

## **The Impact of Visual Design on Impulse Buying in Shopee's Instagram Ads**

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### **ABSTRACT**

This research examines how visual design elements in Shopee's Instagram advertisements influence consumers' impulsive buying behavior. With the growing prevalence of online shopping among users aged 18 to 34, brands increasingly rely on visual strategies such as bright colors, countdown timers, and expressive illustrations to attract immediate attention. The study applies a qualitative approach using content and semiotic analysis of Shopee's "6.6 Campaign" advertisements. The analysis focuses on color schemes, typography, illustration style, layout, and motion effects. The findings reveal that warm orange tones, bold typography, and cheerful character illustrations effectively capture attention and create a sense of urgency, which encourages spontaneous purchases. Structured layouts and balanced visual rhythm further strengthen clarity and brand recall. The results suggest that combining emotional triggers with consistent visual identity enhances user engagement and purchase intention. This study underscores the role of visual communication design as a strategic tool in shaping consumer perception and behavior in digital commerce.

**Keywords:** visual design, impulse buying, advertising, consumer behavior, Instagram ads

### **INTRODUCTION**

The growth of the internet and social media in Indonesia has been very significant over the last decade (Fadhlurrahman, 2024). As of early 2025, We Are Social through the Digital report in 2025 Global Overview Report revealed a kepios analysis that the number of internet users in Indonesia increased by 17 million or there was a growth of 8.7% from the same period last year (Kemp, 2025b).

the number of internet users will not be less than the recorded population, the number of users will reach around 212 million people, equivalent to 74.6% of the total population of around 285 million people (Kemp, 2025a). Digital activities are increasingly centered on social media, with Indonesian spending an average of over three hours daily on platforms such as WhatsApp, Instagram, and TikTok. These platforms are not only used for communication but have also evolved into effective promotional channels for businesses.

Alongside this digital penetration, e-commerce has emerged as one of the fastest growing sectors, Major marketplaces such as Tokopedia, Lazada, and Shopee compete for the attention of digital consumers, especially the younger generation. Shopee in particular, recorded over 100 million active users in Indonesia in 2023, making it the most used marketplace by generation Z (76%) and Millennials (60%) compared to other (Santika, 2024). In Indonesia, it became the first country of 7 countries that people often visited Shopee ecommerce in 2023, in Southeast Asia, with Shopee getting 2.3 billion visits from Indonesia throughout 2023 (Yonatan, 2024)

With data showing that there are many brands and large online shopping applications that use social media advertising, Shopee stands out as a particularly relevant case study. As one of the most dominant e-commerce platforms in Indonesia, Shopee has consistently maintained its leading market share and has become especially prominent among Generation Z and Millennial consumers. Its marketing innovations such as the intensive use of Instagram ads through Flash Sale Campaigns, interactive story ads, and carousel formats demonstrate a unique approach to visual communication compared to its competitors like Tokopedia and Lazada. According to (Rizkiyah et al., 2025), there are several factors that can be concluded that the product factor in flash sales has a partial and significant influence on impulsive buying behaviour, then the price discount in flash sales has a partial and significant influence on this behaviour, free shipping in flash sales and brand image have an influence on this behaviour. This spontaneity appears as a natural reaction when someone finds the desired item at a large discount without any long consideration. not only for free shipping but also for the Shopee flash sale

program with discounts of up to 90-99% is one of the main reasons for consumer interest stated (Wangi & Andarini, 2021).

Previous research highlights that advertising, promotions and pricing strategies play a crucial role in shaping online consumer behaviour. (S. Shihab et al., 2022) and (Erdawati, 2020) both emphasize that discounts, vouchers, and coupons not only stimulate repurchase interest but also significantly influence purchasing decisions. Similarly (Sucipto & Niazi, 2024), argue that price discounts are among the most effective tactics for attracting buyers, especially during major online shopping event as the 11.11 Big Sale. These findings align with studies by (Lamis et al., 2022) and (Sayudin et al., 2023), which show that Indonesian consumers with impulsive characteristics are highly responsive to promotional triggers, particularly when reinforced by integrated digital strategies combining social media, SEO, and paid campaigns.

