



CATHARSIS 13 (1) 2024
92-105

p-ISSN 2252-6900 I e-ISSN 2502-4531

Catharsis: Journal of Arts Education



<http://journal.unnes.ac.id/sju/index.php/chatarsis>

Analysis of Instagram Content Design for the Visual Promotion of Kopi Bengkong, a Micro, Small, and Medium Enterprise Coffee Product

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Received 26 January 2024, Accepted 16 March 2024, Published 30 June 2024

Abstrack

The rapid advancement of technology, particularly in information and communication technology (ICT), has significantly impacted various aspects of human life, including economic development. This shift has influenced global marketing trends, transitioning from conventional (offline) to digital (online) marketing. Digital marketing empowers potential buyers to access product information and conduct transactions online. This study aims to analyze how visual content design on Instagram can be utilized as an effective promotional medium for Kopi Bengkong, a local coffee product. This research employs a qualitative content analysis approach, focusing on the visual content components posted on the Instagram account @bengkong_coffee. Data collection methods include document study, literature review, and virtual observation. The findings indicate that creative and engaging visual content on Instagram can enhance brand awareness and audience engagement, thereby expanding the market reach for local coffee products.

Keywords: Digital Marketing, Visual Content, Instagram

INTRODUCTION

Technological advancements have significantly impacted all aspects of human life, including economic development. This impact extends to global marketing trends, which have shifted from conventional (offline) to digital (online) strategies. By employing digital marketing strategies, potential buyers can access product information and even conduct transactions online.

The development of technology, especially information and communication technology (ICT), has had significant effects on the economy and other aspects of human life in recent decades. (Karaman Aksentijević et al., 2021)

Digital marketing encompasses promotional and market research activities conducted through online digital channels. It provides interactive and integrated marketing facilities, simplifying interactions among producers, market intermediaries, and potential consumers. Essentially, digital marketing offers a two-fold advantage: businesses can easily monitor and cater to the needs and desires of potential customers, while consumers can conveniently access product information through internet browsing. Digital marketing can be defined as marketing where messages are delivered using media reliant on digital technology [Arumsari et al., 2022].

According to a 2022 report by We Are Social, the number of internet users in Indonesia has reached 200 million, representing approximately 73.3% of the total population. This indicates a societal shift towards digital lifestyles. With the increasing percentage of internet users, social media has evolved into an effective marketing channel [Rahmadanita, 2022].

As of July 2021, Instagram had reached 91.77 million users in Indonesia, according to We Are Social. The largest user demographic falls within the 18-24 age range, constituting 36.4% of users. Instagram, as a highly popular social media platform, offers a variety of visual

features that can be leveraged to capture consumer attention [Armayani et al., 2021].

Previous research has shown that the use of social media, particularly Instagram, is an effective marketing tool. However, there is still a gap in understanding how visual content design can be optimally utilized for promoting local coffee SME (UMKM) products. This study differs from previous research because it focuses on analyzing the visual content design elements on Instagram for Kopi Bengkong products.

Coffee and the habit of drinking coffee have become an integral part of Indonesian society. Nowadays, coffee is not just a beverage but a part of the lifestyle. This is evidenced by the proliferation of cafes and coffee shops in various major cities, even extending to remote areas. Independent research by Toffin shows that the number of coffee shops in Indonesia reached over 2,950 outlets by August 2019, nearly tripling from 1,000 outlets in 2016. (Kurniawan et al., 2022)

As the coffee-drinking habit grows in Indonesia, especially among the younger generation, the opportunity to reach a broader market is increasingly open. Kopi Bengkong, as one of the local MSME coffee products with a distinctive taste, has great potential to promote its products through social media.

Content analysis is a frequently used method in qualitative research to identify patterns and themes that emerge from data. This method allows researchers to systematically analyze text, images, or other media to uncover the meaning behind the information contained within. Content design analysis is crucial in enhancing marketing effectiveness. By analyzing content design, companies can understand which visual elements capture the audience's attention the most, thereby improving the effectiveness of their marketing campaigns. Additionally, content analysis helps in identifying audience trends and preferences, enabling companies to tailor their content to be more relevant and engaging. By knowing the most effective content designs, companies can allocate their

resources more efficiently, focusing on elements that yield the best results. Attractive and consistent content design can also enhance brand awareness and build a strong brand identity in the minds of consumers.

