# A Qualitative Content Analysis on MilkLife Instagram Towards Awareness of Lactose-Free Milk on Urban Indonesian Consumer

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**ABSTRACT:** In Indonesia, up to 60% of people suffer from lactose intolerance therefore creating lactose-free milk by Milk Life is a vital option. However, despite its benefits, sales are not reaching the brand's expectations, suggesting the Indonesian market is yet to be fully tapped. This research examines Milk Life's Instagram marketing strategies aimed at enhancing awareness and sales of its lactose-free milk product. Utilizing qualitative research methodology, particularly in-depth interviews for data collection and analysis, it investigates the efficacy of these marketing endeavors in educating consumers and influencing their purchasing behaviors. Upon data collection, the analysis is conducted manually, involving careful examination of interview results, linking them to research questions, and interpreting them in an interpretive manner. Results reveal a significant lack of awareness about lactose intolerance and Milk Life's products, attributed to the current digital marketing approach, which led to low purchase intentions. The study highlights an urgent need for better digital marketing strategies and communication to inform the Indonesian public about the advantages of lactose-free milk. Enhancing online visibility and education could improve market growth and meet the needs of lactose-intolerant individuals. This research emphasizes the role of targeted digital marketing to increase the reach and acceptance of lactose-free milk in Indonesia.

**Keywords:** Lactose Intolerance, Lactose-Free Milk, Social Media Marketing, Brand Awareness, Purchase Intention.

## INTRODUCTION

Billions of people around the world consume milk as part of their dairy products. It is considered nature's most complete food. Generally, milk is a source of energy, essential vitamins and many other macros and micronutrients that are used for body growth. Consuming milk provides various

benefits such as being able to enhance bone strength, boost the immune system, lower blood pressure and many other goods. While the consumption of milk is often associated with childhood, its benefits extend far beyond this age bracket. Not only children thrive on its benefits, but adults also enjoy it as well as mothers and their babies . With its wide availability and affordability, milk continues to be a staple in households worldwide, contributing to overall well-being and satisfaction.

While some people enjoy the benefit of the dairy product, some others cannot consume milk due to the suffering of lactose intolerance. Lactose intolerance is a common stomach issue that affects around 70% of people worldwide. It happens when people are disabled to properly break down lactose, the sugar in milk and dairy products. This leads to stomach pain or discomfort after consuming it (Alzahrani, 2022). People with this condition often need to eat foods without lactose to feel better, making it important for them to find the right kind of food. Lactose intolerance, also known as lactose malabsorption, is caused by not having enough of an enzyme called lactase. This is a normal change that happens to most mammals as they get older, showing that our bodies naturally make less lactase over time (Ponte et al., 2016). Lactose malabsorption is the main cause of gastrointestinal symptoms that create discomfort in the digestive system among lactose intolerance sufferers (Catanzaro et al., 2021). Whereas lactose malabsorption refers to a condition in which the small intestine cannot fully digest or break down all the lactose entering the body. However, not everyone with lactose malabsorption has digestive symptoms after they consume lactose's product. In contrast, only people who have digestive symptoms are lactose intolerant.

**Table 1.** Prevalence Lactose Intolerance

| Country | Prevalence Lactose Intolerance |
|---|---|
| Italy | Overall: 56%, Southern: est. 70% |
| Switzerland | Swiss - Native: 15.6%, Swiss- Abroad: 15.2% |
| Turkey | Overall: 70% |
| Malaysia | Overall: 87.1% |
| US and Canada | US Overall: 11-12%, US-Hispanic: 8-9%, US-non-Hispanic: 20-24% Canada: 16% |
| Indonesia | Overall: 66% |

*Source: Processes by Authors, 2023*

Table 1 shows the result of various research from many countries, it is found on the average that 56% of the Italian population suffers from digestive disorder and it is estimated to reach peaks of up to 70% in the southern regions of the country (Facioni et al., 2022). Légeret et al. claim that in Switzerland, 15.6% Swiss Native are reported to be lactose intolerant while the non-native citizen reported to be 15.2% (2022). In Turkey it has been reported to be 70% of the prevalence of lactase deficiency (Garipoğlu et al., 2022). In the United States, self-reported lactose intolerance is about 11%–12% within national samples, with lower rates (8%–9%) in Hispanics and non-Hispanic whites and higher rates (20%–24%) in non-Hispanic blacks. While in a sample of Canadian adults, 16% reported that they were lactose intolerant (Barr, 2013). Malaysia has a total of 87.1% Lactose

intolerance that consists of 83.1% people are Malay, 88.5% Chinese, 90.5% Indian (Goh et al., 2018). Lastly in Indonesia based on the respondent in Dr. Cipto Mangunkusumo Hospital, Jakarta, it was found overall 66% respondents are lactose intolerant.

