

Visual Elements as Promotion of Libong Coffee on Instagram Media

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ABSTRACT

Promotion is an effort to introduce and invite consumers with the aim of attracting customers to buy the products offered. One business that uses social media as a medium to introduce its products is Libong Coffee. Libong Coffee is a coffee shop that offers typical Manggarai products in the Senen Raya area, Central Jakarta. This shop uses Instagram as a medium for promoting its products by uploading Instagram content in the form of photos and videos. However, the weakness of Libong Coffee's Instagram content is that the Instagram feed lacks its own aesthetic and characteristics. This can be seen from the application of visual elements and visual content on Instagram which is still minimal. The aim of this research is to determine the role of visual elements in Libong Coffee's Instagram content. Apart from that, to help increase the urgency and attractiveness of Libong Coffee on Instagram in terms of interesting visual content, regular posts, use of hashtags, and others. This research is qualitative research with primary data obtained through observation and interviews with the owner of Libong Coffee as the key informant. Secondary data is used to obtain information from various sources in the form of books, scientific journals, research reports, and other literary sources. The results of this research indicate that the application of visual elements to Libong Coffee's Instagram content is still limited. The application of visual elements to the visual content used includes illustrations, colors, typography, and layout. Apart from that, this coffee shop which has potential has begun to be known by the local community by improving the products and marketing offered via Instagram, but the visual content displayed has not yet utilized Instagram's features optimally. The visual content implemented by Libong Coffee includes a unified concept, product, and testimonials.

Keyword: : visual elements, instagram content, promotion, libong coffee

INTRODUCTION

Promotion is an effort to introduce, inform, offer, and invite consumers with the aim of attracting customers to buy a product being offered. The essence of a promotion is to create attraction and display the advantages of a product so that consumers are expected to be interested in the product. One form of product promotion that is often carried out by business people is promotion using Instagram social media.

Instagram is a social media that has photos, videos, and various other features (Bayu & Yudarta, 2020). The use of Instagram social media in society has increased. This is supported by We Are Social data which states that Instagram's monthly active users (MAU) worldwide reached 1.45 billion people in April 2022 (Armayani et al., 2021). The features offered by Instagram help business people disseminate information through social networks that can reach consumers at one time because basically every social media is connected to other social media. This is also an advantage in utilizing Instagram social media for producers and consumers in looking for the products they are looking for. However, producers must also pay attention to the content displayed so that Instagram Feed is aesthetic and attracts consumers to buy the products offered.

Instagram is now a growing phenomenon in the business world (Fauzi et al., 2022). Business people are starting to understand the importance of social media, especially Instagram, in promoting the products they offer. Promotion using Instagram social media is a more practical and efficient form of utilizing advances in information technology financially. However, using Instagram is not free from its problems. The problem faced is in terms of attractiveness which influences consumer choices in determining which products to consume. The role of visual elements is an important thing that must be considered when creating Instagram content (Arifah & Panganguspa, 2023). Effective use of visual elements can give Instagram business content character and have its own identity. Apart from that, visual content that makes maximum use of Instagram features can add a special attraction for consumers.

One business that uses Instagram as a promotional medium to introduce its products is Libong Coffee. Libong Coffee is a coffee shop from Manggarai, Flores, NTT which is located at Jl. Senen Raya No.42, RT.9/RW.1, Senen, Senen District, Taman, Special Capital Region of Jakarta. Carrying the tagline "from Flores for Indonesia", Libong Coffee not only introduces the taste of typical Flores coffee but also its culture and nature.

Libong Coffee has experienced significant development in recent years. With the introduction of an innovative menu, friendly service, and commitment to quality, Libong Coffee has succeeded in building a strong reputation in the coffee industry. Its strategic location and efforts to market itself actively on social media have helped attract customers from Libong Coffee. With a focus on sustainability and local partnerships, Libong Coffee has also become an important community hub, making it an attractive choice for coffee lovers and people looking for a unique cafe experience.

Libong Coffee uses Instagram as a promotional medium for its coffee by uploading Instagram content in the form of photos and videos. However, the drawback of the Instagram content shared by Libong Coffee is that the Instagram appearance lacks its aesthetic and characteristics. Here it can also be seen that Libong Coffee's Instagram content does not utilize much of the visual elements and features of Instagram. This will affect the market and result in reduced consumer interest in consuming the products offered by Libong Coffee. Libong Coffee's Instagram content is an interesting phenomenon to study in more depth. This research was conducted qualitatively to look in depth at the essence of consumer enthusiasm for Libong Coffee's Instagram content and the coffee products offered.