Initial research indicates that engaging visual content design on Instagram can enhance brand awareness and audience engagement. According to Evans (2008), companies utilizing social media platforms can promote their brands, create awareness, and subsequently convert this awareness into purchasing behavior. Observations of the Instagram account @bengkong_coffee reveal various types of visual content used for product promotion. (Muflichah, I., & Muslichah, I., 2022)

Based on marketing expert Yuswohadi, to survive, MSME actors must be able to maximize the benefits of digital developments. This research aims to analyze how visual content design on the Instagram platform can be utilized as an effective promotional medium for Kopi Bengkong products. This study also aims to understand attractive design elements and appropriate marketing strategies (Purwana et al., 2017).

METHODS

This research employs a qualitative content analysis design. This approach allows researchers to identify patterns and themes present in visual content for product promotion. According to Malhotra & Birks (2007), this research is descriptive as it aims to provide results that can explain characteristics. Haidar & Martadi (2021)

This research utilizes primary and secondary data as sources of information. Primary data is obtained through virtual online observation, while secondary data is gathered through literature review and document study. According to Rihidi (2011), both primary and secondary data, whether related to visual arts, dance, music, or other phenomena, are examined to reveal their deepest meanings. (Rizkyhimawan, et al., 2024)

This research focuses on the components of visual content uploaded through the social media platform of Kopi Bengkong, namely @bengkong_coffee. The study was conducted from July to August 2024. Data was collected through three methods: (1) Document Study: collecting and analyzing documents related to digital marketing strategies and Instagram content design from various sources. (2) Literature Review: this study was conducted by reviewing various relevant literature related to visual content design, digital marketing, and the use of social media as a promotional medium. (3) Virtual Observation: conducting online observations and recording Instagram content from @bengkong_coffee and other coffee MSME accounts to understand the visual elements used.

Primary data was obtained through virtual online observation, while secondary data was gathered through literature review and document study. In the observation technique, monitoring and classification of content types were conducted, along with recording posts with the highest and lowest interactions for each type of content uploaded by the research subjects over a 5-day period, from August 5 to 10, 2024. Each content was observed to understand the visual elements applied, such as color palette, typography, and image composition. The literature review involved analyzing various relevant academic sources, such as journals, books, and previous research reports to strengthen the analysis and findings. Document study was conducted by collecting and analyzing visual objects obtained during the observation process, such as screenshots and notes, to identify prominent visual patterns and themes

RESULTS AND DISCUSSION

Digital marketing is a method for marketing a brand, product, or service by utilizing and leveraging digital media¹. Digital marketing is a general term for targeted, measurable, and interactive marketing of goods or services using digital technology. The

primary goals of digital marketing are to promote brands, products, or services, shape preferences, and increase sales traffic through various digital marketing techniques¹. Digital marketing encompasses strategies for promoting products or services through digital media, including social media platforms like Instagram². (Prasetyo Wati et al., 2020)

Social media marketing is a marketing process that involves creating, communicating, and delivering offers of goods or services digitally through social media platforms. Social media marketing is a digital marketing strategy used by businesses to interact directly with customers through digital social media platforms.

Content marketing is a digital marketing approach that focuses on the creation and distribution of valuable and relevant content consistently, aiming to attract the target audience's attention and retain them, thereby encouraging potential customers to purchase products or use the offered services. According to Kotler, content marketing involves the creation, curation, distribution, and reinforcement of engaging, relevant, and useful content for specific groups to generate discussions about the content. Content marketing can be created and distributed through social media, websites, videos, blogs, podcasts, and other digital media. The creation of content marketing has become an essential part of the business world since the COVID-19 pandemic era. (Yunita et al., 2021)

Based on a survey conducted by Lyfe Marketing, as cited in Yunita et al. (2021), 78% of customers learn about a business through articles rather than advertisements, and 70% of customers trust a business more if it provides various types of content related to its products or services. Effective content marketing can enhance brand awareness for a product. Additionally, content marketing serves to build and maintain the brand identity of a product or service. Creating Instagram content should also focus on producing engaging content, both visually and in terms of copywriting (Sitinjak, 2021).