**Table 2.** Symptoms of Lactose Intolerance Around The World

| Country | Symptom |
| --- | --- |
| Saudi Arabia | Abdominal pain: 22.8%, Diarrhea: 12.1%, Nausea and vomiting: 12.7%, Abdominal distention and gasses (bloating): 36.5% |
| Brazil | diarrhea (46.3%), bloating (68.5%), flatulence (81.4%), borborygmus (59.3%) |
| Turkey | Abdominal Pain: 11.8%, Diarrhea: 10.2% Bloating: 21.2%, Vomiting: 1.6%, Gas: 29.8%, Cramp In Stomach: 4.1% |
| Switzerland | Abdominal Pain: 53%, Diarrhea: 28%, Bloating: 27%, Nausea: 22%, Vomiting: 15% |
| Indonesia | Abdominal Cramp: 4.6%, diarrhea: 19.4% flatulence: 9.7%, borborygmus: 1%, Vomiting: 1% |

*Source: Processes by Authors, 2023*

The symptoms of lactose intolerance may vary as shown in Table 2, however the common symptom could be generalized as abdominal pain, bloating, vomiting up to diarrhea . In Saudi Arabia, Alzahrani et al. found that 36.5% of respondents complained of Abdominal distention and bloating, 22.8% complained of abdominal pain only, 12.1% had diarrheal attacks, and 12.7% had nausea and vomiting (2022).  In Brazil, (Ponte et al., 2016) researched that 81.4% of lactose-intolerant patients presented with more symptoms of Abdominal distention , 68.5% had bloating and 46.3% had diarrhea compared with non lactose intolerant patients. While in Turkey, it was found that 29.8% of lactose intolerance patients had Abdominal distention gasses, 21.2% had bloating in the stomach, 11,8% had abdominal pain, and 10.2% had diarrhea. (Garipoğlu et al., 2022). In Switzerland, it was found that 53% of lactose intolerant patients had abdominal pain, 28% had diarrhea, 27% had bloating in the stomach, 22% had nausea, and 15% had vomiting. (Légeret et al., 2022). In Indonesia, Dewiasty et al. explain that 19.4% had diarrhea, 4.6% had abdominal cramp, 9.7% had flatulence, and 1% had vomiting (2021). Regardless of its effect, some people continue to consume milk and others start searching for options to their condition. In fact, this study by Garipoğlu et al. mentioned the ways of participants to encounter their discomfort of consuming milk products such as taking medication (18.1%) and consuming lactose-free milk (6.2%) (2022).

Milk Life, as the pioneering brand introducing lactose-free milk in Indonesia, has adeptly harnessed the power of social media platforms not only to market its innovative product but also to serve as an educational tool about lactose intolerance and the benefits of lactose-free milk. Social media has become an indispensable tool for brands aiming to establish a strong market presence and foster consumer engagement. Through the strategic use of social media platforms, Milk Life has transcended traditional marketing paradigms, leveraging these platforms not just for product

marketing but also as vital channels for consumer education in lactose intolerance and the benefits of lactose-free milk. This approach is underscored by (Drummond et al., 2020), who acknowledge social media marketing as an essential facet of global business strategy, facilitating direct connections, engagement, and collaboration between businesses and customers. (Cheung et al., 2020) add depth to this strategy by highlighting the key elements of successful social media marketing—Entertainment, Customisation, Interaction, Electronic Word-of-Mouth, and Trendiness—that are integral in enhancing customer engagement and loyalty, thus boosting business performance (2020).