In addition to pricing, other scholars have stressed the importance of promotional variety and timing. (Almira et al., 2022) note that promotional management must continually adapt through flexible discount, varied payment periods, and creative product presentation to maintain consumer interest. Supporting this, a survey by (Jakpat, 2024), as many as 74% of consumers in Indonesia admitted to having made impulsive purchases when seeing advertisements on their social media, especially those involving big discounts, timers and striking designs. This phenomenon shows that visual based advertisements on platforms like Instagram have a strong potential to trigger spontaneous purchasing decisions without prior planning. So, Shopee, one of the most popular e-commerce platforms, maximizes this strategy through flash sales, striking visual designs, and placing calls-to-action in their Instagram ads.

The focus of this study is to examine how specific visual elements in digital advertisements such as striking colours, bold typography, shorts animations and product framing function as visual triggers that influence impulsive shopping behaviour. Social media platforms with high engagement rates in Indonesia, particularly Instagram, have become a dominant space for these advertisements,

reaching visually responsive demographics that are more likely to engage in impulsive purchases.

This study aims to address the research gap by analyzing how these visual elements, when applied in Shopee's Instagram advertisements (e.g., through discount labels, countdowns timers, or "Buy Now" buttons), contribute to shaping consumer decision making. By doing so, the research seeks to clarify the link between design strategies and impulsive shopping behaviour in the Indonesia context.

## **RESEARCH METHOD**

This study uses a qualitative approach with visual content analysis and semiotic analysis methods to examine visual elements in social media advertisements with Shopee advertisements on the Instagram platform that have the potential to trigger impulsive shopping behaviour. This approach was chosen because it allows researchers to understand the meaning, perception, and subjective experience of the audience towards visual content in the context of social media. The focus of the study is directed at analyzing visual elements such as colour, typography, illustration, motion effects, and layout in social media advertisements, and how these elements shape perceptions that have the potential to encourage impulsive purchases. The study focuses on one e-commerce platform, namely Shopee, and the advertising media that is focused on is also one, namely Instagram.

(Schloss, 2024) concluded that semantic colour is flexible and depends on context which makes colour an effective communication medium, so according to (Prasetyo & Budiargo, 2024) in products, we can find the UNIQLO brand, he has successfully harnessed the power of visual and narrative elements to build a strong brand image, communicate brand values, and increase consumer awareness and interest in its products. This study uses visual case studies and content observation as the main methods. Visual Observation of Advertisement Content Researchers will observe and collect data using purposive sampling, namely by selecting several Shopee advertisements on Instagram in the Twin date Campaign or twin dates on

6.6 and with a promotional duration on June 1 to June 6 which have a high level of engagement as seen from the number of Likes, Comments and Views (if in the form of videos), and contain intense promotional elements such as flash sales, big discounts and countdown timers from the Instagram platform. Observations are made by recording and categorizing visual elements using observation sheets based on visual perception theory.

## **RESULT AND DISCUSSION**

The Shopee 6.6 Great Mid-Year Sale Campaign was selected as the focus of analysis due to its scale, popularity, and relevance to impulsive consumer behaviour in Indonesia. As one of Shopee's most extensive promotional events, the campaign attracts high engagement on Instagram, making it an ideal case to examine how visual elements are strategically to trigger consumer responses.

The analysis begins with Shopee's use of colour as a dominant visual cue. The brand's signature orange functions not only as a marker of corporate identity but also as a psychological trigger associated with urgency, excitement, and instant action. This is reinforced by contrasting accents of yellow and blue, which heighten visual salience and guide attention to promotional message. According to colour psychology studies, such combinations are effective in stimulating fast decision making and emotional arousal. In terms of typography, the campaign employs bold and oversized fonts that emphasize persuasive keywords such as "66", "Great Sale", "Free Shipping", and "0%". These consistent use of short, impactful words supports quick information processing, which aligns with the browsing habits of Instagram users.

The composition and layout are also carefully structured. Key information such as discount amounts and promotional dates is placed centrally, while brand identity and call to action phrases remain consistently visible. This creates a hierarchical flow that allows viewers to capture essential details at a glance. The inclusion of

shopping bag icons, promo bubbles, and package imagery further reinforces the association with gratification and shopping satisfaction.

