Design Instragram Feed as Promotional Media Using Canva Pro at Zaqiku Coffee Mojokerto

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ARTICLE INFORMATION

A B S T R A C T

The effectiveness of Instagram promotion lies in its visual appeal, utilizing photos and videos in a grid format known as a feed. Creating attention-grabbing and promotional content on Instagram involves crafting visually creative, informative, and attractive feed content. Zaqiku Coffee, based in Mojokerto, employs Instagram as an online promotional platform. However, the existing design appears unattractive, impacting the insight and engagement on Zaqiku Coffee's Instagram. This research aims to enhance promotional media through Instagram feeds using Canva Pro, focusing on producing designs that are both creative and informative to attract attention. Implemented through the Action Research method, the study follows a series of procedures: planning, action, observation, and reflection. Data collection involves observation, interviews, documentation, and questionnaires, with 25 respondents comprising the business owner, marketing and design experts, and customers. The EPIC method is employed to gauge design effectiveness, considering Empathy, Persuasion, Impact, and Communication. The study underwent two cycles, yielding an EPIC Rate value of 4.56. This indicates a unanimous agreement among respondents that the Instagram feed design proves highly effective as a promotional medium for Zaqiku Coffee. In conclusion, the research establishes that the Instagram feed design is not only effective but also viable for promoting Zaqiku Coffee. Moving forward, it is recommended that Zaqiku Coffee continues to develop innovative and creative designs for its Instagram feed, enhancing overall promotional strategies.

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1. INTRODUCTION

In the midst of the rapidly expanding coffee industry in Indonesia, where coffee consumption has become a daily ritual, the need for effective promotion has surged. With a remarkable 250% growth in the last ten years, as stated by the Coordinating Minister for the Economy during the Indonesia Premium Coffee Expo and Forum 2022, the coffee industry is witnessing an unprecedented expansion. This

surge in coffee consumption has prompted coffee shops to strategically position themselves in the market through impactful promotional activities. Industrial Revolution 4.0 always brought a new era to human civilization in creating the social, economic and politic that ready to face science and technology development. Industrial Revolution that brings a massive change in economics marked by the optimum utilization of information technology and communication to produce digitalization in every aspect of life (Widyastuti et al., 2020). As noted by Brahim (2021), effective promotional activities, particularly in marketing products or services, should not only be appealing but also easily comprehensible to the public. In this digital age, where social media plays a pivotal role in communication and brand information dissemination, Instagram stands out as a potent platform for promotional endeavors. The visual nature of Instagram promotion, conveyed through photos and videos in a grid, known as feeds, demands content that is not only creative but also informative and engaging. Proper management of corporate accounts on social networks is reflected in the quality of defined goals and expectations. Factors to consider include defining the desired effect, setting a budget, choosing communication channels, and identifying the target audience (Raut et al., 2018)

According to We Are Social data, Instagram is projected to be the second most popular social media platform in Indonesia in 2022, holding nearly an 80% share. This underscores the platform's significance for effective promotion. The visual appeal of Instagram feeds becomes a crucial element in attracting attention and engaging the audience (Megadini & Anggapuspa, 2021). Creating captivating content on Instagram requires careful curation and design, and one of the tools that proves instrumental in this process is Canva. Canva, a graphic design service that has gained popularity for its user-friendly interface and diverse design options, emerges as a go-to platform for businesses and organizations aiming to create visually appealing marketing materials. With its myriad tools for presentations, resumes, posters, graphics, and more, Canva empowers even those with limited design experience to craft creative and attractive content. In this study, Canva Pro is specifically chosen for its additional features, including access to a broader range of template graphics, fonts, and graphic elements, enhancing the creativity of promotional content (Ramadhan & Aryanto, 2021).