According to Yusuf et al. as cited in Yunita et al. (2021), there are influential factors in creating content marketing that is more engaging and creative, namely: (1) Design: Good and appealing content ideas will not significantly impact content quality if not balanced with attractive design. All design aspects used must be meticulously arranged to have a more optimal influence. (2) Current Event: Presenting content with the latest news and phenomena popular among the community, thus the content has a great potential to be read by search engines. (3) The Reading Experience: The content design presented must have a good layout and a font type that is easily readable. (4) Timing: Scheduling content uploads aids in planning and managing content posts across various platforms used for content distribution. (5) Tone: The tone in content marketing refers to the style or communication approach used in the content. This factor can influence how the audience responds to and interacts with the distributed content. (Yunita et al., 2021)

Instagram is a photo-sharing application that allows users to take pictures, apply digital filters, and share them across various social networking services. Users have the ability to upload different types of content, such as individual photos (single post), multiple photos in one post (carousel), short videos (reels), IGTV, and temporary stories (story). Instagram is categorized as a social media platform within the social networking sphere, easily accessible and providing insightful information. (Prihatiningsih, 2017)

Instagram is a social media platform centered around image and video content, allowing users to share moments visually. Visual content is a key element on the Instagram platform, where it refers to content that includes visual components or design. This study focuses on the visual components of the Instagram account for Kopi Benkong, which is @bengkong_coffee.

Types of Promotional Content Design in the Instagram Feed of Kopi Bengkong

@bengkong_coffee is the Instagram account of Bengkong Coffee, which features visual content related to coffee. A total of nine posts are available. These posts are categorized into several types, as presented in the following table

Table 2. Types of visual content.

No	Visual Content	Description
	Informatif Content	Content types that present information related to specific products, services, or topics.
	Entertainment Content	Content intended to entertain and engage the audience
	Emosional Content	Content designed to foster an emotional connection with the audience.
	Content Marketing	Content created for the purpose of promoting a specific product or service

1. Informatif Content

On the Instagram account @bengkong_coffee, there are six visual content designs that fall under the category of informative content, based on their visual concept and the elements of visual content :



Figure 1. informatif content1

This content falls under the category of a carousel post as it features multiple pieces of content within a single upload. The content provides fascinating information about various types of coffee beans and their characteristics. This content post is accompanied by the following caption and hashtags :

"Kenali berbagai jenis kopi yang ada di dunia! 🌍☕ Setiap jenis kopi menawarkan karakteristik rasa dan aroma yang unik. Mari kita pelajari lebih lanjut:

Arabika: Kopi ini terkenal dengan rasa yang lembut dan sedikit asam. Biasanya tumbuh di dataran tinggi dan memiliki aroma yang harum.

Robusta: Memiliki rasa yang lebih kuat dan pahit dengan kandungan kafein lebih tinggi. Cocok untuk kamu yang menyukai kopi dengan tendangan ekstra.

Liberika: Kopi yang langka dengan aroma buah yang kuat dan rasa yang sedikit pahit. Banyak ditemukan di Filipina dan Afrika Barat.

Excelsa: Sebuah varian dari Liberika, kopi ini menawarkan rasa yang kompleks dengan nuansa buah dan sedikit asam.

Yang mana nih favoritmu? Yuk, ceritain pengalamanmu dengan kopi-kopi ini di kolom komentar! ☺️👉

[#bengkongcoffee#kopi#coffee#coffeeknowledge#coffeebean#bijiikopi#coffeelover](#)

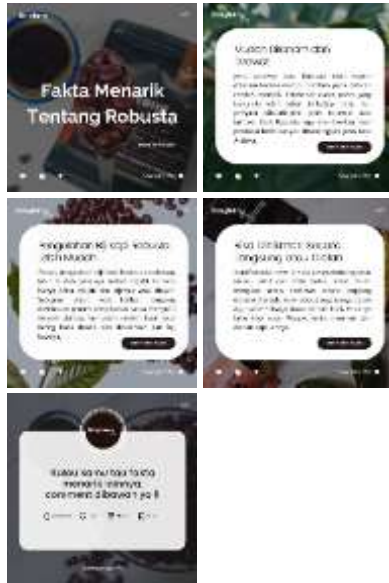


Figure 2. informatif content2

This content is categorized as a carousel post, which is not limited to a single visual content design but encompasses a collection of multiple contents within a single upload. These can be viewed by swiping left or right. The content contains engaging information about Robusta coffee. This content post is accompanied by the following caption and hashtags :

Temukan fakta menarik tentang kopi Robusta bersama Bengkong Coffee! ☕️ Dari biji kopi yang segar hingga secangkir kopi yang nikmat, pelajari lebih banyak tentang apa yang membuat Robusta begitu istimewa. Jangan lupa untuk swipe untuk informasi lebih lanjut dan simpan untuk nanti!