Another important strategy lies in motion and animation. Dynamic transitions, countdown timers, and visual effects strengthen the appeal of the campaign, producing an immersive experience that enhances urgency. These animated elements contribute to the psychological principle of FOMO (Fear of Missing Out), especially when paired with the limited time offer “May 25 – June 6” by emphasizing time pressure and exclusivity, the campaign effectively stimulates impulsive decision making.

Overall, the Shopee 6.6 campaign demonstrates how a cohesive integration of colour, typography, layout, icons and motion design can create persuasive communication that appeals simultaneously to cognitive shortcuts and emotional triggers. This structured and intentional use of visual elements reflects not only Shopee's branding strategy but also exemplifies how digital advertising can transform brand messages into psychological stimuli that drive impulsive buying behaviour.

### **1. Product Promotion**

Product promotion in this Shopee advertisement is done strategically with a very strong visual approach and directly targets the psychological aspects of consumers. In essence, this advertisement does not promote a specific product but rather promotes a big shopping event (6.6 Great Mid-Year Sale) as the main product, namely an experience-based promotion that frames Shopee as a platform with many benefits during the promo period. This approach aims to encourage consumers to explore products on the platform through the appeal of promos, not just one single product.

In the (Elad, 2025) article, it was stated that the current average human attention span is only 8.25 seconds, shorter than a goldfish which has 9 seconds, it is no coincidence that during the same period social media platforms have surged to

dominate the way we consume content by browsing Instagram stories, today's digital experiences are designed to capture attention and quickly forget it. then it is necessary to install ad text with images that cannot be ignored by people who see it. it can be a photo, graphic illustration or other design elements. Social media advertising is not suitable for long, wordy advertisements to describe a product or service, so the right visual marketing strategy can help bridge the gap between the information that can be included in the advertisement and the experience the brand wants to convey.

When the audience feels the need to act immediately because the promotion is about to end, the impulsive urge to buy increases. According (Putri & Julianto, 2023) The visual content that will 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.



Figure 1. Shopee 6.6 great mid-year sale promotion visual  
Source: Shopee\_id Instagram, 2025



Figure 2. COD promo visual with highlight discount in shopee ads.  
Source: Shopee\_id Instagram, 2025



Figure 3. Shopee spaylater 0% installment promo visual  
Source: Shopee\_id Instagram, 2025

One of the most influential factors in product promotion to attract consumer interest is the visual elements used in social media content. Consumer habits in associating certain visual elements with discounts or exclusive opportunities. Thus, the formation of product identity and value through visual elements in social media advertising not only influences perception, but also actively encourages urban society's consumer behavior. Digital brand identity now depends not only on the logo or name, but also on a combination of consistent and strong visual elements in every content they display on social media.



## **2. Visual Elements**

According to (straits research, 2024) in 2024 stated that brand recognition and association are greatly influenced by colour, research also shows that colour can increase brand recognition by up to 80%, this highest recognition comes from emotional and psychological associations caused by the colour itself. In the research of (Rosidah et al., 2025) showed that the selection of striking fonts and font sizes can significantly increase visual attention in consumers and is seen from the increase in duration and frequency in centering on the text section. Research from (Sari & Anggraeni, 2019) stated that the type of image and likes on social media, namely Instagram, are able to attract the visual attention of the audience. Visual identity is a strategic investment for the success of a brand or brand, where creating a professional, consistent and emotionally resonant visual identity will build customer trust and loyalty, in today's competitive market visual identity in visual elements is very important to highlight and build continuous relationships with the audience, which is stated in the (Phillips et al., 2014). In addition to visual elements, this study also analyzed the moving elements themselves, according to (Luu, 2025) reported that ads with moving elements have a 5x higher chance of generating engagement than static images. According to (Lencastre et al., 2023) semantic repetition between a name and a logo significantly increases brand recall and brand associations. This is due to the spreading effect of memory activation and the strengthening of semantic associations between the visual symbol and the brand itself.

### **A. Colour**

In addition, brand recognition from colour can be 80%, in an advertisement from one of the online shopping platforms advertised through social media, dominating the background and promotional elements with orange, The use of colour in the Shopee 6.6 Great Mid-Year Sale advertisement is a very important strategic element in shaping the visual perception and emotions of the audience.