Further exploring the nuances of digital marketing, (Cao et al., 2021) emphasize the significance of media richness and content trustworthiness in augmenting user engagement, while (Ioanăs, 2014) delineates social media's transformative influence on consumer behavior and decision-making processes (2020). This comprehensive view is enriched by (Harlon, 2019), who describe digital marketing as a journey through which organizations can explore new markets, uncover opportunities, and secure their market positions. They highlight that integrating social media into the digital marketing mix is not just about avoiding costs but about leveraging a dynamic platform for interactive engagement, thereby expanding customer reach and fostering brand loyalty with meticulously crafted content and strategic communication (McGruer, 2020).

**Figure 1.** Most Used Social Media Platforms in Indonesia
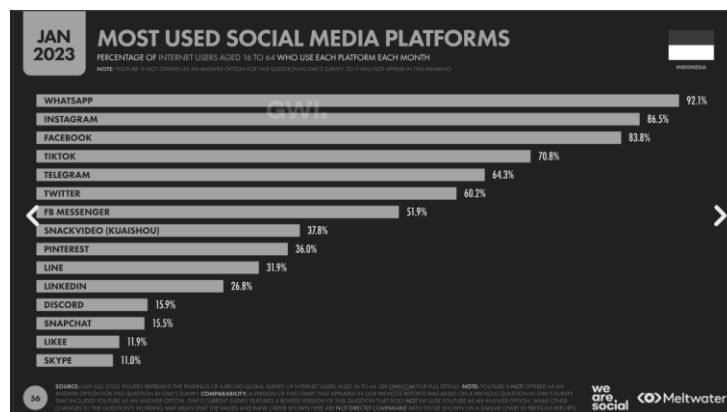


*Source: Kemp, 2023*

Research indicates that social media platforms, especially Instagram, are instrumental in shaping brand awareness and consumer behavior in Indonesia, with Instagram being identified as the country's second most popular platform (Kemp, 2023). (Sugiyono, 2013) emphasize the effectiveness of social media marketing in boosting brand engagement and sales, while a TikTok case study by (Ramdan et al., 2022) highlights the role of strategic content marketing in increasing brand awareness. Further analysis by (Khoiriqadafi & Purnamasari, 2023; Saputra & Pandrianto, 2023; Syafira, 2023) illustrates the significant impact of celebrity endorsements and sales promotions on Instagram in enhancing brand image and driving consumer purchasing decisions. These results together underline the essential function of content marketing on social media platforms such as Instagram and TikTok in boosting brand awareness. They emphasize the

importance of crafting strategic content, forming partnerships with celebrities, and implementing promotional tactics to cultivate brand engagement and loyalty.

Linking recent studies on social media's role in marketing to the concept of Customer-Based Brand Equity, it's clear that using platforms like Instagram strategically is crucial for not just improving brand visibility but also for strengthening consumer-brand connections. The concept of Customer-Based Brand Equity (CBBE) posits that a brand's strength resides in consumer perceptions shaped through their experiences, encapsulating the idea that brand equity is a product of differential consumer response based on brand knowledge, which includes brand awareness and brand image (Kotler & Keller, 2016). This brand knowledge, especially brand awareness, plays a pivotal role in fostering purchase intentions, as highlighted by extensive research. Social media platforms, particularly Instagram, have been identified as critical in enhancing brand awareness, with (Ardiansyah & Sarwoko, 2020; Suryani et al., 2022) noting the importance of quality content and strategic communication in improving consumer awareness. Furthermore, (Shahid et al., 2017; Simbolon et al., 2022) directly link brand awareness to increased purchase intentions, demonstrating the mediating role of brand awareness between social media marketing and purchasing decisions. This relationship is underscored in various contexts, from the effectiveness of promotional strategies in the dairy industry (Piratheepan & Pushpanathan, 2013) to the specific use of Instagram in public health and product promotion (Adella & Rukmini, 2021). The linear concept of time and the notion of purchase intention (Solomon, 2018) further suggest that brand awareness not only influences consumer recognition and recall but also significantly impacts their future purchasing decisions, emphasizing the crucial role of cultural and societal norms in shaping these intentions.

Milk Life's strategic use of Instagram to raise awareness about lactose intolerance in Indonesia exemplifies the platform's effectiveness in health promotion and education. Through engaging and visual content, including user-generated stories, influencer partnerships, and the uses of Instagram Stories and Reels, Milk Life educates the public about lactose intolerance symptoms and the benefits of lactose-free milk. This approach not only broadens the reach but also deepens the impact of their message on consumer knowledge regarding health.