[#bengkongcoffee#kopi#coffee#robusta#coffeelover#kopiindonesia#kopitemanggung](#)



Figure 3. informatif content3

This content is categorized as an informative type presented in a single post format. The image featured in the content is accompanied by a caption written on the post that provides information regarding the brief history of coffee around the world. The post is accompanied by the following caption and hashtags :

"Tahukah kamu? ☕️ Kopi telah menjadi bagian tak terpisahkan dari budaya kita selama berabad-abad. Berawal dari legenda seorang penggembala kambing di Ethiopia yang menemukan buah ajaib ini, kopi kini telah menjelajahi dunia dan menyatukan berbagai budaya. Pada abad ke-15, kopi mulai dikenal di Timur Tengah dan kemudian menyebar ke Eropa dan seluruh dunia. Dari kedai kopi di Istanbul hingga kafe modern di Paris, kopi telah menjadi minuman yang dinikmati oleh semua kalangan. Nikmati setiap teguk kopi dengan mengetahui bahwa kamu adalah bagian dari sejarah yang panjang dan kaya ini. Jadikan secangkir kopi tidak hanya sebagai minuman, tetapi juga sebagai penghubung cerita lintas zaman. ☕️ 📖 🌟
[#bengkongcoffee#kopi#coffee#sejarahkopi#filosofikopi#kopiindonesia#coffeelover](#)



Figure 4. informatif content 4

This content is categorized as an informative type in the form of a single post. It provides information regarding the various levels of coffee bean roasting, as well as the characteristics of each level of coffee roasting. This content is both educational and informative. This content post is accompanied by the following caption and hashtags :

Kenali berbagai tingkat pemanggangan biji kopi dan temukan rasa yang paling cocok untuk kamu! Dari Light Roast yang ringan dan floral hingga Dark Roast yang kaya dan pahit, setiap tingkat pemanggangan menawarkan pengalaman rasa yang unik. ☕️

[#bengkongcoffee](#) [#kopi](#) [#coffee](#) [#coffeeknowledge](#) [#coffee](#) [#coffeeroast](#) [#kopiindonesia](#) [#coffee](#) [#coffee](#)



Figure 5. informatif content5

This content is an informative type presented as a single post, as it consists solely of one visual element without any arrows or dots indicating the presence of additional visual content within the same post. It contains

information about the recipe and preparation method for "Kopi Godog Gula Aren," including the ingredients and steps involved in its creation. This content includes the following captions and hashtags :

Siapa mencoba resep kopi tradisional yang lezat ini? ☕️ Ayo, buat Kopi Godog Gula Aren ala Bengkong Coffee di rumah dan rasakan kenikmatannya! Jangan lupa tag kami di @bengkong_coffee dan gunakan hashtag #bengkongcoffee untuk kesempatan ditampilkan di halaman kami. Selamat menikmati! #bengkongcoffee#kopi#coffee#kopitemangrove#resepkopi#kopiindonesia#coffee



Figure 6. informatif content 6

This content is of an informative nature, presented in the form of an infographic that provides information on the health benefits of unsweetened black coffee.

Informative content designs such as carousel posts and single posts are highly suitable for Instagram as they allow for the delivery of detailed and structured information. The use of infographics and coffee recipes also captures the attention of audiences seeking educational content. This content is accompanied by the following description and hashtags :

Manfaatkan kebaikan kopi hitam tanpa gula untuk kesehatan tubuh kamu! ☕️ Dari meningkatkan daya ingat hingga membantu menurunkan berat badan, secangkir kopi hitam dari Bengkong Coffee adalah pilihan tepat untuk memulai hari kamu. ☕️

[#bengkongcoffee#kopi#coffee#coffeeknowledge#kopihitam#kopilokal#sehatalami#coffeetime](#)