The dominant colour used in this advertisement is orange, which is Shopee's main identity colour. Optimism, and a sense of urgency all of which are in line with the goals of the massive promotion and encourage impulsive shopping behavior. Orange is used as the main background, creating a warm and energetic atmosphere. In colour psychology, orange is a colour that attracts attention, increases passion, and creates a sense of urgency.

This is suitable for use in the context of promotional advertising because it can trigger a call to action indirectly. In addition, orange is also often associated with discounts, special offers, and fast movement, making it very effective for campaigns such as the 6.6 Mid-Year Sale. In addition to orange, white is used to balance the visual composition and provide high contrast to text and graphic elements. White gives a clean, bright, and easy-to-read impression, especially when used to write important information such as "Free Shipping", "0% Installment", and promo dates. This contrast helps important information remain clearly visible amidst the dominance of orange.

Secondary colours such as golden yellow and red also appear as accents to strengthen certain elements, such as big discounts or call-to-action buttons. Yellow adds an element of cheerfulness and excitement, while red is used in limited limits to create a sense of importance and urgency, such as in countdown elements or promo highlights.

Overall, the colour palette used not only reflects Shopee's visual identity but also plays a role in manipulating the audience's psychological perception: building enthusiasm, encouraging quick action, and providing a sense of security towards the brand. These colours work synergistically to create the right mood, namely the euphoria of limited-time shopping.

The colours used are striking enough so that the eye is immediately drawn to the image, which can increase engagement by around 12%. Because in the 2021 Adobe EX study, it was shown that choosing the right colour for elements such as CTA buttons or ad banners on websites or social media can increase the click-through rate by around 24% (Babich, 2017).

No	Picture	Dominant /Accent Colour	Colour Psychology	Visual Function	Psychological Effects on Audience
1		Orange	Energy, enthusiasm and urgency in colour psychology, orange is known as a colour that can attract attention, increase passion and evoke a sense of urgency.	The visual function of orange is as the main background, model clothes and outline of the text	Increasing attention to the audience, besides being the main identity colour on Shopee, this colour also presents optimism and urgency which is in line with promotional objectives and can encourage impulsive behavior.
2		White, Orange, Yellow and Red	The "6.6 Mid-Year Sale" text uses white for clarity and contrast, creating a clean and readable look. It's outlined with a brighter orange to enhance visibility. Golden yellow adds cheerfulness and a sense of victory, while red conveys urgency and importance, reinforcing the impact of the "SALE" message.	In promotional ads, a prominent CTA is essential. Golden yellow highlights the promo date, making it eye-catching and memorable. Red and orange backgrounds emphasize the "SALE" message, instantly drawing visual attention.	White adds visual space, creating a clean, balanced look and evoking trust through simplicity. Golden yellow conveys joy and opportunity during the promo. Red SALE background triggers urgency and impulsive buying before the offer ends
3		Orange, White, Red and Yellow	Red shows urgency, yellow highlights deal, orange boosts energy and brand, white ensures clarity.	Red creates strong contrast for clear readability of "COD MORE EFFICIENT." Yellow draws focus to the main discount "20RB." Orange builds a cheerful mood and blends with the model and	Red boosts urgency and drives immediate purchase decisions. Yellow signals an attractive, unmissable offer. Orange builds brand familiarity and recall.


				Shopee box. White ensures the main text stands out and is easy to read.	White balances visuals and highlights key information.
4		Orange, White, Blue, Yellow and Red	Blue builds trust, yellow excites, red adds urgency, orange drives action.	Blue highlights key texts like "0% INSTALLMENT" with strong contrast. Yellow draws attention to the main promo "0%". Red frames the SPayLater box as the top visual focus.	Blue builds trust for financial offers like installments. Yellow signals a great deal and prompts quick action. Red creates urgency and highlights big promos.

Table 1 Colour Analysis  
Source: Shopee\_id Instagram, 2025)

## B. Typography

Typography in the Shopee 6.6 Great Mid-Year Sale ad plays an important role in conveying messages quickly, clearly, and attracting attention. This ad uses a sans-serif font that is modern, clean, and easy to read, suitable for both digital and print media. The sans-serif characters in this ad tend to be bold, indicating emphasis and urgency to the information conveyed, such as the number "6.6", the phrase "Free Shipping", or "0% Installment". The use of bold not only increases readability amidst the striking orange background but also provides a clear visual hierarchy to the main and supporting text elements.

