

INSTAGRAM DIGITAL CONTENT INSTAGRAM FOR MALANG SME

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ABSTRACT

Over past two years, COVID-19 pandemic has forced many business owners to switch from print to digital to maintain their business. One of them is Malang SMEs. Malang SMEs need to have design skills to create attractive Instagram feeds as digital promotional media. The purpose of this activity is to provide training in creating Instagram digital content using Canva and Adobe Illustrator. The method used is a cognitive method which involves a resource session to deliver Instagram material, a discussion session to brainstorm the target audience, and a question-and-answer session. This involved 23 participants from Malang SMEs, public audiences, and two resources. This activity was divided into two main sessions, namely an explanation of Instagram, and a tutorial session on using Canva and Adobe Illustrator. The result is the Wic Kitchen and Jahe Bu Nintul SMEs Instagram feeds that are more attractive and interactive to their respective audiences by using designs, colors, and fonts. This activity can provide additional design skills for Malang SMEs, so they can create attractive Instagram feed designs independently and easily. Later the promoted product can be known by the wider community and expand potential consumers to international.

Keywords: *Digital Content, Instagram, Promotional Media.*

A. INTRODUCTION

Over past two years, the impact of COVID 19 pandemic has been felt in the trade sector. Many business actors have gone bankrupt, but not a few are still able to survive. The website <http://investor.id/> states that the pandemic has shut down various business activities due to restrictions on people's mobility. This impact was also felt by Malang SMEs. Various attempts have been made to maintain their business from reducing the workers number to creating digital platforms to promote their products or services. Malang SMEs use social media to market their products or services, although not all understand of these digital platform's usage and package their content in an attractive way.

Constraints in the design software usage have cause Malang SMEs to be unable to design their own promotional media. The use of graphic designer services in printing is a solution to assist in making the required designs, even though the processing time is quite long which causes the promotion intensity to be hampered. Andriyani, et al (2022) stated that the higher intensity of using social media, the higher product purchase decision. However, if the intensity of social media usage is low, the purchase decision will also be low. Malang SMEs need to be equipped with design skills so they can design promotional media independently and efficiently.

According to data from Cooperatives, Small and Medium Enterprises office, Malang SMEs is in the fifth position with the highest number of East Java entrepreneurs in 2019. Currently there are 627 cooperatives, 359 active cooperatives, and 70 verified cooperatives. Based on data owned by the Ministry of Cooperatives and SMEs on the website <https://kemenkopukm.go.id/>, the number of SMEs digitalize has reached 13.5 million or twenty-one percent and the target to be achieved by 2024 is SMEs players who are on boarding to digital reached 30 million. Thus, the Ministry of Cooperatives and SMEs target that wants 30 million SMEs digitalize can arouse the Malang SMEs enthusiasm to improve their skills and knowledge regarding social media, especially instagram to design the contents.

Kurnianto (2020) said new media as a communication technology device with the same characteristics in the digitization form and its wide availability for personal use as a communication tool. Instagram as a new media capable of reaching a wider range of potential consumers is expected to help promote products or services from the Malang SMEs community. Instagram according to Alfajri, Adhiazni & Aini (2019) is quite good at helping companies to achieve goals, build and improve brand image, brand awareness, as well as direct interaction between companies and consumers.

The following and followers features on Instagram make users aware of people who are interested in corporate or business Instagram accounts, post photos, and videos with added captions and

hashtags, love, and comments from the followers account, IGTV, and live Instagram features can make the interaction easier, and build closer interactions with consumers that can last for 24 hours if stored on Instagram archives. These features are considered capable of supporting each company's research to find out what consumers need today. Malang SMEs can take advantage of this to interact directly with their consumers, including from the Instagram feed designs.

Based on the situation analysis that has been carried out, it is necessary to have training on creating Instagram digital contents to make it easier for Malang SMEs to create attractive Instagram feeds. From this training it is hoped that it will be able to increase Malang SMEs skills in making attractive and efficient Instagram feed designs.

B. IMPLEMENTATION AND METHODS

In these problems solving, the author uses several methods to improve the participants' cognitive, including the lecture method to convey material in the explanations form of definitions, the discussion method to brainstorm the intended target audience, question and answer method to provide opportunities for participants to ask questions. There were 23 participants who participated, consisting of Malang SMEs community, and people who wanted to know how to make Instagram feeds using Canva, and Adobe Illustrator. Meanwhile, there were two resources who were divided into two different sessions, namely the first session was accompanied by one resource who explained about Instagram, and how to make an attractive Instagram feed, and second session was accompanied by two resource giving tutorials on using Canva app, and Adobe Illustrator software.

The initial stage, first resource delivered material regarding Instagram definition, why Instagram, Instagram usage, Instagram advantages and disadvantages, and tips on creating an aesthetic, attractive, and cool Instagram feed.



APA ITU INSTAGRAM?