Emosional Content

Emotional content is a type of content that expresses feelings, aimed at connecting the audience with the created material. On the @bengkong_coffee account, there are two posts that fall under emotional content based on visual concepts, visual elements, and caption elements within the content :



Figure 7. emotional content 1

This content is of an emotional nature, emphasizing the sentimental feelings elicited by the visual amalgamation of coffee farmers with a descriptive caption that narrates the story of the local farmers behind it. The content has the following caption and hashtags :

Tahukah kamu bahwa biji kopi Bengkulu berasal dari jantung Temanggung, Jawa Tengah? Ditanam di dataran tinggi yang sejuk dan subur, kopi kami dipetik dengan hati-hati oleh petani lokal yang telah mewarisi keahlian mereka selama bertahun-tahun.

Kopi Bengkulu bukan sekadar minuman, tapi juga warisan budaya dan semangat komunitas kami. Setiap biji kopi diproses dengan penuh dedikasi untuk menghasilkan rasa yang kaya dan aroma yang menggoda. Nikmati secangkir kopi Bengkulu dan rasakan sentuhan alam Temanggung di setiap teguknya.



[#bengkongcoffee#kopi#coffee#temanggung#petanikopi#kopilokal#kopinusantara#kopiindonesia](#)



Figure 8. emotional content 2

This content falls under the category of emotional content, where an image of a hand holding a cherry coffee is juxtaposed with a caption that encourages the audience to engage in a deeper experience with coffee. Content that expresses emotions and the stories behind the product, such as visualizations of coffee farmers, is highly effective on Instagram. This helps build an emotional connection with the audience, which is one of the platform's main strengths. The content has the following caption and hashtags :

Kenali kopi dari akarnya! ☕️💎 Kopi cherry, buah dari tanaman kopi, tidak hanya indah dipandang tetapi juga kaya akan manfaat. Dari biji kopi yang tersembunyi di dalamnya, lahirlah secangkir kopi yang kita nikmati setiap hari. Yuk, hargai setiap prosesnya! ☕️🌱
[#bengkongcoffee#kopi#coffee#kopiceri#cherrycoffee#coffee lover#kopiindonesia](#)

2. Content marketing

Marketing content refers to material created to promote products, brands, or services to a target audience. The design of marketing content that features product images with captions emphasizing the product's advantages is highly suitable for Instagram. Attractive and informative visuals can enhance brand awareness and encourage user interaction. On the @bengkong_coffee account, there is one visual content post that falls under the category of marketing content.



Figure 9. emotional marketing 1

This content falls under the category of marketing content that features images of Kopi Bengkong products, reinforced with captions that highlight the product's advantages. The content has the following caption and hashtags:

Temukan keaslian rasa kopi Indonesia dengan Bengkong Coffee! ☕ Dengan 100% biji kopi Robusta yang dipanggang sempurna, setiap cangkir menawarkan cita rasa yang kaya dan autentik. Nikmati kopi berkualitas tinggi yang dihasilkan dari ketinggian Temanggung.
[#bengkongcoffee#kopi#coffee#robusta#coffeelover#kopiindonesia#kopitemanggung](#)

In addition to the types of content mentioned above, the suitability of the content design with the Instagram platform is crucial to ensure your content is engaging and effective. Several key points such as attractive visuals, content size, content quality, captions, calls to action, hashtags, and interaction with the audience significantly influence account growth. Here is the alignment between the content design on the Instagram account @bengkong_coffee and the Instagram platform:

- (1) Engaging Visuals: The content posts on this account feature various types of appealing and high-quality coffee images, aligning with Instagram's emphasis on captivating visual content.
- (2) Informative Captions: The captions used in various content posts on this account provide clear and engaging information about Robusta coffee products, complemented by the use of relevant

hashtags such as #bengkongcoffee to enhance visibility.

- (3) Call to Action (CTA): There is a CTA inviting users to experience the taste of coffee, which is effective in encouraging interaction and user engagement.
- (4) Interaction with Followers: This account also demonstrates interaction with followers, which is important for building community and brand loyalty on Instagram.

Conclusion: The design of Bengkong Coffee's posts is highly suitable for the Instagram platform, utilizing attractive visuals, informative captions, effective calls-to-action, and interaction with followers to enhance engagement.