RESEARCH METHODOLOGY

This research uses Timothy Samara's visual elements theory with a qualitative descriptive approach. Qualitative research is research that intends to understand what phenomena are experienced by research subjects, for example, behavior, perceptions, motivations, actions, etc., holistically and descriptively in the form of words and language, in a special natural context, and utilizing various scientific methods.

The research subject in this study is Libong Coffee's Instagram content and the research object is focused on the role of visual elements. The data collection methods used were observation, interviews, and literature study to assist the data analysis process. Secondary data used to obtain information from various sources are books, scientific journals, research reports, and other literary sources. Apart from that, in this research, researchers also made observations from 10 Libong Coffee consumer testimonials. The samples observed were products sold and Instagram content from Libong Coffee.

DISCUSSION

This research focuses on Libong Coffee's Instagram content. Researchers want to analyze in depth Libong Coffee's Instagram content in terms of the application of visual elements and visual content. Therefore, to understand the role of visual elements and visual content, it needs to be studied carefully.

1. Product Promotion

Visual elements to support the promotion of a product are widely used by several industrial sectors in communicating the products offered (Sari, 2013). The use of visual elements is considered effective in creating an identity that influences the target market of the related industry. This is caused by business competition in marketing similar products for sale on the market. So business people are competing to promote products through product branding and promotions via social media.

The identity of a product offered to consumers can be represented by modifying Instagram content owned by business people (Nanda, 2022). Currently, the easiest promotion to do is through Instagram and several other social media. This product identity will be useful in promoting a product offered to consumers.

One of the influential factors in promoting products to attract consumers is the visual elements of Instagram content consisting of illustrations, photos, typography, and layout. Apart from that, the appearance of Instagram content and features also influences consumer interest. Visual elements act as basic stimuli that help create visually appealing content.

Effective use of visual elements creates Instagram content that has visual appeal. The presence of visual elements can provide emotional benefits to consumers to buy the products offered. One of the visual elements that can attract consumers is color. The use of color is very influential in creating the identity of a product. For example, Starbucks drink products are identical with the color green and Chatime is identical with the color purple. Apart from color selection, display content selection also influences the value of the product in the eyes of consumers. The formation of a value can be seen based on the consumer's experience with the particular product they consume. Identity and culture are formed from the communication of visual elements that are successfully applied to a product so that it provides benefits and values that are embedded in the minds of consumers.



Figure 1.1. Instagram Feed of Libong Café
Source: Libong Coffee Instagram, 2023

2. Visual Elements

Visual elements play an important role in adding value to the Instagram content displayed (Gurning, 2021). Apart from that, the application of visual elements influences consumer interest and can influence consumer choices in consuming a product (Vellina & Nugroho, 2020). Visual elements consisting of illustrations, colors, typography, and layout are elements that play an important role in conveying information visually. Good content design is content design that is able to create a positive response from consumers, indirectly persuading consumers to buy the products offered (Lukitaningsih, 2013). The design of the Instagram content displayed must also be able to reflect an identity that provides added value to the products offered. The following are the visual elements contained in Libong Coffee's Instagram content which play a role in increasing the promotion of the products offered.

A. Illustration

Illustrations are images or photos that aim to explain text while creating attraction (Wardana, 2015). The illustrations contained in Libong Coffee's Instagram content consist of photo illustrations using digital techniques. Illustrations can become a visual interaction concept, according (Julianto & Cahyadi, 2020) the concept in question is an illustration of interaction as an element of visual stimulation with types of activities that influence cognitive, affective, and psychomotor aspects. The Instagram content displayed shows more visitor activity, as can be seen from the uploaded photos and videos of visitors which dominate Libong Coffee's Instagram content. Apart from that, Libong Coffee's Instagram content also displays the products Libong Coffee offers but does not show them specifically.