Bagi mereka yang meleak akan dunia teknologi mungkin serasa tidak asing lagi dengan **Instagram**. Tapi bagi sebagian orang yang mungkin tidak begitu memahami **perkembangan teknologi digital** mungkin masih kurang memahami apa itu Instagram.

Platform yang saat ini sedang naik daun dan ramai digunakan oleh **pengguna smartphone** di seluruh dunia. Generasi milenial dan generasi z adalah yang paling ahli dalam menggunakan Instagram.

Figure 1. What is Instagram?

Source: Author, 2022



MENGAPA INSTAGRAM?

Kapan lagi kita menemukan platform yang bisa untuk menampilkan video, foto, dan teks sekaligus? Kita cuma bisa melakukannya di IG. Apalagi dengan berbagai fitur efek foto, membuat Instagram punya kelebihan sebagai media promosi. Ada banyak promosi yang bisa dilakukan dari sana, di antaranya adalah marketing produk, personal branding, hingga sebagai media interaksi antara satu orang dengan orang lain.

Sekian fungsi dan kegunaan IG sebagai media pemasaran di atas tentunya ada keuntungan dan kelemahan dari aplikasi itu sendiri. Tidak ada yang sempurna di bawah langit, oleh karena itu kami pertama kali akan membahas keuntungan dan kelebihan Instagram sebagai platform marketing.

Figure 2. Why Instagram?

Source: Author, 2022



KEGUNAAN INSTAGRAM

Secara istilah Instagram diambil dari kata "Insta" yang berasal dari kata "Instan". Nama ini diambil dari kamera polaroid di mana merupakan kamera instan yang langsung jadi seketika. Sedangkan kata "gram" diambil dari kata "Telegram" yang mampu mengirim informasi secara cepat. Dalam hal ini, kata-kata yang dibuat sesuai dengan tujuan Instagram yang mampu mengirim foto dan video dalam jaringan internet secara instan dan cepat. Selain disebut Instagram, orang masa kini lebih suka menyebutnya IG atau Insta.

Figure 3. Instagram Usability 1

Source: Author, 2022



Figure 4. Instagram Usability 2
Source: Author, 2022



2. Sebagai media hiburan

Di Instagram pengguna bisa menemukan beragam hiburan seru dan menyenangkan. Instagram telah berevolusi menjadi media entertaining atau hiburan menyesuaikan perkembangan dan perubahan kehidupan sosial masa kini. Akan-akan meme, comic, dajelan, hingga animator tersedia cukup banyak di Instagram. Bahkan perusahaan media digital, TV, hingga artis telah merambah ke Instagram untuk menghibur dan terus meningkatkan popularitasnya.



Figure 5. Instagram Advantages
Source: Author, 2022



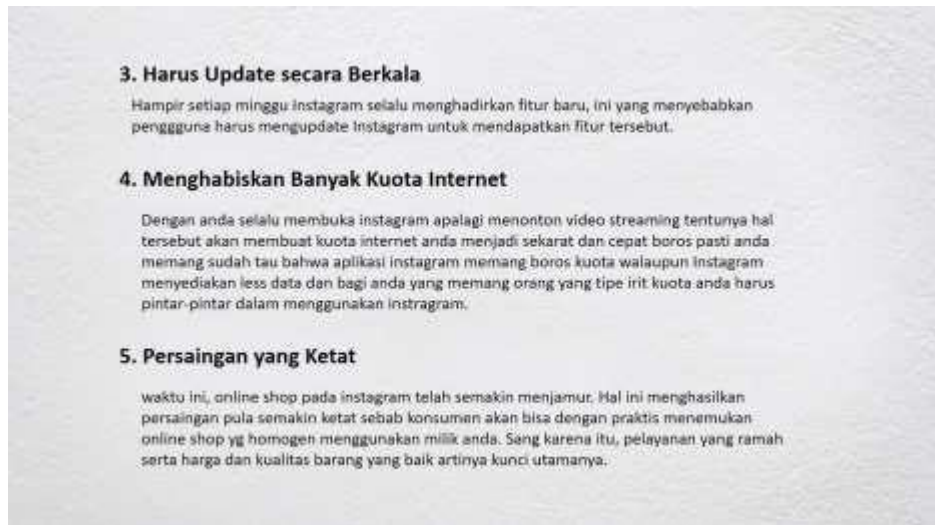


Figure 6. Instagram Disadvantages

Source: Author, 2022



Figure 7. Tips for Creating Aesthetic, Attractive & Cool Instagram Feeds

Source: Author, 2022



1. Tentukan Tema Pilihan Anda

Pertama, pilih tema yang sesuai dengan pasar dan personalitas Anda. Nantinya, tema yang digunakan tidak hanya menciptakan mood dan kesan tersendiri kepada audience, namun juga akan menjadi identitas brand Anda. Beberapa diantaranya adalah:

- **Minimalist.** Salah satu pilihan terbaik bagi Anda pecinta gaya sederhana, minimalis, bersih, dan rapi. Untuk menerapkannya, perbanyak whitespace pada feed Anda agar memberikan efek menenangkan (contoh: @amandashadforth)