Research underscores Instagram's significant role in disseminating health information and influencing health perceptions and actions among users. Studies by (Adler et al., 2024; Denniss et al., 2023) highlight the platform's ability to deliver nutritional education and foster a healthy lifestyle through engaging content. Additionally, (Lolita & Oktavianti, 2023) showcases how brands like Re.juve leverage Instagram to educate consumers about the health benefits of their products, employing the AIDA model to capture attention, generate interest, and stimulate desired actions. Collectively, these studies affirm Instagram's capacity as a powerful tool for health promotion and education, illustrating its ability to not only reach wider audiences but also engage them in meaningful ways that promote and inform healthy decisions and awareness. This summary highlights Instagram's growing importance as a crucial platform for health education and awareness, utilizing effective communication strategies to positively influence consumer knowledge and behavior.

A Qualitative Content Analysis on MilkLife Instagram Towards Awareness of Lactose-Free Milk on Urban Indonesian Consumer
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The core of this research is to explore "How MilkLife's Instagram content influences urban Indonesian consumers' awareness, understanding, attitudes, and purchasing decisions towards lactose-free milk." The goal is to offer a comprehensive understanding of MilkLife's Instagram content's impact on shaping consumer behavior in the urban Indonesian market, providing recommended action to bridge the identified awareness gaps. These insights are intended to improve MilkLife's marketing and content creation strategies, enhancing consumer understanding and awareness of lactose-free milk as a pioneering product in Indonesia. The recommendations will focus on reshaping the understanding of lactose intolerance among Indonesia's urban population, ultimately aiming to boost Milk Life's sales and foster market growth.

## METHOD

Qualitative research delves into understanding people's experiences using methods like interviews, focusing on participants' perspectives and the meanings they attribute to events. (Neuman, 2014) In-depth interviews, a key qualitative method, involve detailed discussions between an interviewer and interviewee, resembling purposeful conversations guided by a structured approach. These interviews aim to uncover insights from participants' viewpoints, fostering a collaborative knowledge-sharing environment. In this study, in-depth interviews were conducted twice: initially to assess participants' understanding of lactose intolerance and later to explore their experiences with lactose-free milk consumption. By fostering trust and probing for deeper insights, these interviews aimed to provide valuable data for evaluating lactose-free milk's efficacy and promotional strategies.

In this research, the in-depth interview was conducted two times. The pre interview means evaluating the level of understanding of Lactose Intolerance, the symptom, how they manage with the symptom and their knowledge of Lactose free milk. The main interview was conducted after the participant consumed the Lactose free milk for 3 days to experience how lactose free milk became a solution for Lactose intolerance. Then the interview will continue focusing on the lactose free milk after consuming the product, the producer and how the promotion reaches through social media. The data then could become an evaluation for further improvement.

The subject of the research is individuals who have experienced lactose intolerance or related symptoms and are active Instagram users. This specific group is chosen to gain insights into awareness about lactose intolerance and the effectiveness of Milklife's Instagram content. The data collection is primarily executed through in-depth interviews, a cornerstone method in qualitative research. The focus is on understanding participants' awareness of lactose intolerance, lactose-free milk, specifically Milk Life Lactose-Free Milk, and their perceptions of Milklife's promotional content on Instagram. Here's the detail of the participant:

The object of this study is a Brand Awareness created by Milk Life Lactose-Free Milk through its content on Instagram. This research aims to assess how effectively Milklife communicates the

value and benefits of its lactose-free products to its target audience, specifically individuals experiencing lactose intolerance or related symptoms who are active on Instagram.

Upon data collection, the analysis conducted manually. We carefully examine the interview results, linking them to the research questions and interpreting them in an interpretive manner. The analysis process entail a descriptive approach, involving simplification and summarization of the gathered information. Data reduction techniques were applied to eliminate redundant or irrelevant data, followed by a systematic presentation to enhance comprehension. Subsequently, we draw inferences from the data, identifying significant relationships or differences to address the research objectives(Sugiyono, 2013).

To ensure the validity of our findings, we employ a triangulation strategy, specifically utilizing source data triangulation. This method will enable the comparison and cross-verification of interview results from diverse sources, thereby enhancing the credibility and comprehensiveness of the insights gained. (Ramdan et al., 2022) By adhering to these rigorous analytical procedures, we aim to derive meaningful conclusions regarding Milk Life Lactose-Free Milk's brand awareness on Instagram and its communication effectiveness among the target audience.