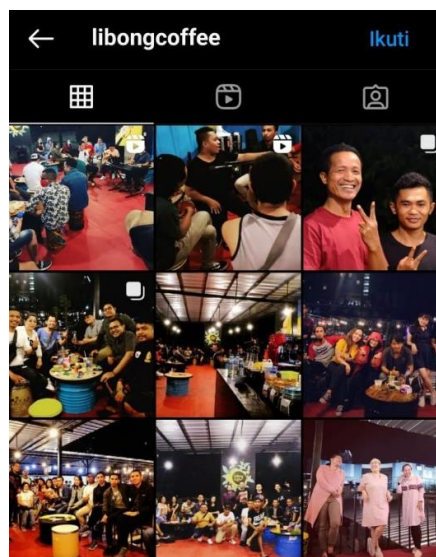


Figure 2.2. Utilization of photo illustration on Libong Coffee 's Instagram
Source: Libong Coffee's Instagram, 2023

B. Color

Color is an element that can attract attention, improve mood, and depict the image of a company and other people (Laura & Luzar, 2011). Instagram content creation must focus on graphics, displayed colors, and attractive design elements to create ideal Instagram content (Regina et al., 2022). Judging from Libong Coffee's Instagram content, the color element that is Libong Coffee's main identity is

yellow. Apart from that, another color that is often displayed in Libong Coffee's Instagram content is black and white. However, the weakness seen here is that Libong Coffee does not pay attention to the application of color and color elements in the display of its Instagram content.

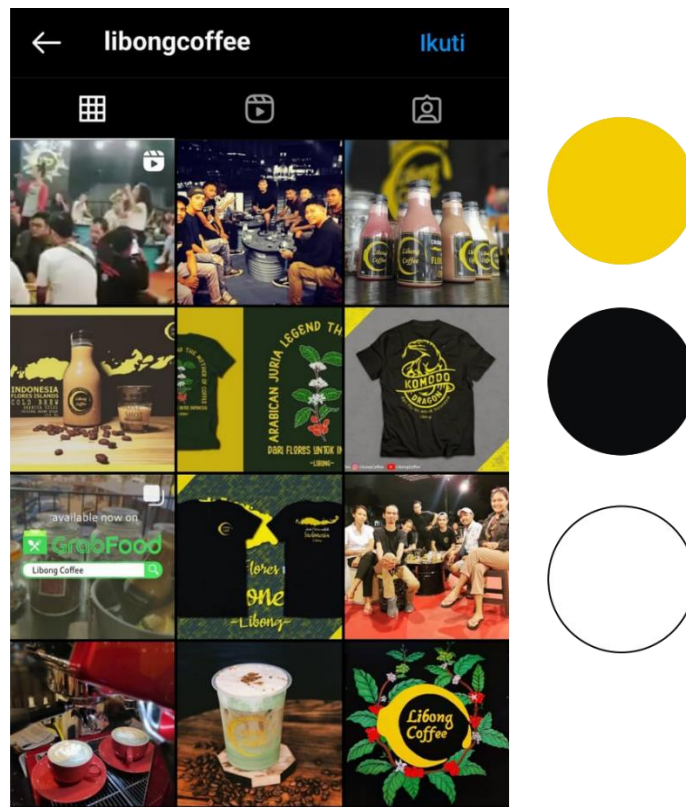


Figure 1.3. Utilization of color on Libong Coffee's Instagram
Source: Aristi Putri, 2023

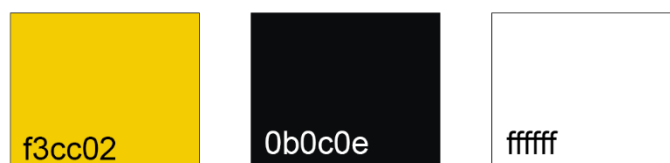


Figure 1.4. Color tones on Libong Coffee's Instagram
Source: Aristi Putri, 2023

C. Typography

Typography is a scientific discipline that studies the specifications and characteristics of letters, as well as how to select and manage letters for certain purposes. Typography in visual communication design must be able to explain and represent the form of communication that will be conveyed visually (Prawita et al., 2017). Consistent use of typography and fonts influences the appearance of Instagram content to be more aesthetic. In Libong Coffee's Instagram content, the typography used by Libong Coffee is a serif font, namely Monotype Corsiva. This typographic component can be seen from the application of serif letters on the Libong Coffee logo itself. Apart from that, this typography is used in other media such as packaging for food and beverage products from Libong Coffee.

The Monotype Corsiva serif font was used because it expresses the harmony between elegance and sincere traditional taste in this coffee brand. The character of the letters is soft and elegant, giving this logo a touch of class. In addition, this typography reflects the premium quality of Libong Coffee cafe products. The winding and flowing letters seem to describe the tempting aroma of coffee, while the classic feel refers to the highly respected traditional method of making coffee. This alignment creates a strong and inviting brand identity, making Libong Coffee an irresistible choice for coffee lovers who appreciate taste and beauty in every cup.



