based on the research question 2. In order to identify the image accurately, a new category, unrelated type was created to input photos that do not belong to any type. Overall, the employee centric photos are the lowest number among all the types of engagement photos at Instagram, which is plotted at 1 (3.4%) out of 29 images. While the highest is product photo, which is a total of 16 (55.2%) out of all images, during the first Movement Control Order (MCO), Bask Bear has posted various images of their appealing product picture with offers and also teasing several new products to attract consumers to order it. Few product photos were also identified in some Covid-19 themes, where Bask Bear products seem to be a beverage to drink while staying at home during the quarantine. Most of the customer centric photos are derived from Mascots, Bask Bear Coffee tagged their customer photo while reposting a photo that is related to their mascot, which is a sun bear. In all, Bask Bear

Table 5. Local Businesses Implied Social Media Photos To Engage With Consumers During Covid- 19 Pandemic

5 Types of SocialMedia Photo Theme	Product Photo, n (%)	Customer Centric Photo, n (%)	Employee Centric Photo, n (%)	Contest Photo, n (%)	Photo with blogger, n (%)	Unrelated, n (%)
Covid-19(10)	3 (30)	1(10)	1 (10)	0	0	5 (50)
Product / Services (14)	13 (92.9)	0	0	0	0	1 (7.1)
Mascots(3)	0	3 (100)	0	0	0	0
Festive/ Celebration Wishes (2)	0	0	0	0	0	2 (100)
Total (29)	16 (55.2)	4 (13.8)	1 (3.4)	0	0	8 (27.6)

did a significant amount of posting product photos during the first Movement Control Order (MCO) period.

The results show Bask Bear Coffee has consistently used Instagram as a platform to communicate with their customers during the MCO period. Based on the data collected, Bask Bear actively posted content at their Instagram page during MCO period, they post their content every 2 to 3 days and has accumulated a total of 37 posts. They also garner a total of 2622 likes of all their content, and a total of 26176 views of all their videos they have uploaded. This could be speculated that they are utilizing social media platforms as a method of communication with their consumer. However, Bask Bear Coffee did not have any Instagram post that encouraged their consumers to share it to other platforms. At the same time, Bask Bear Coffee did not have any photo that features their contest photos and photos with bloggers.

5   Discussion

According to the findings, it revealed that Bask Bear Coffee were well focused on current trend topics, indicating they have done adequate research and analysis on topics that was relevant to consumers. Through the 22 posts that were identified as Watcher, 11 posts were related to Covid-19 themes, (including most of their content shared that Bask Bear Coffee advised their customers to stay home, adhere to Covid-19 prevention procedure, about Bask Bear Coffee branch safety measure in services, shared interesting in-door activity or enjoy their coffee during MCO). Moreover, 2 of the posts related to their own mascots fall under the Watcher, which was related to stay at home and social distancing, which was also relevant to all customers. While the product/ service has 7 of their posts included in the Watcher's segment, it consists of introducing new products, flavours, it also encouraged their customers to order their product whilst quarantined at home. In all of this post under Watcher, their content was relatable and significantly connected with their consumer. These findings support the study of [19] which revealed that the reason social media created relatable content to their consumer is because they are building connection and engagement with them.

Furthermore, the results show 10 of all of their posts were categorised as Producer. Their posts consist of sharing their food delivery platform, order services website, and a local preserve animal program website, through this, consumers can order their Bask Bear Coffee beverage via the selected food delivery platform or join programs. Few posts included food delivery platforms such as Grab Food, Foodpanda and Bask Bear Coffee landing page. At the same time, they also included a post from Zoo Negara Malaysia which shared a landing page that encouraged consumers to donate funds in order to preserve sun bears during the MCO period.

The reason Bask Bear used to input a link at their post, was because it would allow their consumer to tap into their page or delivery platform order beverage at ease, whilst also generating benefits for their company too. According to the Social Exchange Theory, adding link and social media posts allowed consumers to tap in the link, through this, it was able to generate benefits to the company and at the same time also enabled to create website visibility. According to [24], social networking sites continuously provide more features, which enabled consumers to connect and chat, upload videos and promote concepts and ideas with others. Therefore, consumers, especially millennial's, enjoy using social media marketing because these online websites provide more features to entertain them during the process of making a purchase.

The research results also revealed a small number of Bask Bear posts include comments; 3 from product or services and 1 from mascots. Hence, the researchers found out that Bask Bear comments below at the same time create engagement with the consumers. Through analysis, it was noticed that consumers left several inquiries, delivery questions faced by consumers and doubts regarding the latest product. Consumers commented on what was the latest product that was going to be revealed soon in which Bask Bear Coffee replied to them. However, in order to build up attention, Bask Bear Coffee did not reveal much details of the teased product. One of the social media posts from mascots theme, Bask Bear Coffee has commented with them regarding the food they cooked during the MCO period, in a way manifest that they are creating engagement with the consumers. In relation to the Social Exchange Theory, comments executed by business can foster communication with consumers and this also allowed business to filters or avoid any malicious comments [19].