Turning our attention to a specific case, Zaqiku Coffee, located in Pacet Mojokerto and established in February 2021, harnesses the power of Instagram for promotional purposes. However, a critical analysis of Zaqiku Coffee's initial posts reveals room for improvement. The lack of organization, dark filters, absence of themes, and a lack of color coordination in the Instagram feeds have contributed to a stagnation in insights after an initial upload of five posts. Recognizing Instagram as a pivotal bridge between consumers and businesses, Zaqiku Coffee is committed to refining its promotional strategy. By enhancing the quality of its Instagram feeds – making them not just visually appealing but also interesting, informative, conceptual, and well-organized – Zaqiku Coffee aims to increase its follower base. Understanding that an engaging Instagram presence is a gateway for consumers seeking information about a coffee shop, the company emphasizes the importance of a strategic and aesthetically pleasing digital representation. In conclusion, the synergy of Indonesia's booming coffee industry, the prevalence of Instagram as a potent promotional platform, and the creative capabilities of tools like Canva underscore the dynamic landscape of modern marketing. As Zaqiku Coffee endeavors to elevate its promotional game through refined Instagram feeds, the broader implications reflect the evolving nature of consumer-business interactions in the digital era..

2. LITERATURE REVIEW
Marketing
Marketing, as defined by Ngatno (2018), encompasses a range of activities related to sales, distribution, and trade. It represents a comprehensive effort by a company to understand customer needs, determine how to meet those needs, and promote and sell products to generate profits. Marketing as a set of business activities intended to plan, price, promote, and distribute goods that align with customer needs while helping the company

achieve its objectives. The marketing mix, according to Napitulu et al. (2021), is a tool consisting of four variables: product, price, promotional activities, and distribution channels (places). These variables aid in assessing market success and meeting customer needs within a chosen market segment. The marketing mix is often represented by the 4P framework. In the realm of marketing, a "product," as defined by Kotler (Napitupulu et al., 2021), is something offered in the market for ownership, use, or consumption to satisfy a want or need. This includes physical objects, services, people, organizational places, and ideas. When setting the selling price, a company has to consider various factors such as end customers, dealers, competitors, suppliers, materials, finances, labor, and company management. The concept of "place" in the marketing mix, treated as a distribution channel (Napitupulu et al., 2021), involves using distribution channels to deliver goods from producers to consumers and industrial users. Finally, "promotion," according to Swastha (Napitupulu et al., 2021), is characterized as a one-way flow of information or persuasion aimed at prompting individuals or organizations to take action and facilitate marketing exchanges.

Promotion
Promotion, as defined by Octavia (2022), is a company's endeavor to influence and persuade consumers to desire the products offered, serving as a crucial determinant for marketing program success. It represents a company's efforts to stimulate consumer interest and drive product purchase decisions, impacting the overall effectiveness of a marketing strategy. The primary objectives of promotion, according to Octavia (2022), encompass informing, influencing, persuading, and reminding target customers about the company and its marketing mix. In-depth, these objectives involve informing the market about new products, introducing innovative product uses, communicating changes in market prices, explaining product functionalities, rectifying misconceptions, reducing buyer fears or anxieties, and fostering a positive corporate image. Additionally, promotion aims to persuade customers by shaping brand preferences, altering perceptions of product

attributes, encouraging immediate purchases, and promoting acceptance of salesperson visits. Furthermore, promotion serves to remind buyers of imminent product needs, recall locations selling the company's products, maintain brand presence without active advertising, and solidify the buyer's initial memory of the company's product.

The promotion mix, as described by Saleh and Said (2019) and Sukma (2022), is the strategic combination of various promotional activities aimed at increasing sales volume. It constitutes an integral part of the marketing mix, providing customers with information, influencing their perceptions, and persuading them to engage with the company's goals and marketing strategies. This mix employs diverse tools such as advertising, personal selling, sales promotion, and public relations to effectively achieve marketing objectives. Overall, the promotion mix is designed to inform, influence, and persuade consumers, ultimately contributing to increased sales volume.

Social Media Marketing
Social Media Marketing, defined by Sudaryo (2020), is the marketing process conducted through social media platforms. It involves the utilization of digital media for promotional purposes, leveraging unique features such as the "Share" and "Like" buttons to facilitate word-of-mouth conversations. Social media, with its distinctive characteristics, has the capability to reach a larger audience in less time compared to traditional media. In practical terms, the objective of promoting brands and content on social media is to enhance brand awareness, manage online traffic, and generate leads for the business. An increasing number of manufacturers and business professionals are turning to social media to showcase their products and connect with customers, aiming to enhance service quality and boost sales. Social media serves as a valuable tool for businesses, providing insights into consumer preferences and feedback that can be utilized to enhance product and service quality.