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SN 2581-2246

- **Black and White.** Ingin feed Instagram Anda terlihat lebih klasik dan berkelas? Tema hitam putih bisa jadi solusi. Menariknya, black and white adalah timeless design, sehingga tak akan dianggap ketinggalan zaman sampai kapanpun (contoh: @jasonmpeterson)



- **Vintage.** Feed Instagram Anda berfokus kepada konten vintage fashion atau vintage decor? Jika iya, maka tema vintage adalah pilihan terbaik. Gaya ini menekankan kepada warm colors untuk memberikan kesan antik dan elegan (contoh: @rusticbones)



- **Checkerboard.** Tema yang juga biasa disebut dengan tiles ini akan membuat feed Anda tampak seperti checkerboard (atau papan permainan dam). Salah satu caranya adalah dengan memposting quotes di antara gambar/video (contoh: @rupikaur_)



- **Horizontal Lines.** Sebagaimana namanya, tema ini memanfaatkan aturan tiga bars horizontal Instagram untuk mempublikasikan tiga foto dengan warna maupun filter yang sama (contoh: @personaljournalapp)




2. Pilih Skema Warna

Warna adalah salah satu elemen terpenting dari desain feed Instagram Anda. Bagi suatu Brand, warna akan membantunya lebih mudah dikenali oleh audiens serta dapat meningkatkan konversi hingga 85%. Oleh karena itu, mulailah dengan membuat skema warna agar seluruh feed terlihat harmoni satu sama lain. Untuk melakukannya, Anda bisa mencoba beberapa hal berikut:

- **Tentukan warna utama brand Anda**, yang mana bisa dipilih dari warna yang mendominasi logo Anda. Jika Anda merasa bingung dalam menentukan primary color.
- **Buat palet warna dari feed yang telah Anda publikasikan.** Untuk lebih memudahkan, Anda dapat menggunakan color palette generators (seperti Canva, My Insta Palette, dan ColorDot), kemudian menentukan warna berdasarkan postingan sebelumnya.



3. Manfaatkan Filter yang Menawan

Filter juga merupakan bagian yang tak terpisahkan dari feed Instagram. Hebatnya, fitur ini tidak hanya bisa membantu meningkatkan estetika desain feed Anda, namun juga membuatnya terlihat kohesif dan konsisten. Sebenarnya, aplikasi Instagram sendiri menyediakan puluhan filter bawaan yang bisa Anda gunakan sesuka hati. Namun, Anda juga bisa mempertimbangkan aplikasi editor foto Instagram yang mempunyai fitur kustomisasi yang sangat lengkap.

Beberapa opsi aplikasi terbaik diantaranya yakni:

- **VSCO.** Aplikasi ini tidak hanya menyediakan koleksi filter yang melimpah, namun juga membebaskan Anda untuk membuat filter sendiri, kemudian menyimpannya agar bisa digunakan untuk konten selanjutnya.
- **Foodie.** Feed Anda berfokus pada dunia kuliner? Maka Foodie adalah apa yang Anda butuhkan. Selain dilengkapi dengan puluhan filter, Foodie juga menawarkan fitur smart guide untuk membantu Anda mendapatkan angles dan pencahayaan yang optimal.
- **Snapseed.** Mempunyai sekitar 29 filters dan tools untuk meningkatkan tampilan feed Instagram Anda dalam waktu singkat. Sebagaimana VSCO, Snapseed juga memiliki fitur custom filter yang bisa disimpan dan diaplikasikan untuk proyek selanjutnya.
- **A Color Story.** Membawa ratusan filters dan effects untuk mendesain feed yang bergaya dan berkelas. Tak ketinggalan, A Color Story juga dibekali dengan fitur IG planning dan custom filter untuk menjaga konsistensi feed Anda.



Figure 8. How to Design an Instagram Feed?

Source: Author, 2022

After understanding in more detail about Instagram, the second resource continued the next session to provide a tutorial on how to create an Instagram feed using the Canva application.



Figure 9. Tutorial Material for Designing Instagram Feeds Using Canva
Source: Author, 2022

The second resource gave an example of target audience for chili oil products to make it easy to design Instagram feeds. Initial preparations that need to be made before designing an Instagram feed in Canva, participants need to download the Canva app on their smartphones, and prepare the photos needed to promote products or services and writing that will be used to promote products or services in an interesting and simple way.

Participants were asked to open the Canva app and select Instagram feed templates. The selected template is a food Instagram feed that fits the target audience and Malang SMEs products or services. This is edited according to needs, starting from changing the Instagram feed title, products names, photos, taglines, and contacts that potential customers can contact our business. The finishing step is saved in jpeg format with high resolution so that it can be downloaded on Instagram in a good quality.