Figure 1.5. Typography on the Libong Coffee logo
Source: Aristi Putri, 2023



Figure 1.6. Use of typography in Libong Coffee products
Source: Aristi Putri, 2023

D. Layout

Layout is the arrangement of related design elements into a plane to form an artistic order (Putri, 2019). The main purpose of layout is to display image and text elements so that they are communicative and make it easier for readers to receive the information conveyed. Every Instagram feature in posting photos will indirectly apply a type of grid layout because Instagram posts adopt the grid concept in their layout. Likewise, Libong Coffee has adopted a grid layout for its Instagram content. Grid layout is an advertising layout that refers to the grid concept, namely designing advertisements as if they were part by part (image or text) on a grid scale. On the Libong Cafe Instagram Feed, product photos, photos, and videos of visitors, as well as several merchandise offered by Libong Coffee are posted by adopting a grid layout that has been adjusted by the Instagram platform itself. The layouts used in Libong Coffee's Instagram content can be categorized as "Grid Layouts" or "Mosaic Layouts." In this layout, a series of images are posted side by side so that when viewed as a whole they form one cohesive image or theme. Usually, this theme is related to coffee, such as coffee beans, production processes, or coffee dishes. Using this kind of layout provides an attractive and consistent visual appearance on the Libong Coffee Instagram profile page.

2. Visual Content

Apart from visual elements, visual content also plays an important role in attracting consumers. The application of visual content on social media must pay attention to the composition of shots and consistency in the use of visual elements because this affects the appearance of Instagram content (Hasian & Putri, 2021). Visual content such as unified concepts, products, and testimonials can help in the process of conveying information to consumers and as a product promotion step that has an impact on marketing and sales of a product.

A. Unity of Concept

The unified concept in Libong Coffee's Instagram content looks characteristic by carrying yellow branding. According to the owner of Libong Coffee, the yellow color itself is taken from the foundational philosophy of previous Chinese business buildings which used jackfruit stems or yellow manga stems. The use of these logs can be an attraction with its bright color so it is believed that it will attract consumers to come to the place of business. The color yellow is also closely related to the culinary business, where yellow can arouse appetite and attract consumers' attention. However, there are shortcomings, namely inconsistent application of visual elements and lack of harmony in the display of content. Instagram content looks busy and lacks aesthetic value, which can influence consumers' assessment of Libong Coffee's Instagram content.

B. Products

Introducing the products being sold to consumers can be done by promoting the product with visual content that displays the products being offered. Libong Coffee's Instagram content is quite routine in introducing its products through visual content with photographic illustrations. However, Libong Coffee has not been significant in introducing products through visual content, because its product posts do not include product descriptions such as product names and market prices.



Figure 5. Product sold by Libong Cafe
Source: Libong Coffee, 2023

C. Testimony

Testimonials are uploads of consumer testimonials regarding products consumed (Muzdalifah & Ilmiah, 2020). This testimonial aims to grow consumer confidence in the products offered (Sembada et al., 2022). Libong Coffee uploaded a video testimonial which was featured in its Instagram content. The existence of these testimonials indirectly helps producers in introducing products from Libong Coffee. Direct reviews by consumers can increase trust and interest in the products offered.

CONCLUSION

Based on the results of research on Libong Coffee's Instagram content, it can be concluded that in Instagram content, a business needs to design interesting content to increase consumer interest in the products offered. The use of visual elements in Libong Coffee's Instagram content has not been implemented optimally even though these visual elements can be added value to attract consumers to product promotions offered by Libong Coffee. This is due to a lack of understanding of the role of visual elements such as illustrations, color, typography and layout. The presence of visual elements can provide an overview of the products being sold. Apart from the visual elements, Libong Coffee's visual content

is also still limited. The use of Instagram features is still minimal. The application of visual content such as concepts, product testimonials, etc. has an important role in convincing consumers to buy the products offered (Hanindharputri & Pradnyanita, 2021). The visual content to be displayed must be communicative and informative. The goal is that Instagram content still looks attractive, and the information presented in the content is also optimal. This is what Libong Coffee must improve so that Instagram content becomes more interesting and has its own identity by utilizing visual elements. Apart from that, the content presented becomes more communicative and informative by making maximum use of Instagram features.

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