Aesthetic Visual Analysis of Instagram Feed Content Design for Bengkong Coffee Product

According to Chante et al. (2014) in Nadikattu (2014), Instagram functions as a social media channel where individuals, companies, sellers, and interest groups can quickly join. Photos or images uploaded by any of them can be reposted, thus accelerating the spread of information

Leavy (2020) in Krebs et al. (2024) states that visual content analysis is an arts-based research approach used to examine communication patterns found in visual artifacts such as photos, paintings, drawings, and, in this study, social media posts.

Kusumasondjaja (2018) in Kusumasondjaja (2021) found that visual aesthetics (peripheral cues) and message orientation (message cues) play a significant role in developing consumer engagement in the context of Instagram.

Surajiyo (2015: 160) in Rahmawati (2022) explains that aesthetics originates from the Greek word "aesthesis" or observation, which is a branch of philosophy concerning beauty. Visual aesthetics in content significantly contributes to attracting the audience's attention.

The publication object can convey impressions and messages in accordance with

what is intended to be communicated until it is understood by the reader, due to the presence of design elements and design principles within such a design work.

According to Tom Lincy, there are five principal tenets that serve as the foundation for designers to produce their work. These are: (1) Proportion: This involves the adjustment of the page size to its content. (2) Balance: This is the arrangement of elements on the page to create a balanced effect. (3) Contrast: This is the combination of two distinct elements to highlight one another. (4) Rhythm: This is the repetition of elements to create a pleasing rhythm. (5) Unity: This is the relationship between different design elements to form a new whole. (Archita, 2022)

The aesthetic visual analysis of content design on the Instagram account @bengkong_coffee is described in the following aspects:

(a) Visual Aspect

Hasian & Putri (2021) in Putri, I. G. A. A. A., & Julianto, I. N. L. (2023) stated that the application of visual content on social media must consider the composition of image capture and consistency in the use of visual elements, as these affect the appearance of Instagram content.

The visual aspect in content is crucial for attracting audience attention and enhancing interaction. Visualization of content is not merely for decoration but also reinforces the message being conveyed. The use of images, illustrations, memes, comics, infographics, and videos can make content more engaging and easier to understand.

The visual aspects of the Instagram account @bengkong_coffee's posts use warm colors such as brown and green, creating a friendly, comfortable, and inviting atmosphere that helps users feel closer to the coffee products offered. The contrasting colors and balanced placement of elements attract users' attention and make it easier for them to focus on important information, ensuring the main message is clearly received. Images of coffee, coffee beans, and icons reinforce the coffee

theme, giving an impression of being natural, fresh, and professional, building a consistent and easily recognizable visual identity. High-quality and relevant visuals enhance visual appeal and strengthen the intended message, creating a clean, professional, and authentic impression that increases users' interest and trust in the product. Carefully chosen visual aspects create a friendly and professional atmosphere, reinforce the coffee theme, and attract users' attention.

(b) Aspect of Writing/Font/Typeface

This analysis demonstrates how design elements such as color, typography, and image composition can influence the visual perception and meaning received by content viewers.

A full understanding of typographic applications will serve to direct the designer in choosing suitable a typeface with which to express and communicate a message. (Yadav et al., 2014)

The Instagram content of @bengkong_coffee uses a simple and easy-to-read font, with a modern sans serif typeface. This creates a professional, friendly, and accessible impression. The clear and clean font helps convey messages effectively without distracting from the main visuals. The varying font sizes and strategic placement ensure that important information is easily found and read by users. Consistency in font usage and text size helps create a strong and recognizable visual identity. The text is well-placed so that it does not interfere with the main visuals but remains easy for the eyes to follow. The combination of these elements creates a professional and friendly visual perception, enhancing the appeal and trust of consumers towards the product.

(c) Content Aspect

The content aspects of Instagram include several key elements that can enhance engagement or interaction with the audience.

Images shared on social media are seen as high value and have depth and density that words often lack. They represent communication that words may not be able to give. They allow more communication than

most status updates or short sentences (Fris, 2014) in (Ryhänen, 2019)

The posts on this account narrate the history and origins of Bengkong coffee beans, providing deep cultural context and emphasizing the quality and uniqueness of the product. The message encourages readers to appreciate each sip of coffee as part of a long history, highlighting the authenticity and high quality of coffee beans grown in the highlands of Temanggung. This content provides information about the benefits of black coffee without sugar and various levels of coffee bean roasting, appealing to coffee enthusiasts and health-conscious consumers. The combination of engaging narrative and clear messaging creates the impression that Bengkong Coffee is a professional and trustworthy brand.