## RESULT AND DISCUSSION

The results of this research were obtained through in-depth interviews with 14 informants who exhibited characteristics of lactose intolerance and had similar socio-economic status (SES). The interview process took place from June 25th to July 9th and involved informants from several cities in Indonesia, including Jakarta, Lampung, and Surabaya. After conducting interviews with the 14 informants, it was discovered that 3 of them have a milk allergy, as detailed in the following table:

**Table 3.** Level of Knowledge Participants

| Level of Knowledge | Number of Participant | Symptom |
| --- | --- | --- |
| They know that they are Lactose Intolerant | 6 (PD, KK, N, V, RH, TB) | Participants with lactose intolerance report a range of adverse effects. These include stomach pain, discomfort, and dizziness. A common experience is abdominal pain, accompanied by irregular bowel movements. In severe cases, participants may suffer from bloating, accompanied by mild nausea and repeated episodes of bowel discomfort. Additional symptoms include cramps and a persistent uneasy stomach. Many participants inherit this intolerance from their parents, often realizing their sensitivity during adolescence. After consuming milk, they typically endure immediate stomach pain and |

| | | diarrhea. This familial awareness has contributed to a better understanding of lactose intolerance and its associated symptoms. |
|---|---|---|
| They don't know that they are Lactose Intolerant but having a symptoms of Lactose Intolerant | 5 (A, US, HF, AR, FM) | Participants with little knowledge of their lactose intolerance often experience a variety of discomforts, including abdominal pain, cramping, and bloating, accompanied by a sense of fullness or heaviness in the stomach, sometimes even before eating. Consuming milk can result in feelings of nausea, excessive fullness, and severe bloating, occasionally approaching the point of vomiting. Additionally, one participant mentioned that especially in the morning, the consumption of dairy products like chocolate milk can quickly trigger intense cramps and acute discomfort. |
| They know that they are Lactose Intolerant but actually they are allergic | 3 (AP, NR, NH) | Participants with milk allergies experience a range of adverse effects, including persistent diarrhea and vomiting, sometimes leading to hospitalization. These symptoms often involve continuous diarrhea, and in severe cases, it may even progress to bloody diarrhea. |

*Source: Processes by Authors, 2023*

Therefore, out of the 14 participants, we only proceeded with interviews with 11 individuals who exhibited symptoms of lactose intolerance. In this chapter, we will present the research findings obtained from in-depth interviews with respondents who are sensitive to lactose. These results are expected to provide deeper insights into the effects of milk consumption on individuals with lactose intolerance and reflect the complex reality of this condition in various regions of Indonesia.

a.   Most of dairy consumer not aware with Lactose Intolerance

Based on the comprehensive analysis of the interview data, it was determined that a subset of individuals demonstrated awareness of their lactose intolerance, while others remained uninformed about their condition. This highlights the pressing need for heightened awareness and educational efforts concerning lactose intolerance within the Indonesian population. The examination further revealed that individuals who acknowledged their lactose intolerance frequently reported experiencing symptoms such as diarrhea, bloating, and nausea. These findings strongly emphasize the critical importance of seeking expert healthcare guidance for individuals who suspect they may have lactose intolerance.

One informant, Informant FM, mentioned that:

> "I had no idea what lactose intolerance was until a friend told me about it. I realized that many of the symptoms I experienced after consuming milk were associated with lactose intolerance" (Informant FM).

This statement emphasizes the role of external sources in raising awareness about lactose intolerance, as shared personal experiences align with the conclusion that many Indonesians are unaware of the condition and its symptoms. The lack of awareness highlights the need for increased educational efforts to inform individuals about lactose intolerance's impact on health. Commonly reported symptoms, such as stomach pain, nausea, bloating, and digestive issues, contributed to this realization. Participants also recognized the hereditary nature of lactose intolerance within their families, highlighting a genetic predisposition among the Indonesian population.

One informant, Informant KK, mentioned that:

> "I used to experience stomach discomfort after drinking milk, especially when I would have it with coffee. It was through trial and error that I discovered lactose-free milk and realized it was a better option for me" (Informant KK).