The font size is also used strategically in creating visual focus. The number "6.6" is displayed in a very large size, making it the main focal point that is immediately captured by the audience's eyes. This is a branding tactic that highlights the promo date and instils a memory of Shopee's annual event. Meanwhile, supporting text such as "Great Mid-Year Sale" uses a slightly smaller size but still stands out, indicating that the promotional narrative follows the main number as a secondary headline.

The writing style used throughout avoids all capital letters for long sentences but instead uses them only for important elements such as "FREE SHIPPING" to increase visibility and clarity. The use of capital letters in this context gives a sense of urgency and importance, encouraging the audience to read and act quickly. In addition, the letter spacing and leading are kept close but not crowded, which creates visual balance amidst the busy graphic elements. Choosing a letter colour that contrasts with the background, such as white on orange, is also an important strategy so that the message is easily understood even from a distance or from a glance at the display on a mobile phone screen.

Overall, the typography in this advertisement is not only a means of conveying information but also part of Shopee's consistent visual branding. By combining large sizes, bold fonts, and sans-serif styles, Shopee has succeeded in building typography that is communicative, attractive, and in accordance with the dynamic character of online promotions.

In the proceedings of the DKV national seminar, it was found that large and consistent typography increases the perception of professionalism and urgency among Generation Z, (Fais et al., 2024) Sans-serif typography with geometric and angular letters creates a modern, clean, and digital-friendly impression, suitable for the world of e-commerce. The combination of text colours (red for urgency, blue for trust and large numbers) is used to create a hierarchy of visual information that distinguishes promotional headlines, calls to action, and dates.




No	Picture	Text	Font	Font Colour	Typography Function
1		6.6 GREAT MID-YEAR SALE, 25 MEI - 6 JUNI	Bold Sans Serif and all Caps	White, red and yellow	Directly attracting attention and emphasizing the promotional time, the font size is also large and contrasting, the purpose of this text is to increase the sense of deadline and exclusivity in big promotions.
2		20RB, COD LEBIH HEMAT	Bold Sans Serif and All Caps	Yellow, White and Red	20RB visuals are visually dominant and demonstrate the promotional value, drawing immediate attention and generating high visual impact. Secondly, the COD LEBIH HEMAT emphasizes the service type, increases urgency, and strengthens the CTA.
3		<i>Cicilan 0%, Spaylater dan Belanja di Shopee</i>	Bold Sans Serif, Semi bold san serif and All Caps	Yellow, blue and white	0% installments are the main focus of discounts that give the impression of savings and attractive offers, then Spaylater is the second number which provides information on additional features and provides credibility and trust, Call to Action to direct specific actions.

Table 2 Typography analysis  
Source: Shopee\_id Instagram, 2025)

### C. Illustration

Illustrations in Shopee advertisements play a significant role in building emotional connections with audiences and visually reinforcing promotional messages. Shopee utilizes illustrations based on digital iconography, such as shopping bags, smiley emojis, shipping icons, and discount symbols such as percent signs (%). These elements are arranged in a format that is light, friendly, and familiar to social media users, forming instant and enjoyable visual communication in terms of shape, the illustrations used tend to be rounded and organic, such as chat bubbles,

coins, and emoji shapes, which create a friendly, inviting, and non-intimidating impression.

In the theory of Gestalt psychology, rounded shapes are more easily associated with comfort and warmth, compared to sharp shapes that are more formal or aggressive. Shapes such as bouncing gold coins, arrows pointing to discounts, and happy facial expressions on animated characters are used to reinforce the positive and enthusiastic atmosphere in the context of the “mid-year celebration”. Symbolically, this illustration also reflects aspects of digital visual culture, such as the use of graphic elements such as stickers or emojis that are commonly found in messaging applications and social media. This creates an interactive and informal feel, making the advertisement feel like part of the user's daily communication, rather than just a one-way advertisement.