Instagram
Instagram, recognized for its visual-centric

platform, prioritizes image and video content for user engagement, unlike text-heavy platforms like Facebook or text-exclusive ones like Twitter (Ardiansyah & Maharani, 2022; Triana, 2022). Frequently used for online business marketing, Instagram's popularity stems from its innovation, enabling Facebook friends to follow Instagram accounts and providing a visually appealing medium for promoting products (Nisrina in Ardiansyah & Maharani, 2022). The platform encompasses distinctive features, including the homepage for recent posts, comments, an explore section displaying popular photos, user profiles, and a news feed with tabs for following and general updates. Posting activities involve crucial elements like titles, hashtags, and location to enhance the informational value of uploaded photos. Instagram also supports interactive actions such as following, liking, commenting, and mentions (Oktaresiyanti, 2019).

Instagram Feed, defined as the display of photos on user profiles, significantly influences follower attraction and engagement. Aesthetic feed presentation contributes to visual appeal, and an engaging feed is considered vital for attracting and retaining followers (Hartati, Sri Langgeng Ratnasari, 2020; Oktaresiyanti, 2019). Criteria for a good Instagram feed, as suggested by Alex and Andrew (2018), include strategic grid organization, thematic consistency, filter application, color schemes, font or typography choices, content planning, and high-quality photo uploads. These criteria collectively contribute to an Instagram feed's appeal, fostering increased followership and potential business opportunities.

Canva
Canva, an online-based graphic design and brand-building application, stands out for its user-friendly interface and accessibility, allowing users to effortlessly create visually appealing visuals and graphics. As a free graphic design service, Canva operates through an internet connection and a browser, providing convenience and flexibility for users (Enterprise, 2021). Notably, Canva offers various advantages, including ready-to-use templates, high-resolution photos, diverse font options, online accessibility across devices,

and affordability, making it a preferred choice in graphic design applications (Adi, 2020). The application is divided into Canva Free and Canva Pro, with the latter offering premium access and enhanced features.

To measure the effectiveness of Instagram feed promotional media design, the study adopts the EPIC Model method, a comprehensive tool developed by AC Nielsen for assessing advertising effectiveness. This model encompasses four critical dimensions: Empathy, Persuasion, Impact, and Communication (Durianto in Indah & Maulida, 2017). The Empathy Dimension delves into consumers' affection and cognition, considering affective responses and cognitive aspects related to mental processes and knowledge structures. The Persuasion Dimension focuses on how promotional communication induces changes in thoughts, feelings, and actions, distinguishing between central and peripheral paths in the persuasion process. The Impact Dimension assesses if a brand stands out in its category and if advertising captures consumers' attention, gauging the desired impact based on the product knowledge consumers acquire. Lastly, the Communication Dimension evaluates how well consumers understand, remember, and are impressed by the main message in promotional communications, involving encoding and decoding stages in the promotion strategy. Overall, the EPIC Model provides a holistic framework for evaluating advertising effectiveness across various dimensions of consumer response, persuasion, impact, and communication understanding (Durianto in Indah & Maulida, 2017).

3. RESEARCH METHOD
The research conducted at Zaqiku Coffee in Mojokerto aimed to create effective promotional media by designing Instagram Feeds using the Canva Pro application. Focused on the ease of use and exclusive features of Canva Pro, the research targeted improvement in promotional activities. Utilizing action research, a cyclical and systematic process emphasizing social practice and participation, the study followed Kemmis and McTaggart's approach. The research cycle involved planning, action, observation, and reflection. In

the planning stage, a design concept was devised, including product selection and references (Arikunto, 2020). The researcher used an iPhone XS Max camera and conducted interviews with the coffee shop owner to gather information. The action stage involved implementing the planned Instagram feed designs using Canva Pro

Observations were made during the public presentation of Instagram feed results, and survey results from various experts and stakeholders were included in the observations. Reflection involved a comprehensive review of the designs based on questionnaire results. The analysis unit comprised one business owner, two marketing and computer experts each, and twenty customers or potential customers of Zaqiku Coffee. The research employed primary data from owner interviews and questionnaires, while secondary data included supporting information from vision and mission statements and previous research. Data collection methods encompassed interviews, observation, documentation, and questionnaires. The questionnaire, developed using the EPIC method (Empathy, Persuasion, Impact, and Communication), was sent to stakeholders for assessment. The data analysis method employed was descriptive analysis, with subsequent measurements using the EPIC method to evaluate the effectiveness of the Instagram feed designs.

