

Consumer Perception And Meaning Constraction Towards Store Theatrics in InstagramDigital Marketing Content At Kebun Raya Bali In The “Sunset Di Kebun” Program

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Abstract

This research aims to analyze the influence of Consumer Perception and Meaning Construction towards *Store Theatrics* in Instagram Digital Marketing Content at Kebun Raya Bali in the "Sunset Di Kebun" Program. The hypotheses in this research are H₁: *Decor themes* have a positive effect on *impulse buying*, the better the *decor themes*, the higher the *impulse buying*; H₂: *Store event* has a positive effect on *impulse buying*, more attractive the *store event*, the higher the *impulse buying*; H₃: Consumers have a positive perception and meaning construction towards *store theatrics* content in the "Sunset di Kebun" Instagram digital marketing regarding *impulse buying*. To test these hypotheses, this research used a quantitative approach with multiple regression analysis to examine the influence between variables and UEQ (*User Experience Questionnaire*) to determine consumer perceptions and meaning construction towards *Store Theatrics* in Instagram Digital Marketing Content at Kebun Raya Bali in the "Sunset Di Kebun" Program. The research sample consisted of 316 visitors of Kebun Raya in the "Sunset di Kebun" program. The results of this research show X₁ 0,515 and X₂ 0,410, with

a Sig. value of $0,000 < 0,05$ indicating a significant influence. Thus, this means H_0 is rejected. It can be concluded that *decor themes* have a positive effect on *impulse buying* and *store event* has a positive effect on *impulse buying*. *Decor Themes XI* contributed the most to impulse buying decisions. From the UEQ (*User Experience Questionnaire*), the "Sunset di Kebun" Instagram social media performed well, as seen from attractiveness and stimulation scores of 1,851 and 1,650 (dark green, meaning *excellent*). This means the "Sunset di Kebun" Instagram content is very attractive and capable of stimulating customers. Furthermore, viewed from perspicuity, efficiency, and novelty, the scores (light green, meaning *above average*) indicate that the content on Instagram social media is considered sufficient in providing information related to the "Sunset di Kebun" event, which may be because the interval between event series is sometimes quite long. Regarding dependability, it was rated *good* (medium green) with a score of 1,63 meaning it sufficiently meets customer expectations. The results of this study are expected to contribute insights for business owners, MSMEs, and startups in Bali and Indonesia across various business fields regarding the role of *Store Theatrics* in Instagram Digital Marketing Content and its impact on *impulse buying*, thus serving as a learning point in implementing business strategies.

Keywords: Store Theatrics, Digital Marketing, Impulse Buying

INTRODUCTION

Nowadays, technological developments are occurring very rapidly, requiring society to learn and utilize technology in their daily lives. Failing to keep up with these trends will result in missing out on a vast amount of information. This is because current technological advancements bring a rapid flow of information, making it essential for the public to stay updated on the latest news via the internet. The growth of this information must naturally be balanced with human resource capabilities in selecting, filtering, and utilizing the positive aspects of technological progress.

Technological advancements currently affect key economic sectors in this country, such as tourism, education, agriculture and fisheries, creative industries, trade/MSMEs, and other sectors. In the creative industry, trade, and MSMEs, keeping up with technological developments has become a necessity—specifically in how technology is implemented in company operational activities. One major application is in marketing activities, promoting or introducing products, and managing sales processes through digital marketing. Digital marketing, also referred to as E-Marketing, is the use/utilization of digital technology in marketing activities aimed at achieving marketing objectives and represents an effort to develop or adapt an already established marketing concept (Hasan, 2013).

Through digital marketing, business actors and companies can communicate on a global scale and build good relationships with customers. In digital marketing, various efforts are made to attract consumer interest, such as creating social media content in the form of photos, videos, or engaging narratives. One strategy that is currently very popular among customers is *Store Theatrics*. *Store Theatrics* consists of promotions and events that indirectly evoke or foster

Enthusiasm for a product, ultimately triggering *impulse buying* (Miswanto, 2017). Within *Store Theatrics*, there are two main elements: *decor themes* and *store events*. *Decor themes* serve as a tool to create internal store decorations, thereby attracting consumers' senses. Meanwhile, *store events* are special occurrences, such as entertainment shows, product displays, promotional programs, product demonstrations, celebrations, or humanitarian programs (Simamora, 2003). As we understand, most of the current generation enjoys sharing engaging content on social media. Nowadays, consumers do not merely look at products and prices, but also pay attention to elements of *store theatrics*, such as *decor themes* and *store events*—including the store's interior design, overall decoration, and host events. This explains why numerous stores, glamping sites, hotels, villas, coffee shops, and cafes have recently emerged in Bali, offering scenic views, distinct interior themes, and various events.