The second resource also gave a tutorial on using Adobe Illustrator by taking an example from a design of Jahe Bu Nintul SMEs Instagram feed. This example chosen was a simple and easy design to follow by Malang SMEs and participants were also told that the use of Adobe Illustrator was able to create flexible and attractive designs by playing with image, composition, and typeface elements. The finishing design is also saved in jpeg with high resolution. Last stage, the two resources gave participants the opportunity to ask questions about material and tutorial that had been presented.

C. RESULTS AND DISCUSSIONS

The main activities carried out are tutorial sessions in creating Instagram digital content using Canva and Adobe Illustrator. Participants are asked to install Canva app, but participants can also use the Canva website by typing *www.canva.com* in the search box. Then the Canva home screen will appear as shown in figure 10.

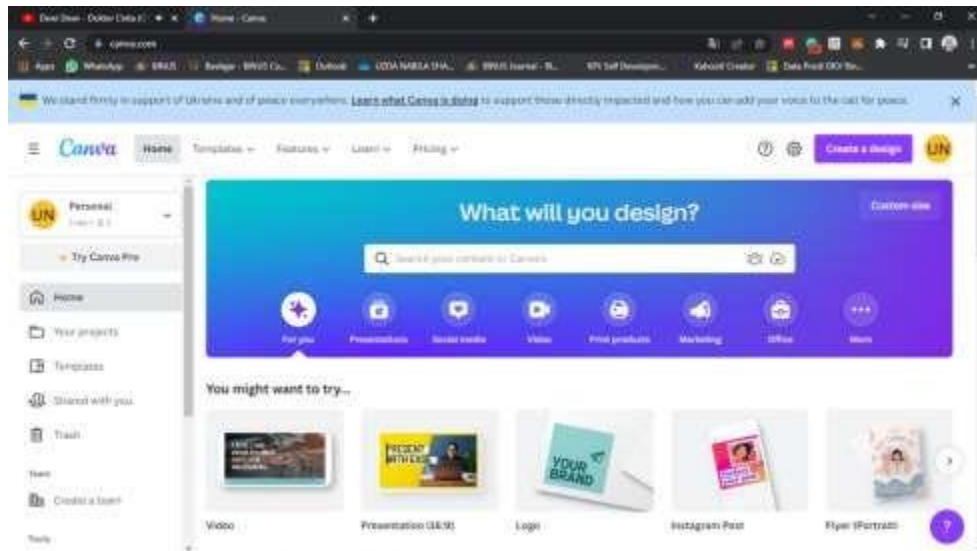


Figure 10. Canva Home Website
Source: www.canva.com, 2022

Participants were asked to select a menu of Instagram post to adjust the size of the design to the actual size of Instagram post. Instagram display will appear as shown in figure 11. In the side column, various templates will appear that can be selected and edited as needed. The resources wanted to design an Instagram feed for Wic Kitchen SMEs who wanted to promote a new product in chili oil form. The theme to be used in this design is modern Chinese by using red and yellow to match the typical Chinese colors.

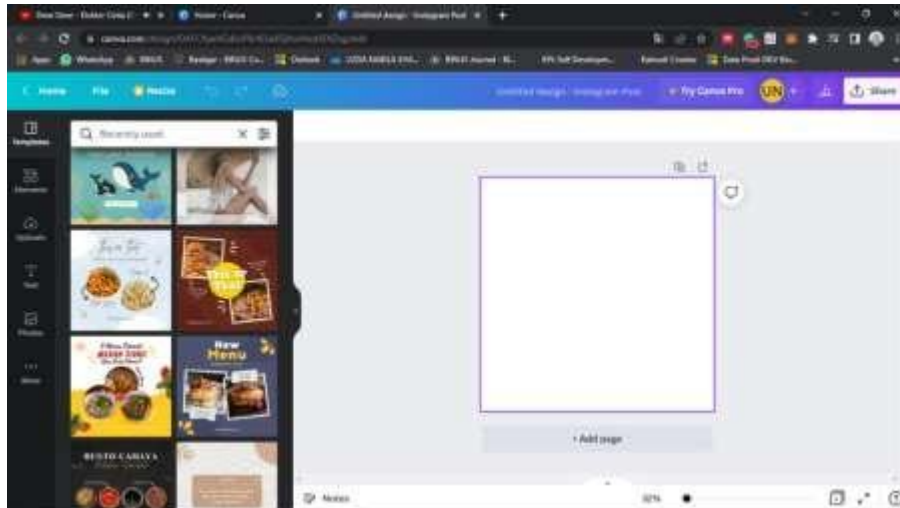


Figure 11. Instagram Post Size in Canva
Source: www.canva.com, 2022

The resource chooses a template that matches the design theme. She also began to include chili oil products photos, Wic Kitchen logo, and chili and onion image elements needed. In Figure 12, photos, logos and image elements that have been uploaded will appear in the left column.