This statement highlights the importance of trying different approaches and finding suitable alternatives, such as lactose-free milk, to deal with lactose intolerance symptoms. The analysis of interview responses uncovered a variety of strategies individuals use to manage their symptoms. For example, one informant, KK, mentioned that:

> "Whenever I consume dairy products and start experiencing bloating or stomach pain, I immediately reach for antacid tablets. They provide temporary relief and help me manage the symptoms" (Informant KK).

These findings show that people with lactose intolerance use different ways to deal with their symptoms, like taking medicines or trying natural remedies. Some also switch to lactose-free milk or just accept the symptoms. Some use warm water or drink more water to feel better. The study also found that lactose-intolerant individuals in Indonesia choose various types of milk alternatives. For example, one person, KK, mentioned that:

> "I enjoy drinking milk, especially with coffee, so I switched to plant-based milk" (Informant KK).

Some liked low-fat milk, while others enjoyed almond milk with coffee. Interestingly, some acknowledged the symptoms but still drank regular milk as usual.

b.   Most of consumer not aware with Lactose Free Milk

The insufficient awareness of lactose-free milk among consumers in Indonesia highlights the urgent importance of enhancing public knowledge and understanding regarding this valuable alternative for individuals with lactose intolerance, ensuring they can make informed choices for their dietary needs. In the interview responses unveiled a significant lack of awareness among the majority of participants regarding the availability of lactose-free milk in Indonesia. For instance, one informant expressed their surprise, stating that:

> "I didn't know that there were Lactose-Free products, and I only found out about LFM (Lactose-Free Milk) after having a child" (Informant RH).

This finding highlights the limited knowledge and understanding of lactose-free milk among consumers in the country. Given the relatively high prevalence of lactose intolerance in Indonesia, it becomes imperative to increase public knowledge and awareness about lactose-free milk as a viable alternative for individuals with lactose intolerance. Informing consumers about lactose-free milk options can empower them to make informed decisions and improve their quality of life.

Sharing information about lactose-free milk benefits can help individuals in Indonesia with lactose intolerance make better dietary choices to reduce digestive discomfort. Social media platforms like TikTok and Instagram played a crucial role in providing lactose intolerance information. Many have learned about it through videos, posts, and discussions on these platforms, while others used Google searches and talked with friends to understand more about the condition. However, not everyone was aware of lactose intolerance information on social media. As one informant mentioned that:

> "I learned a lot about lactose intolerance from TikTok videos and Instagram posts." (Informant RH)

Respondents also used Google searches and talked with friends to learn about lactose intolerance, but not all of them were aware of lactose intolerance information on social media.

The findings highlight the importance of social media as a valuable source of information for individuals looking to understand lactose intolerance. Platforms like TikTok and Instagram provide accessible and engaging content that can increase awareness and knowledge of lactose intolerance among urban Indonesian consumers.

c.  Most consumers are not aware of Milk Life Lactose free Milk as the 1st Lactose free milk in Indonesia.

The MilkLife brand, known for its lactose-free milk products, struggles with limited recognition among urban Indonesian consumers. This underscores the significance of harnessing the power of social media, targeted advertising, and transparent product labeling to successfully promote and enhance consumer comprehension of lactose-free alternatives in the market. Based on the analysis of the interview responses, some respondents were already aware of the MilkLife brand but had not yet experienced their products firsthand. One informant mentioned that:

> "I often see MilkLife products in supermarkets, but I didn't know that there are lactose-free variants available" (informant KK).

This indicates that there is a level of recognition for the brand but limited knowledge regarding the availability of lactose-free options. Moreover, the analysis revealed that the majority of participants had not come across MilkLife advertisements. However, some respondents mentioned encountering these advertisements on social media platforms like Instagram, while others recalled seeing them on television. The opinions about the advertisements were mixed, with some expressing interest in trying the lactose-free milk products promoted by MilkLife, while others found the advertisements unappealing. One respondent mentioned that:

> "I am interested in trying lactose-free milk products from MilkLife after trying their products and then seeing them on Instagram. But I was uninterested when I saw them for the first time on Television before." (Informant AR)

The low level of awareness observed suggests that many individuals may not be familiar with the availability and benefits of lactose-free milk as an alternative for those with lactose intolerance. Additionally, there may be a lack of education and information dissemination regarding lactose intolerance and its associated dietary options, including lactose-free milk.

d.  Milklife Instagram Content towards Lactose Free Milk needs to be simplified as consumers have a  gap for awareness.