Store theatrics is an exhibition or product display that prompts consumers to purchase the displayed products. *Store theatrics* can serve as a powerful tool for most stores to gain a competitive advantage that sets one store apart from another. *Store theatrics* can be divided into two components, namely *decor themes* and *store events* (Simamora, 2003). *Store theatrics* can be divided into two main components, (2003: 177). The components is the first one is Decor themes: Most retailers find that using one or several themes provides a distinct focus for designing store decor. A shopping theme serves as a useful tool for creating external and internal store decorations that engage all five human senses. A retailer does not necessarily have to use the same theme throughout the entire store space; instead, they can combine several themes deemed suitable for the intended target market. Decor themes can make a store more attractive and entertaining for consumers while shopping. Themes also help retailers capture consumers' initial attention and retain it while they browse inside the store. And the second is Store events: Store events are special occurrences, such as product displays, entertainment shows, product demonstrations, promotional programs, humanitarian efforts, or celebrations. These special events are held by store management to attract potential buyers into the store, aiming to achieve the following objectives: creating awareness for the store, Providing information to consumers, Building a favorable store image for the retailer, Increasing the frequency of consumer visits. According to Lewinson in Umar (2003: 60), *store*

Theatrics is a store's form of expression achieved through both decor and special events to attract potential buyers. Simamora (2003: 173) states that one of the objectives of *store theatrics* is to provide information to consumers through promotions or product

displays. Retailing is not merely about selling products, but rather showcasing an exhibition or performance. In this regard, retail businesses must seize every opportunity to capture visitors' attention. *Store theatrics* can serve as a powerful tool for most retailers to gain a competitive advantage that sets one retailer apart from another. Well-executed *store theatrics* will stimulate consumer interest in shopping at a store (Umar, 2000: 61).

According to Mowen (2002: 198), unplanned buying is an act of purchasing that was not consciously acknowledged as a result of consideration prior to entering the store, or it can be described as a sudden, powerful, persistent, and unplanned urge to buy something immediately, without paying much attention to the consequences. Meanwhile, according to Kertajaya in Putra (2014), impulse buying refers to consumer behavior involving spontaneous purchases made without prior planning. Several factors can cause individuals to purchase items outside of their plan, including: The desire to try new products or brands, The influence of previously watched advertisements, Attractive product displays and packaging and the last one Persuasion from marketer or sales promotion personnel. Thus, it can be concluded that impulse buying is an unplanned, spontaneous purchase influenced by an interest in product exhibitions, organized events, and the influence of reference groups. Regarding the aspects of impulse buying (according to Rook and Fisher), impulsive buying involves several key dimensions : Spontaneity, This means such purchases are unexpected and motivate the subject to buy right on the spot, often serving as an immediate response to direct stimulation from sellers, Power, compulsion, and intensity: This means the subject possesses the motivation to make exceptions to general rules and act instantaneously. Excitement and stimulation: This means the subject experiences a sudden urge or desire to buy an item accompanied by emotions recognized as exciting, thrilling, or wild.

Digital marketing is a marketing strategy that leverages technological advancements to engage closely with consumers and attract the interest of existing as well as potential

consumers through digital media, including social media, websites, or personal blogs. In other words, digital marketing can be referred to as social media marketing, as social media is one of the primary digital media utilized. Unlike traditional marketing, which relies on print media or television, digital marketing utilizes various online platforms—such as websites, social media, email, search engines, and digital advertising—to achieve business goals, such as increasing sales, building brand awareness, or strengthening customer relationships. In the modern era, digital marketing has become one of the most effective approaches to reaching a broader audience due to its flexibility, efficiency, and ability to provide real-time measurable data. According to Wati (2020), digital marketing is a general

term for targeted, measurable, and interactive marketing of goods or services using digital technology. The primary goal of digital marketing is to promote brands, shape preferences, and increase sales traffic through various digital marketing techniques. Other terms for digital marketing include online marketing or internet marketing. Digital marketing is fundamentally similar to general marketing; however, the key distinguishing factor lies in the tools used.