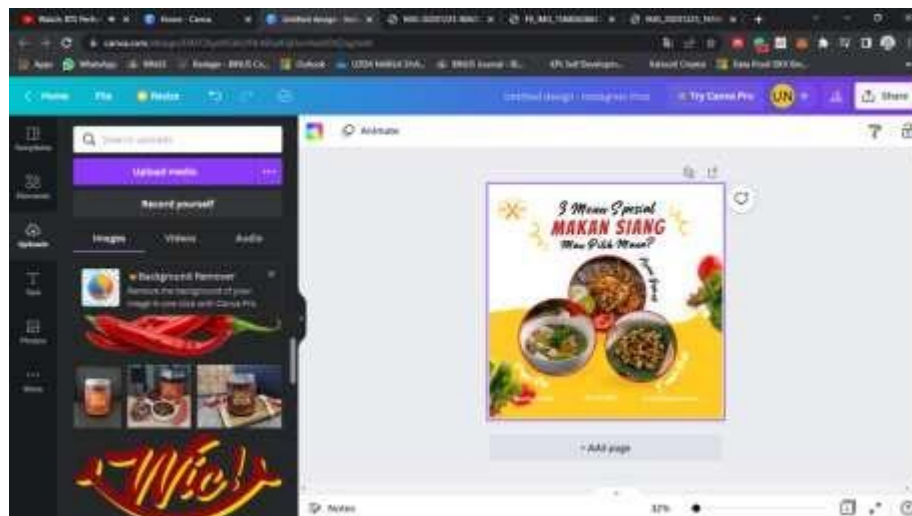


Figure 12. Instagram Post Templates Selected in Canva
Source: www.canva.com, 2022

In the selected template, the interviewee needs to replace the logo on the top left, the words 3 special menus, lunch, which one would you prefer, geprek chicken, vegetable soup, tempe orek, and contact at the bottom, product photos, and also tomatoes and vegetables image elements. Figure 13, the old logo has been replaced with wit kitchen logo by dragging it in the left column to the worksheet on the right.



Figure 13. Replacing Wic Kitchen Logo in Canva
Source: www.canva.com, 2022

Then resources changed the text of 3 special menus into Wic Kitchen to highlight SMEs promoting their new products. Malang SMEs can also do the same things; write the name of each SME at the top. The post for lunch has also been changed to new product to highlight the Instagram feed design is to promote new products from Wic Kitchen. The resource also changed the text of choose your spicy level, as shown in Figure 14.

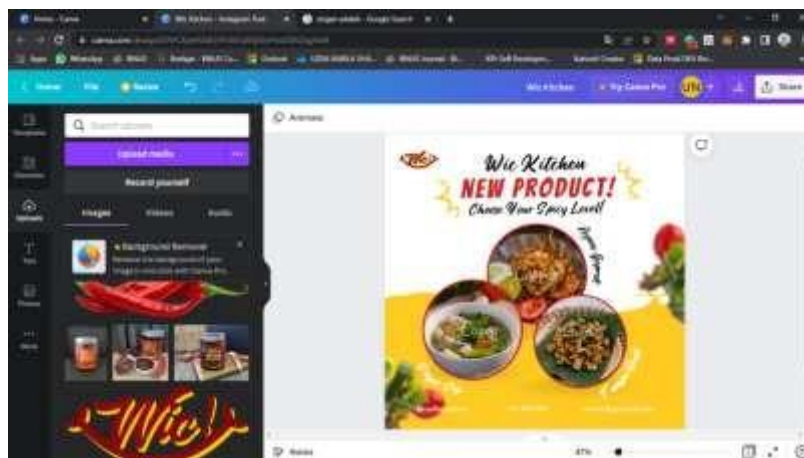


Figure 14. Text Replacement in Canva
Source: www.canva.com, 2022

Photos that have been uploaded to Canva are included in the dots shape in the center. Those are arranged based on the spiciness product level, the product with the lowest spiciness level is

placed in the first circle, those with the medium spiciness level are placed on the lower right and the highest level is placed on the lower left. The three photos are arranged so that the audience's attention can be focused on the chili oil product photo being promoted (see Figure 15).