The interview responses reveal that participants viewed the MilkLife lactose-free milk content as informative and visually appealing. During the interviews, an informant named TB mentioned that:

> "I saw the content of Milk Life lactose-free milk on social media, and it's informative for myself as Lactose Intolerant" (Informant TB).

While some participants appreciated the content's informative nature and found it visually appealing, there were suggestions to enhance its overall appeal by incorporating more engaging and relatable elements. By avoiding medical jargon and adopting a more consumer-friendly approach, the content can attract a broader audience, particularly those less familiar with lactose intolerance.  As one informant mentioned that:

> "Providing an explanation of what Lactose Intolerant means in simple terms is essential to help the general public better understand the condition of Lactose Intolerance" (Informant RH).

However, the participants' desire for more captivating elements highlights an opportunity to make the content even more compelling and memorable. For instance, one informant expressed their opinion, stating that:

> "Made more persuasive with creative and engaging ideas so that people will pay attention to the advertisement" (Informant PD).

This feedback offers valuable insights for refining future campaigns, ensuring that the content effectively communicates MilkLife lactose-free milk's advantages and resonates with its target audience. The interview responses provide valuable and actionable feedback from the participants regarding the MilkLife Lactose Free content. Their input offers insightful recommendations to enhance the content's persuasiveness and engagement, making it more appealing to a wider audience, including younger individuals. One informant, Informant AR, mentioned that:

> "Perhaps it could be explained again who the target market is, who can consume the milk, and what variants are offered by Milk Life Lactose Free" (Informant AR).

The participants' suggestions encompass various aspects, such as emphasizing a compelling comparison between lactose-free milk and regular milk, which can effectively highlight the advantages of the lactose-free option. By incorporating more points for contrast and showcasing the range of milk variants available in Milk Life Lactose Free, the content can better communicate its diversity and cater to different preferences As one informant mentioned that:

> "The advertisement is more appealing if it's about milk comparison. Other points should also be included for comparison purposes. Like the type of milk or the variants of the milk itself" (Informant A).

Furthermore, the participants propose adding captivating elements, such as a case example of someone experiencing stomach discomfort and finding relief through lactose-free milk. Such a relatable and practical scenario can resonate with viewers and showcase the product's efficacy in addressing lactose intolerance-related issues.

Additionally, the participants stress the importance of presenting lactose intolerance in simple terms, ensuring that the advertisement is easily understandable and relatable to individuals who may not be familiar with the condition.

The participants' feedback suggests introducing a variety of flavors to enhance the content's appeal and address diverse consumer preferences. By incorporating these recommendations, the content can effectively communicate the benefits of MilkLife Lactose Free milk and establish a strong connection with its target audience, making it a compelling and relatable campaign. The valuable input from the participants also serves as a resource for refining future campaigns, ensuring that the advertisement maximizes its impact and effectively conveys the product's attributes.

The feedback from the participants provided valuable insights into the positive effects of MilkLife lactose-free milk, specifically in alleviating stomach pain and reducing bloating. Many participants expressed their satisfaction with the product, noting that their stomach discomfort was significantly reduced after consuming it. Additionally, some participants mentioned that they experienced a more pleasant sensation in their stomach, further enhancing their overall experience with the lactose-free milk.
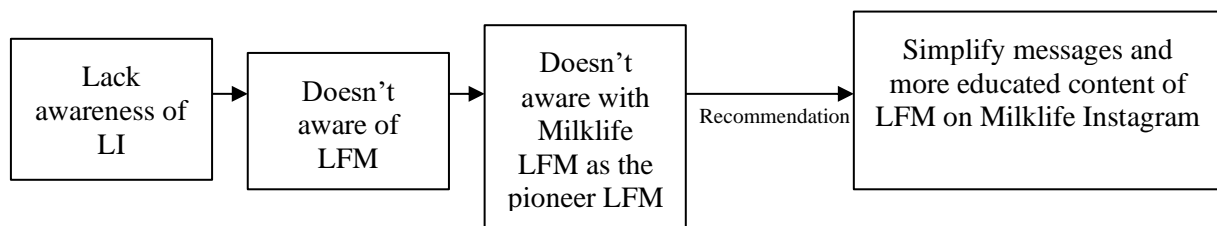
Moreover, the participants showed strong intentions to continue consuming MilkLife lactose-free milk in the future. They saw it as a reliable option for managing their lactose intolerance and providing relief from digestive issues. Beyond their personal consumption, the participants also expressed a willingness to recommend the product to others with lactose intolerance. This highlights their proactive approach in advocating for the milk and sharing the positive benefits they have experienced with those facing similar challenges.