EPIC Rate
The EPIC value rate shows the product position in respondents' perceptions based in the predetermined rating scale.

$$EPICrate = \frac{XE + XP + XI + XC}{4}$$

Information:
XE   = Total empathy score
XP   = Total value of persuasion
XI   = Total impact value
XC   = Total value of communication
4   = Total numbers of EPIC dimensions

The range of decision scales in the EPIC model:
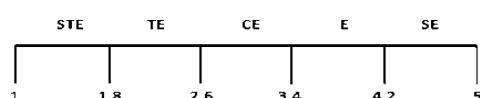

Figure 1. EPIC rate scale

Source: Data processed (2023)
Information:
1 - 1.8   = Very Ineffective
1.9 - 2.6   = Ineffective
2.7 - 3.4   = Quite Effective
3.5 - 4.2   = Effective
4.3 - 5   = Very Effective

4. RESULT AND DISCUSSION
Cycle I Design Overview
The feed design for Zaqiku Coffee aims to showcase its menu items such as coffee, food, and snacks, while emphasizing its use as a co-working space with a focus on cleanliness. Additionally, it will highlight the coffee shop's inviting atmosphere for gatherings with friends and family. The Instagram feed design was created using the Canva Pro application in the browser. The selected layout grid is checkerboard layout with the dominance of blue and white colors and is filtered with details of exposure (10), contrast (-15), and brightness (15). The numbers of designs to be made is nine images. Below are the nine designs that have been given filters.

Figure 2. Cycle I design overview
Source: Data processed (2023)

The following are the results of the scores calculation for each EPIC dimension (empathy, persuasion, impact, and communication) in Cycle I.

Table 1. Cycle I EPIC dimension scores

Dimensions	Score
Empathy	4,5
Persuasion	4,3
Impact	4,4
Communication	4,3

Based on the calculation results, the EPIC rate in cycle I is 4.4. This score is classified as very effective. Despite the effectiveness of the EPIC questionnaire assessment results, there were numerous suggestions from respondents for further enhancing the Instagram feed design. Utilizing feedback from the EPIC cycle I questionnaire, the design will proceed to cycle II for refinement. Drawing from the evaluation outcomes of cycle I and incorporating respondent suggestions, an improvement plan is formulated to elevate the Instagram feed design beyond its previous iteration, namely:

- Adding price information
- Provide product promotions in the form of discounts/bundling
- Adding information about the coffee beans that Zakiqu Coffee uses to make coffee
- Replace/edit the first picture and make a better plating so that it looks more attractive
- Adding persuasive sentences or sentences related to the picture

Cycle II Design Overview

Zaqiku Coffee's Instagram feed design is a design in PNG format created as a promotional media containing product information, coffee shop regulations, a description of the shop's atmosphere, and information on discounted prices on Zaqiku Coffee. The Instagram feed design was created using the Canva Pro application in the browser. The design of the feeds made consists of 9 images with the size of each design 1080 x 1080 pixels. The selected grid layout is a checkerboard with shades of white and blue according to the Zaqiku Coffee logo and is given a bright filter with details of exposure (10), contrast (-15), and brightness (15).

The Instagram feed design is divided into several types, the first is the feed design which contains product information. This type of design includes information about superior products at Zaqiku Coffee, namely cwie noodles and coffee mocktails. This information is in the form of product names, prices, and pictures, as well as adding captions to add a promotional impression in the form of persuasive sentences such as "Happiness in a bowl. Order Cwie Mie without forgetting, because it will satisfy your cravings! Bon Appetite!" and "If you're getting bored of the coffee and milk option, it might be a good idea to try our signature coffee mocktail, which comes in two varieties: Litchi (lychee) and Citrus (orange). Try the sensation yourself and feel the freshness". The hashtags to be used are "#coffeegarden #mojokerto #coffeemocktails #fresh" and "exploremojokerto #cwiemie #chineesefood #foodstagram". In this design, several evaluations have been revised, namely in the form of adding price information and making the product appearance more attractive.