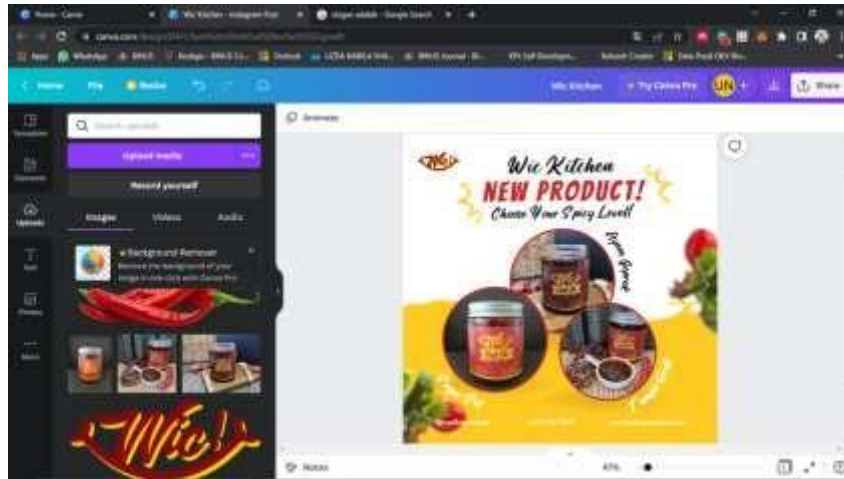


Figure 15. Placing Photos into Designs
Source: www.canva.com, 2022

In Figure 16, each text on the right and left of the photo is replaced according to the product name and spiciness level, namely Chili Oil Mild, Chili Oil Spicy Mild, and Chili Oil Spicy. In Figure 17, the resourcers changed the product name color from white to black to make it easier for the audience to read the product name. How to change the product colors is click each text that you want to change. At the top appears the letter A which has a colorful line below it. Click Letter A, then the audience can change the color according to the design needs.

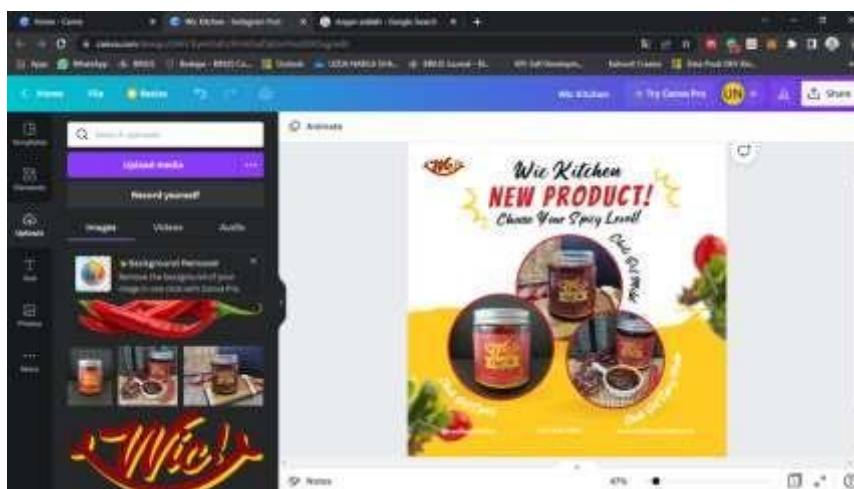


Figure 16. Text Substitution for Each Product Photo
Source: www.canva.com, 2022

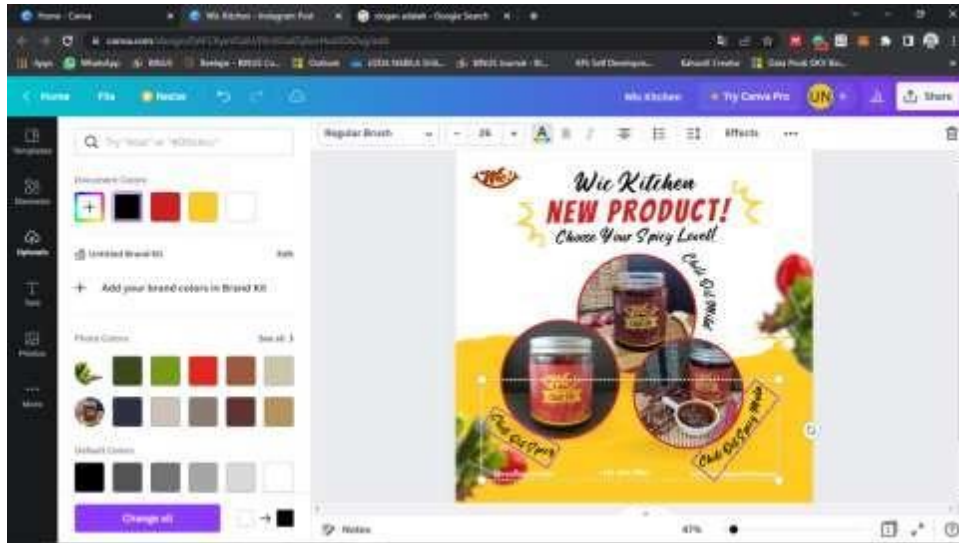


Figure 17. Changing the Text Color for Each Product Photo
Source: www.canva.com, 2022

Each text at the bottom is replaced with Wic Kitchen's business number, website, and email to make it easier for consumers to order the products. In Figure 18, the resources proceeded to replace the tomato and vegetable image elements with chilies and garlic which were made transparent. This is done so that the product being promoted, namely chili oil, is more prominent and can become the point of view the audience who will become potential customers. How to make image elements transparent, sources click on chili and garlic images. At the top right a black and white box icon will appear to make the object transparent as needed.