METHOD

This research aims to determine Consumer Perception and Meaning Construction Towards *Store Theatrics* in Instagram Digital Marketing Content and Its Influence on *Impulse Buying*. Additionally, This research seeks to examine consumer perception and meaning construction regarding *Store Theatrics* in Instagram Digital Marketing Content—specifically a case study on the Kebun Raya Bali program named "Sunset di Kebun" on *impulse buying*. This research employs multiple linear regression analysis and the UEQ (*User Experience Questionnaire*). The sample for this study consists of customers who have visited the Kebun Raya Bali tourist location during the "Sunset di Kebun" program in Bali Province. This research was conducted at Kebun Raya Bali, specifically within the "Sunset di Kebun" program. "Sunset di Kebun" is a music concert program held across botanical gardens, focusing on natural beauty and environmental conservation messages. The program has been hosted in several Botanical Gardens in Indonesia, including Cibodas Botanical Garden, Bogor Botanical Garden, and Kebun Raya Bali. It aims to advocate for conservation and environmental appreciation while inviting the public to enjoy music in a more relaxed atmosphere close to nature.

The research focusing on consumer perception and meaning construction regarding *Store Theatrics* in Instagram Digital Marketing Content and its impact on *impulse buying*, specifically examining a case study on the "Sunset di Kebun" program at Kebun Raya Bali.

FINDING AND DISCUSSION

This research involves a sample of 316 participants

Table 1. Coefficient of Determination Test

Model	R	R Square	Adjusted R Square
1	0,832	0,692	0,690

Based on the table above, the **R Square** value is **0.692** (or 69.2%). This indicates that *Decor Themes* and *Store Event* account for **69.2%** of the variance in *Impulse Buying*, while the remaining **30.8%** is explained by other variables outside the scope of this research model.

Table 2. T Test

Coefficients

Model	Unstandardized B	Std. Error	t
(Constant)	2,850	0,540	5,277
Decor Themes (X1)	0,515	0,065	7,923
Store Event (X2)	0,410	0,060	6,833

$$Y = 2,850 + 0,515X_1 + 0,410X_2 + e$$

Based on the table and equation above, it can be explained that: the constant value of 2.850 indicates that if variables X1 and X2 are equal to 0, the value of impulse buying is 2.850. The regression coefficient for X1 is 0.515, meaning that for every one-unit increase in *decor themes*, *impulse buying* increases by 0.515 units. The significance value of $0.000 < 0.05$ indicates a statistically significant effect. The regression coefficient for X2 is 0.410, meaning that for every

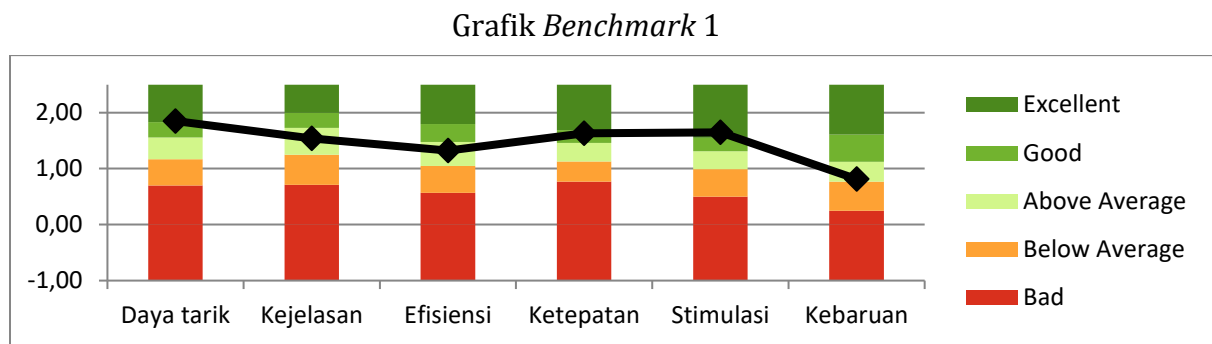
one-unit increase in *store event*, *impulse buying* increases by 0.410 units. The significance value of $0.000 < 0.05$ likewise demonstrates a statistically significant effect. Consequently, H0 is rejected. It can thus be concluded that both *Decor Themes* and *Store Event* have a positive and significant effect on *impulse buying*. *Decor Themes* (X1) provides the largest contribution to impulse buying decisions, indicating that visual presentation and store decor themes serve as the primary attraction for consumers. *Store Event* (X2) also plays an essential role, as holding events or activities within the store creates an engaging or urgent atmosphere that prompts visitors to engage in spontaneous transactions.