Figure 3. First design overview
Source: Data processed (2023)

In addition, because Zaqiku Coffee's main product is coffee, a design was also made regarding the information on the coffee beans used by Zaqiku Coffee with the caption "Please welcome our signature coffee bean, Arca Ulian Natural, which features flavors of honey, black tea, tropical fruit, white grapes, and mandarin oranges. Arca Ulian Honey, a coffee bean that yields flavors of grape, pear, tangerine, honey, chocolate and floral black tea, is also available. The famous Hungry Bird roasts these coffee beans far from Bali. To all coffee lovers in Mojokerto: try it here rather than traveling far to Bali." The hashtags to be used are "#coffeebeans #beans #coffee #infongopi #pacetmojokerto". In the second design, the coffee beans used by Zakiqu Coffee have been explained, based on evaluation in the form of additional information about the coffee beans used by Zakiqu Coffee). Apart from that, revisions in the form of adding persuasive sentences have also been made, as can be seen in the figure, there is the sentence "For Those Who Dare To Taste Difference".

Figure 4. Second design overview
Source: Data processed (2023)

Furthermore, the owner of Zaqiku Coffee said that there is one product that is often asked about product information, namely samosa, so a design was made about samosa which was given ambiguous words so that the audience was interested in reading the caption printed on the design. The caption for the design is "This snack is often asked by Zaqiku's customers, "What is samosa?" Samosa is typical Indian classic food and similar to spring rolls but in triangular shape instead. This dish has a spicy, savory flavor and a crunchy texture. Typically, the stuffing of this dish is made up of boiled potatoes and curry spices. Consider placing an order while you are here and have curiosity about the flavor." The hashtags to be used are "#samosa #snack #snacktime #coffeegarden #pacetmojokerto #explorepacet."

Figure 5. Third Design Overview
Source: Data processed (2023)

The second type of design is about rules at the shop. These feeds are made because many customers throw cigarette butts carelessly like on the floor and plants. Because Zaqiku Coffee cares about the environment, a design was created to encourage customers to always maintain cleanliness. The image will also be captioned something like "Every litter bit hurts. Please, place the cigarette butts in the ashtray. You can ask for an ashtray at the cashier or bar right away." The hashtags to be used are "#cigarette #ashtray #earth #keepclean #saveearth #greenmarketing #green".

Figure 6. Fourth design overview
Source: Data processed (2023)

The third type of design is about the coffee shop atmosphere provided at Zaqiku Coffee. Zaqiku Coffee is located in the highlands and under the mountain, the place is far from the crowds and the road is quiet but presents a serene view and atmosphere, suitable for people who don't like crowds, doing assignments or spending time alone, with friends and family. So, design was made regarding this and given a caption like "Co-working spare for everyone! We provide comfort to anyone and anytime, so come work on your assignment at Zaqiku Coffee. Don't worry, we also provide free Wi-Fi!", "Life is about moments and we are excited to share a wonderful experience with you." The hashtags to be used are "#coworkingspace #wfc #wfa #workfromanywhere #workfromcafe #infongopi #explorepacet" and "together #friend #warm #welcome #coffeestory #coffeelover".

Figure 7. Fifth design overview
Source: Data processed (2023)

The next type of design is about price cuts or promotion that will be given by Zaqiku Coffee. The design contains an image, promo name, promo price and conditions for getting the promo. The hashtags to be used are "#promotion #zaqikucoffee #happyhour #gratis #kopipagi". This design includes the prices and discounts applied by Zaqiku Coffee.

Figure 8. Sixth design overview
Source: Data processed (2023)

The last type of design is a short story about the owner's struggle to build Zaqiku Coffee until now, so a picture of the owner making coffee and a caption is given "This is Faris, the owner of Zaqiku Coffee. At first, he lacked the fundamental knowledge and abilities needed to operate a coffee business, bu t as soon as he saw an opportunity, he worked hard to study and create the ideal blend on his own. He always spends his time serving clients, creating their beverages, and soliciting feedback from each client on the coffee he serves. in order for Zaqiku Coffee to endure and grow up to this point." The hashtags to be used are "#barista #baristalife #temanzaqiku #coffeegarden #infongopi #instacoffee".