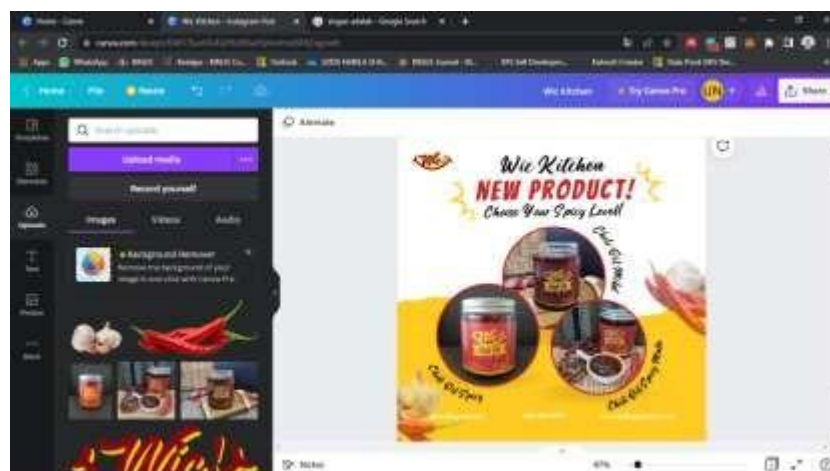


Figure 18. Placement of Chili and Garlic Elements
Source: www.canva.com, 2022

In Figure 19, the resources changed the contact text color from white to black to make it easier to read Wic Kitchen contacts. In addition, color replacement is done to provide color similarity with product text.

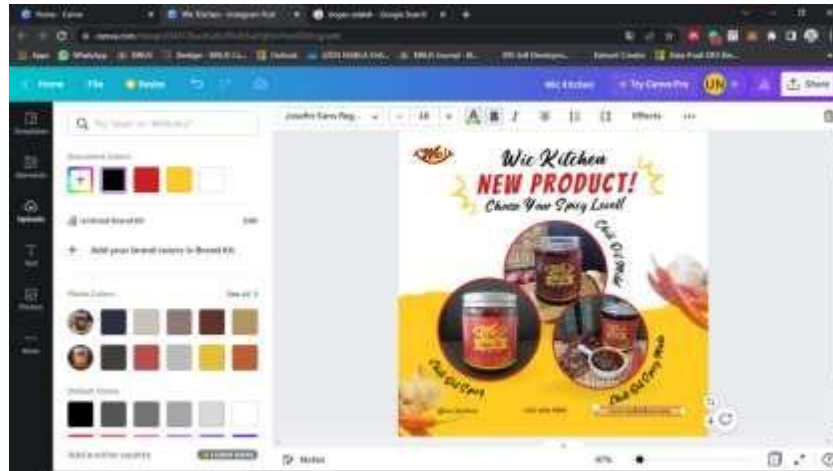


Figure 19. Changing the Color of Contact Writing
Source: www.canva.com, 2022

In the final stage, the resourcer saves the design in JPEG or JPG format so that it can be uploaded to Instagram. To save it, the resourcer clicks File, Download, changes the file to JPG, and clicks the Download button. The design file will be automatically saved and downloaded to the resourcer's cellphone or laptop or computer memory. The image results can be uploaded to Instagram.

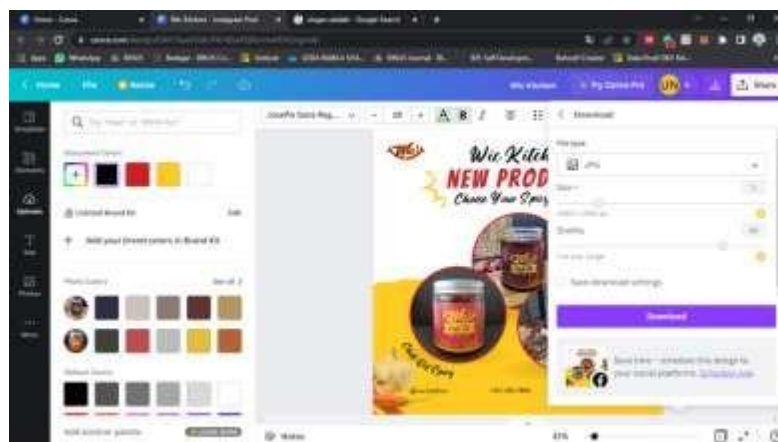


Figure 20. Design Download from Canva
Source: www.canva.com, 2022

Furthermore, the resourcer provides a tutorial for making Instagram feeds using Adobe Illustrator. From point of view user, this software requires that users at least have design skills because the existing tools make it easier to make creative and flexible designs compared to the Canva app which already provides design templates. In Figure 21, the resourcer already has nine Instagram feed designs for Jahe Bu Nintul SMEs which will be uploaded to Instagram @jahebunintul. The resource chose one of the designs to be recreated in the tutorial, namely Coming Back design with turquoise color box.



Figure 21. Use of Adobe Illustrator
Source: Adobe Illustrator, 2022

To re-design Instagram feed, the resourcer created a new worksheet in Adobe Illustrator by clicking File – Print – Select A4 – Create (see Figure 22). Automatically a new worksheet can be used to design with a display size that matches Instagram posts and is still empty (see Figure 23).