UEQ (*User Experience Questionnaire*).

Based on the 316 respondents, the following are the results of the User Experience Questionnaire (UEQ).

Table 3. *EQ Scale*

<i>UEQ Scales (mean and Variance)</i>		
Attractiveness	1, 851	0, 98
Perspicuity	1, 538	0, 63
Efficiency	1, 320	0, 57
Dependability	1, 629	0, 38
Stimulation	1, 650	1, 88
Novelty	0, 813	1, 89



Based on the figure, the Instagram social media account for "Sunset di Kebun" demonstrates strong overall performance. Looking at Attractiveness, it falls within the dark green category with a score of 1.851, classified as "excellent," which indicates that the Instagram content is highly appealing. Next, Perspicuity (*kejelasan*) achieves a score of 1.538 in the light green category, categorized as "above average," suggesting that the Instagram social media content is clear to users. Similarly, Efficiency and Novelty (*kebaruan*) fall within the light green category ("above average") with scores of 1.320 and 0.813, respectively. This implies that the Instagram content is considered adequate in delivering updated information regarding "Sunset di Kebun," likely because the intervals between sequential events can sometimes be relatively long. Furthermore, Dependability (*ketepatan konten*) is rated as "good" (medium green category) with a score of 1.630, indicating that it adequately meets customer expectations. Finally, Stimulation achieves a score of 1.650 in the dark green category ("excellent"), demonstrating that the Instagram content is exceptionally effective in stimulating customer interest.

CONCLUSION

Based on the discussion of the results, it can be concluded that the constant value of 2.850 indicates that when variables X1 and X2 are equal to zero, the value of impulse buying stands at 2.850. The regression coefficient for X1 is 0.515, meaning that for every one-unit increase in *decor themes*, *impulse buying* increases by 0.515 units. A significance value of $p = 0.000 < 0.05$ demonstrates a statistically significant relationship. Similarly, the regression coefficient for X2 is 0.410, indicating that a one-unit increase in *store event* increases *impulse buying* by 0.410 units, with a significance value of $p = 0.000 < 0.05$ also showing a statistically significant effect. Consequently, H_0 is rejected, confirming that both *Decor Themes* and *Store Event* exert a positive and significant effect on impulse buying. Among the variables, *Decor Themes* X1 makes the largest contribution to unplanned purchasing decisions (impulse buying), indicating that visual presentation and thematic decor serve as the primary attraction for consumers. *Store Event* X2 also plays a vital role, as in-store activities create an engaging and urgent atmosphere that encourages visitors to make spontaneous purchases.

FINDING AND DISCUSSION

The research conducted by Pangsan Village through a promotional video successfully captured the pristine natural beauty of Pangsan Village, the richness of arts and culture passed down through generations, and the diversity of local MSME products that support the community's economy. The production process involved various parties, from MSME owners to local artists and village officials. Therefore, the results achieved were not only promotional media but also a collective collaboration between researchers and the local community. The video was then published through social media such as Instagram and TikTok so that it could reach a wider audience, both locally and internationally, especially the younger generation and potential tourists. The visible impact after this program was increased public awareness of the importance of digital promotion in developing village tourism.

The community felt proud that their village's potential could be introduced to a wider audience through modern and creative social media. Furthermore, village officials also stated that this promotional video would be used as an official medium to introduce Pangsan Village to local and international tourists who want to further explore the beauty of Pangsan Village's idyllic destination. With this promotional video, Pangsan Village now has a tangible work of art: a promotional video that not only beautifies Pangsan Village but also serves as

a strategic branding tool. This video serves as a collective reminder that tourist villages can thrive if they are well-managed, involve all levels of society, and are promoted through appropriate social media channels. The promotional video for Pangsan Village's beautiful tourist destination is expected to have a sustainable impact, namely increasing the number of local and international tourist visits, expanding the marketing of MSME products, and growing the local economy based on village potential.

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