However, there is none in findings on sharer in the results. All of the Bask Bear Coffee does not fit in the criteria of sharer, which indicated that Bask Bear Coffee did not encourage their consumer to share posts to other social media platforms or on Instagram. The reason why sharing of content was not facilitated by Bask Bear Coffee is because they lack of understanding on the function of Instagram. A study demonstrates that the lack of knowledge in implementing social media as a tool to create engagement will fail and make it hard to position their brand much appealing to the audiences [13]. The photo sharing function allows users to share their content to other social media platforms such as Twitter and Facebook [12]. For instance, utilizing the sharing function of Instagram is an effective method to extend brand visibility. Notwithstanding, the sharing capacity of content was missing in this present study. As a consequence, it may affect the business of Bask Bear Coffee to certain extent.

On the other hand, the data has shown most of their Instagram photos fall under product photo. This condition denote that most of their beverage products appear in most

of their photos during the MCO period. The products that appeared consist of Bask Bear Milk Coffee with Grass Jelly, Bask Bear Ramadan Bundles, Aren Coconut Latte with Pearls in which some of the product photos were labeled their brand logo. Additionally, on the Covid-19 theme, 3 of their posts also feature product photos, the photo aimed to encourage their consumer to enjoy their product whilst staying at home. Based on the previous study by [5], product photos with simple colour are able to attract consumer attention. Referring back to the product photo by Bask Bear Coffee, their product photo colours are consistent, simple at the same time aligned with their branding. Furthermore, Instagram is a photo oriented social media. On top of that the photo able to convey the message visually and create better engagement with the consumer [21].

In addition, customer-centric photos were also in the data, with three of it from the mascots theme and one from Covid-19 theme. In the Mascots theme, the photo were comprises of photo captures by other Instagram user and it was re-posted by Bask Bear Coffee, The photos were from this three different Instagram username "@bsbcc", "@melynda.c_" and "@visitreykjavik" respectively. In the Covid-19 theme, one of the photos was posted 22 April 2020, which was a consumer direct message of replying to Bask Bear Coffee, the screen shot photo shows consumers are satisfied with their products, however the original username was never tagged or revealed by Bask Bear Coffee. The reason companies share their consumer photos indicates that their products are beneficial and satisfied their consumer. Furthermore, this could extend into methods to increase their brand visibility in which it will attract other consumers to check whether their photos were also shared by the company [5].

According to the results, only one photo is categorised under employer-centric photo from Covid-19 theme. From the Instagram photo post, Bask Bear Coffee has shown how their employee practices safety measures in preparing food during Covid-19 lockdown, indicating the company prioritized consumer safety and employee safety. In relation to the study by [5], employee-centric photo are photos that included company photos. By sharing this type of photo, it wou ld to impact company's positive image, create fun bonding with consumers and at the same time manifest that company do care about their employee. In such, this type of photo would attract their interest and able to positively influence the consumer purchasing behavior.

However, the theme of contest photo and photo with bloggers has no Bask Bear Coffee Instagram photo and it was segmented into unrelated themes. Contest photos are types of photos that encouraged consumers to engage with contests, the picture might also show updated info of contest winners and prizes. Photos with bloggers are photos that include brand models, ambassadors or bloggers. There is speculation among the reasons why Bask Bear Coffee did not segmented into these two themes. The researcher has browsed through the content of Bask Bear Coffee and found out that most of their contents are focused on their product promotion, services, parody artist, current trends of entertainment or movie, they even integrated Internet subculture to make it appealing among the consumer of Bask Bear Coffee. Thus, their photo is not categorized into contest photo and photo with bloggers.

6 Conclusion

All In all, local businesses still need to improve their social media marketing strategies in order to adapt to the current pandemic situation. Due to the pandemic, numerous stores have been forced to close or go bankrupt due to the lack of interaction and engagement with consumers. Although Bask Bear Coffee is the pioneer and Malaysia's first virtual coffee, it still needs to physically interact with consumers at the same time manage their social media accounts to attract consumers attention. In such, Bask Bear Coffee still needs to improve their several content in social media in order to fully utilize the function of Instagram. This included encouraging more of their consumers to share their Instagram post to other social media platforms, apply brand ambassadors to enhance their branding and also conduct more contests to attract consumers engaging with Bask Bear Coffee.

For future studies, the researcher suggested the study could be extended to more local business Instagram accounts, this could help to bring a wider context on how local businesses implement social media marketing as a method to communicate effectively to their consumers. In addition, the research could extend their research period, in such this could provide a much more accurate insight and results of the study. Future researchers could use a quantitative or mixed method approach to gather and analysis the data. Thus, the quantitative data could give a much more accurate presentation of results while qualitative data able to shows in-depth insight of how social media has been used by local businesses effectively in the midst of challenging time akin to Covid-19 pandemic.

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