This approach is known as participatory visual language, where the design adopts a visual style that is already part of the user's digital life (Manovich, 2017). In addition, the illustrations in this advertisement are not only decorative, but also informative and functional, directing the user's attention to important elements such as "Free Shipping", "80% Off", and the promo countdown. This illustrative function speeds up information processing because it is visually able to replace long words with symbols that are immediately understood. Thus, the illustrations used by Shopee are not just aesthetic complements, but part of a visual strategy that is able to build emotional closeness, accelerate message understanding, and trigger impulsive purchasing decisions. In (Widyastuti, 2024) research, it was concluded that visual aesthetics have a significant influence on impulsive buying behavior, an attractive visual concept in a video significantly influences consumers' tendency to make impulsive purchases.




No	Picture	Illustration Elements	Visual Style & Techniques	Visual Function
1		Smiling female character raising index finger (optimistic gesture), Orange planet & particle graphic background, Shopee logo & large promo text graphic	Realistic Digital Illustration with photo touch and warm lighting, Combination of Vector text and icons and photo touch, Illustration with Semi Flat Vector	Represents happy consumers, builds trust and positivity, centers visual focus, directs information, and adds depth for a dynamic, exciting, and futuristic feel.
2		Female character carrying Shopee package, Stack of Shopee boxes, orange background and graphic particles	Digital photography illustration with dominant orange colour, Real object photographed/3D render, Flat design & lighting overlay	Strengthens brand association and post-purchase happiness, builds emotional connection, visualizes promo benefits, boosts trust in COD, and creates an energetic atmosphere that triggers impulse to buy.
3		Dominant graphic illustration of "0% INSTALLMENT" promo, Spay Later icon & CTA button, planet background & bubble effect	Flat design bold, high contrast colours, modern iconography, graphic background illustrations	Creates exclusivity and urgency, clarifies services and CTAs, drives immediate action, and builds energetic, attention-grabbing appeal for Shopee's seasonal promos.

Table 3 Illustration analysis  
Source: Shopee\_id Instagram, 2025)

#### D. Layout & Composition

The layout and composition in the Shopee 6.6 advertisement are designed with a highly structured visual strategy, maximizing the principle of visual hierarchy to direct the audience's attention quickly and effectively. The layout follows a vertical hierarchy pattern and a modular grid, where key elements such as the big discount number ("80% Off") are placed in the middle or the most visually dominant part. This element is supported by the placement of the Shopee logo and the phrase "Great Mid-Year Sale" at the top, emphasizing the brand identity from the start of the visual interaction. (Mason et al., 2015) found that those exposed to Eye Movement modelling examples had more integrative text-to-image transitions



than those exposed to control conditions. di In addition, the composition is formed symmetrically and balanced, with a harmonious right-left division of elements, creating a natural visual flow for the eye to read from top to bottom and from left to right. For example, additional icons such as "free shipping" and promo times are inserted at the bottom in a position that supports the main message but does not interfere with the audience's main focus on the discount.

Shopee also applies the principle of emphasis and proximity, where related elements such as discount numbers, expressive emoji icons, and promo time text are grouped visually, forming easily digestible blocks of information. The negative space is arranged minimally but functionally, keeping the design from feeling cramped despite the dense information. This gives a "dense but organized" effect, which matches the character of a big discount promotion campaign.

Furthermore, this layout design is also supported by visual direction based on colour and shape. Bright colours are used to differentiate layers of information, while round shapes and moving icons (in the video version) create a dynamic and striking visual rhythm. This kind of layout is perfect for social media that relies on fast scrolling behavior, where users' attention only lasts for seconds (Facebook, 2016). Therefore, clarity of composition is crucial. Thus, the layout of this Shopee ad not only serves aesthetic needs, but is also functionally designed to enhance readability, guide attention, and encourage action in this case, purchase. This kind of visual composition is one of the keys to the success of today's digital advertising, especially in the context of mobile-first and limited attention.