These findings underscore the positive impact of MilkLife lactose-free milk in addressing stomach-related discomfort associated with lactose intolerance. The participants' willingness to support and promote the product reflects a growing demand for lactose-free alternatives and highlights the importance of such products in enhancing the quality of life for individuals with lactose intolerance.

Based on the interview results with the respondents mentioned above, the findings are as follows:

**Figure 2.** The Flows of Research Findings

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┌──────────────┐     ┌──────────────┐     ┌──────────────┐                    ┌────────────────────────┐
│     Lack     │     │              │     │   Doesn't    │                    │  Simplify messages and │
│ awareness of │ ──> │   Doesn't    │ ──> │  aware with  │  Recommendation    │  more educated content │
│      LI      │     │   aware of   │     │   Milklife   │ ─────────────────> │   of LFM on Milklife   │
│              │     │     LFM      │     │   LFM as the │                    │        Instagram       │
│              │     │              │     │  pioneer LFM │                    │                        │
└──────────────┘     └──────────────┘     └──────────────┘                    └────────────────────────┘
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*Source: Processes by Authors, 2023*

From figure 2, it can be concluded that most consumers lack awareness of this condition, which subsequently impacts their knowledge about Lactose-Free Milk. As a result, a significant portion of consumers are also not aware of Milk Life Lactose-Free Milk being the first lactose-free milk introduced in Indonesia. This lack of awareness highlights the need for effective communication and marketing strategies to increase consumers' understanding of lactose intolerance and lactose-free milk options. Consequently, the research offers a recommendation to simplify Milklife's Instagram content related to Lactose-Free Milk. By doing so, the content can bridge the gap in awareness and better information to consumers about the benefits of lactose-free milk, leading to increased recognition and purchase intentions for Milk Life Lactose-Free Milk in the Indonesian market.

**CONCLUSION**

MilkLife emerges as an innovator in Indonesia's dairy sector with its introduction of lactose-free milk, addressing the dietary needs of the lactose-intolerant population. Recognizing the nutritional importance of milk and the challenges faced by many Indonesians due to lactose intolerance, MilkLife has adeptly utilized social media, particularly Instagram, to educate and engage the public about its lactose-free offerings. Despite the innovative approach and the health benefits associated with its products, MilkLife confronts challenges in broadening market penetration and enhancing

consumer awareness. The research highlights a notable gap in awareness among consumers regarding lactose intolerance and the availability of lactose-free milk in the market, which translates into tepid purchase intentions. This underscores the urgent need for intensified educational campaigns to boost consumer knowledge and interest in lactose-free milk options. Addressing these challenges necessitates strategic adjustments in MilkLife's Instagram content. Simplifying and making the content more accessible and engaging is pivotal for captivating a broader audience. Furthermore, augmenting the content with more educational insights regarding lactose intolerance and the benefits of lactose-free milk is essential for fostering consumer knowledge and interest. These strategic modifications are crucial for reinforcing MilkLife's market presence and establishing it as the go-to choice for lactose-intolerant individuals in Indonesia. In essence, MilkLife's endeavor to introduce lactose-free milk signifies a substantial stride towards accommodating dietary restrictions and fostering healthier living. However, for MilkLife to fully capitalize on its pioneering efforts, a recalibration of its marketing and educational strategies is imperative. Enhancing brand visibility, streamlining digital content, and concentrating on comprehensive consumer education about lactose intolerance are paramount for MilkLife to achieve greater success. This research not only illuminates the current landscape of digital health communication in Indonesia but also provides insightful recommendations for future marketing strategies focused on health-related products in the digital era. Conclusively, this study marks a critical advancement in deciphering the complex interplay between digital marketing and consumer health consciousness. It lays a solid groundwork for future endeavors in this dynamic domain, offering valuable lessons from MilkLife's journey and proposing a roadmap for enhancing digital marketing effectiveness and consumer education in health-related fields.

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