Figure 9. Seventh design overview
Source: Data processed (2023)

All the photos above are combined and uploaded according to order. The sequence is generated from the type of design and the type of grid planned at the beginning, namely the checkerboard so that the final result of Zaqiku Coffee's Instagram feed design is as follows:

Figure 10. Final Design Overview
Source: Data processed (2023)

Here are the scores calculated for each EPIC dimension (empathy, persuasion, impact, and communication) in Cycle II.

Table 2. Cycle II EPIC dimension scores

Dimensions	Score
Empathy	4,7
Persuasion	4,6
Impact	4,5
Communication	4,4

Based on the calculation results, the EPIC rate in cycle I is 4.56. This score is classified as very effective.

Discussion

In this phase, the research findings are analyzed based on the distributed questionnaires utilizing the EPIC model to evaluate the effectiveness of Instagram feed designs created using the Canva Pro application. The Epic Model, employed for measuring design effectiveness, underwent a second cycle of evaluation in response to suggestions from respondents in the initial cycle aimed at refining the Instagram feed designs. The EPIC Model encompasses four dimensions. Firstly, the Empathy dimension gauges whether consumers find an advertisement appealing and explores how consumers perceive the connection between an advertisement and their personality (Durianto in Suryaningsih and Nugraha, 2018). The average EPIC values for the Empathy dimension in cycle I and cycle II were 4.5 and 4.7, respectively, reflecting a 0.2 increase. Both cycles fall within the highly effective category (EPIC rate scale of 4.2-5), indicating positive impressions and likability among Zaqiku Coffee respondents.

The second dimension is Persuasion, which examines the advertisement's ability to enhance a brand's character and influence consumer desires (Durianto in Suryaningsih and Nugraha, 2018). The average EPIC values for Persuasion in cycle I and cycle II were 4.3 and 4.6, indicating a 0.3 increase. Both cycles fall within the very effective category, suggesting that the Instagram feed designs generated interest and a desire to purchase Zaqiku Coffee products among respondents.

The third dimension, Impact, evaluates whether the design captures consumer attention and enhances brand recognition (Durianto in Suryaningsih and Nugraha, 2018). The average EPIC values for the Impact dimension in cycle I and cycle II were 4.44 and 4.5, indicating a 0.06 increase. Both cycles fall within the very effective category, signifying that the Instagram feed design effectively raised awareness of Zaqiku Coffee products among respondents.

Lastly, the Communication dimension provides insights into consumers' ability to remember key messages, understand the content, and the lasting impression left by the message (Durianto in Suryaningsih and Nugraha, 2018). The average EPIC values for Communication in cycle I and cycle II were 4.34 and 4.40, reflecting a 0.06 increase. Both cycles fall within the very effective category, indicating that the Instagram feed design effectively conveyed clear information about Zaqiku Coffee products and delivered a positive message to respondents. The overall EPIC rate calculation, considering all dimensions in cycle I (4.4) and cycle II (4.56), showed an increase of 0.16. This improvement, implemented in response to cycle I suggestions, establishes that the Instagram feed designs in cycle II are highly effective as promotional media for Zaqiku Coffee in Mojokerto.

5. CONCLUSION

Zaqiku Coffee, established in 2021 by Faris Febrianto in Pacet District, specializes in the food and beverage industry, focusing on coffee. Despite utilizing Instagram for online promotion, the uploaded designs have been perceived as unattractive, impacting Zaqiku Coffee's Instagram insights and engagement. To address this issue, a new promotional media strategy will be implemented, specifically in the form of redesigned Instagram feeds for Zaqiku Coffee. The research adopts Action Research, employing the EPIC method to measure design effectiveness before its Instagram upload, carried out over two cycles. A questionnaire was administered to 25 respondents, and the EPIC average values for Empathy, Persuasion, Impact, and Communication dimensions were 4.7, 4.6, 4.5, and 4.4, respectively. All dimensions fall into the highly effective category, yielding an overall EPIC rate of 4.56. Consequently, it can be inferred that the Instagram feed design for Zaqiku Coffee in Mojokerto is highly effective.

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