No	Picture	Visual Composition	Key Design Principles	Visual Effects on Audience	Layout
1		Symmetrical and modular grid	Emphasis and Proximity	Focus directly on the promo numbers, easy to read quickly and organized	Vertical Hierarchy
2		Symmetrical, solid and neat	Visual grouping and negative space	A dense effect that doesn't look stuffy and direct attention to the promotional value.	Dominant in the middle
3		Central and structured	Contrast and balance, information blocks	facilitate understanding of the message 0% and encourage CTA	Center focus

Table 4 Layout & composition analysis  
Source: Shopee\_id Instagram, 2025)

#### E. Motion & Brand Visual Identity

Although the static image in the Shopee 6.6 ad displayed in the Instagram post does not explicitly show moving elements, the entire composition is clearly designed to support the motion graphic version, especially when adapted to the Shopee Live, Shopee Video, and Instagram Story/Reels formats. Design components such as emoji icons, glowing lines, and discount information bubbles are placed separately, which are generally designed to be animated in gradually with fast and rhythmic transition effects. This is due to the ability of moving elements to attract visual attention in a very short time, especially on platforms with high scrolling rates like Instagram.

In terms of brand visual identity, Shopee consistently applies visual elements that are already deeply embedded in the minds of consumers. Orange is used predominantly as the background and main block, in accordance with the energetic and aggressive character of the brand in promotional campaigns. This colour is not

only decorative, but is part of a brand identity system that has been built for years, Colour is more than just an aesthetic choice but also a powerful branding tool, studies show that distinctive colours can increase brand recognition by up to 80% which will make it an important element of a strong visual identity (Market Daily Staff, 2025). Shopee chooses the right colour and uses consistency in colour across all platforms especially on its Instagram, and Shopee creates colour contrast in the design of image 3 with the words "0% Installment". On the other hand, the white shopping bag logo in the upper left or right corner, as well as the typical "Shopee" typography using a light sans-serif font, strengthens the consistency of the visual appearance across their entire promotional line, both digital and conventional.

This visual identity is reinforced by the use of symbols that are part of the brand personality, such as smiling emojis, lightning, percent icons, and bubbles with typical phrases such as "Peak Promo" or "Mega Sale." These symbols have become part of a kind of visual vocabulary that Shopee uses in almost all of its digital campaigns. In the context of seasonal campaigns such as the "6.6 Great Mid-Year Sale," Shopee's motion-based identity works by stimulating urgency and exclusivity through countdown animations, flashing effects, and rapidly disappearing offer bubbles, creating an interactive and emotionally evocative visual experience.

Thus, Shopee's brand visual identity not only functions as an identification tool but also as a persuasive communication strategy that integrates with digital social media. A consistent identity, integrated with motion design and emotional elements, makes this brand successful in creating impulsive shopping behavior through fast, powerful, and memorable visual content.




No	Picture	Motion Element	Visual Identity Elements	Function
1		The motion used is quite simple, just zoom out and zoom in.	The dominant orange colour makes the Shopee logo contrast and look	Increase shopping euphoria and strengthen brand associations
2		The motion used is quite simple, just zoom out and zoom in.	Shopee's signature orange	Emotional visuals, and creating a sense of rush (FOMO) and reinforcing the aggressive image of Shopee promotions
3		The motion used is quite simple, just zoom out and zoom in.	contrasting blue colour, Shopee logo and clean white text	attracts quick attention because the 0% installment text is visible and clarifies the offer and encourages immediate clicks.

Table 4: Layout & composition analysis  
Source: Shopee\_id Instagram, 2025)

## CONCLUSION

This study demonstrates that Shopee's 6.6 campaign leverages a deliberate integration of colour psychology, typography, layout, and motion design to stimulate urgency and foster impulsive buying behaviour on Instagram. Beyond their aesthetic value, these design choices highlight how visual elements operate as psychological triggers that directly influence consumer perception, attention and decision making in fast scrolling digital environments.

The implications extend beyond the immediate effectiveness of Shopee's promotional strategy. For visual communication design, the findings emphasize the need to align aesthetic appeal with cognitive processing and emotional impact. In particular, the role of colour in signalling urgency, the structuring of typography to prioritize key information, and the orchestration of layout and animation to

guide attention collectively demonstrate how design can function as persuasive communication rather than mere decoration.

On a broader level, this research contributes to both theory and practice. Theoretically, it enriches the study of visual persuasion in digital advertising by linking specific design principles to impulsive buying behaviour. Practically, it provides guidance for designers and marketers in creating campaigns that balance persuasion with consumer trust and brand identity. Future studies are encouraged to investigate the long-term implications of repeated exposure to such persuasive strategies, as well as ethical considerations in applying psychological triggers in digital marketing.

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