Analysis of Product Information Absorption in Content Design

The analysis of product information absorption in Instagram content is an approach conducted to examine how visual content can influence brand awareness and user interaction. The use of design elements in content, such as brand colors, typography, and consistent visual style, can strengthen brand identity. An audience that frequently sees a logo or product consistently featured in content will retain a visual impression of the brand. Furthermore, the use of high-quality photos and good layout can enhance the appeal of the content.

In order to understand customers' engagement with any brand on Instagram, the number of 'Likes' and 'Comments' are valuable indicators. (De Vries et al., 2012; Hoffman and Fodor, 2010) dalam (Erkan, 2015)

A content analysis was conducted on the Instagram account @bengkong_coffee to observe how content design influences the absorption of product information on Instagram content. Subsequent to this analysis, data was gathered from the insights of the @bengkong_coffee account over a 30-day period, from July 31 to August 13, 2024. It was found that a total of 134 accounts were reached, comprising 38 followers and 96 non-followers,

with a total of 12 accounts interacting with the Bengkong Coffee posts. Out of these, 9 accounts were recorded as followers of the Bengkong Coffee account, and 3 were non-followers. From all the content posted on the account, two posts with the highest number of impressions were selected for further analysis.

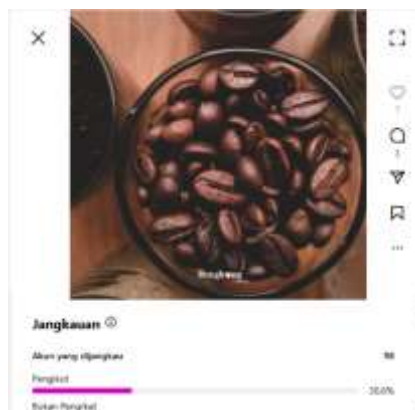


Figure 10. Analysis of information absorption 1

The Instagram post in question has been analyzed for data insights, revealing the involvement of 98 user accounts. Of these, 30.6% are followers of the Kopi Bengkong Instagram account, while the remaining 69.4% are not followers. The total number of impressions, or the count of times the post was viewed by Instagram users, reached 118. This includes 67 views from the homepage, 29 views via hashtags, and 6 views from other sources. The post recorded 11 interactions comprising 7 likes, 3 comments, and 1 share. Additionally, there were 11 visits to the Kopi Bengkong Instagram profile following interactions with the post.



Figure 11. Analysis of information absorption 2

The data insights from the content post indicate that it reached 30 Instagram user accounts, with 73.3% being followers and 26.7% non-followers. The total impressions for the post amounted to 38, with a breakdown of 23 views from the home feed, 10 from hashtags, and 5 from the profile. The interactions recorded on the post were 7 in total, all originating from followers, and consisted solely of likes. Furthermore, the profile activity, or the number of actions taken by people when they open the Instagram profile of Kopi Bengkong after interacting with this post, was 3 visits without an increase in the number of followers.

CONCLUSION

This research analyzes how the design of visual content on Instagram can be leveraged as an effective promotional medium for Bengkong Coffee products. The findings indicate that creative and engaging visual content on Instagram can enhance brand awareness and audience engagement, thereby expanding the market reach for local coffee products. This study employs a qualitative content analysis approach, focusing on the visual content components posted on the Instagram account @bengkong_coffee. Data collection methods include document studies, literature reviews, and virtual observations. The findings suggest that creative and engaging visual content on Instagram can increase brand awareness and

audience engagement, thus broadening the market reach for local coffee products.

The impact of this research is to provide insights for local coffee SMEs on the importance of visual content design in digital marketing strategies. This study also demonstrates that the use of social media, particularly Instagram, as a marketing tool can be effective in increasing brand awareness and audience engagement. Consequently, local coffee SMEs can leverage social media to promote their products more effectively and efficiently. Furthermore, this research underscores the significance of appealing design elements and appropriate marketing strategies in creating visual content that can attract attention and enhance interaction with the audience.

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