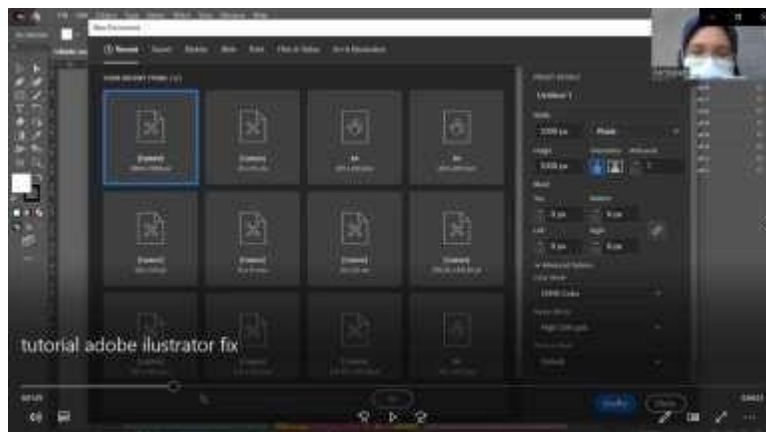


Figure 22. Creating a New File in Adobe Illustrator
Source: Adobe Illustrator, 2022

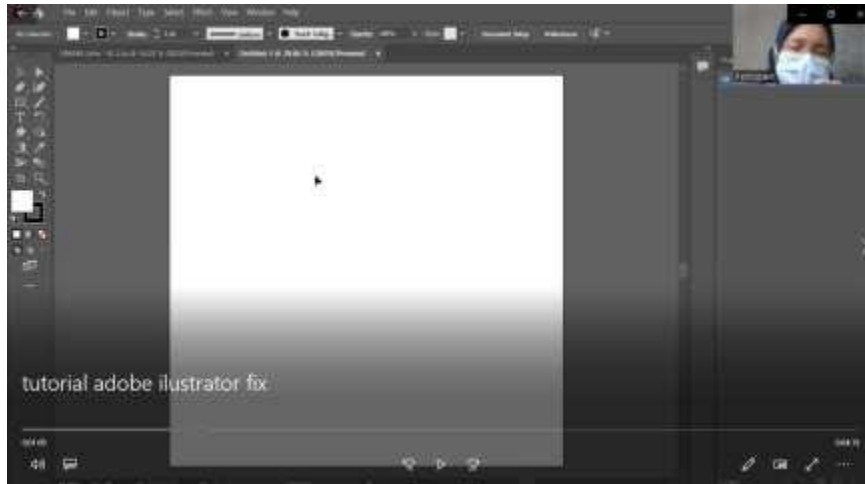


Figure 23. Worksheet Display in Adobe Illustrator
Source: Adobe Illustrator, 2022

The resourcer started by making a square-sized turquoise background by clicking on the box icon on the left and third place. The icon is labeled Rectangle Tools which can help resourcer in making square box and double-clicking in the middle of the worksheet (see Figure 24). Automatically a square box will be formed. Then she wanted to change the square color from white to turquoise by double-clicking on the white box on the left which is next to the black line box. Then adjust the turquoise color like the example Instagram feed design that has been made by changing the code in the column next to the hash mark. Fill in it with the code 46A292 and the color will automatically change to turquoise, as shown in Figure 25.

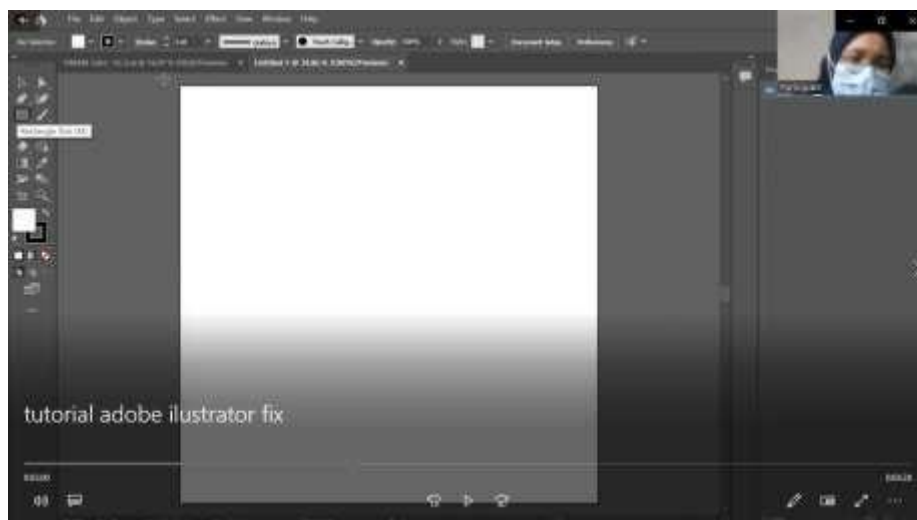


Figure 24. Using the Rectangle Tool in Adobe Illustrator
Source: Adobe Illustrator, 2022

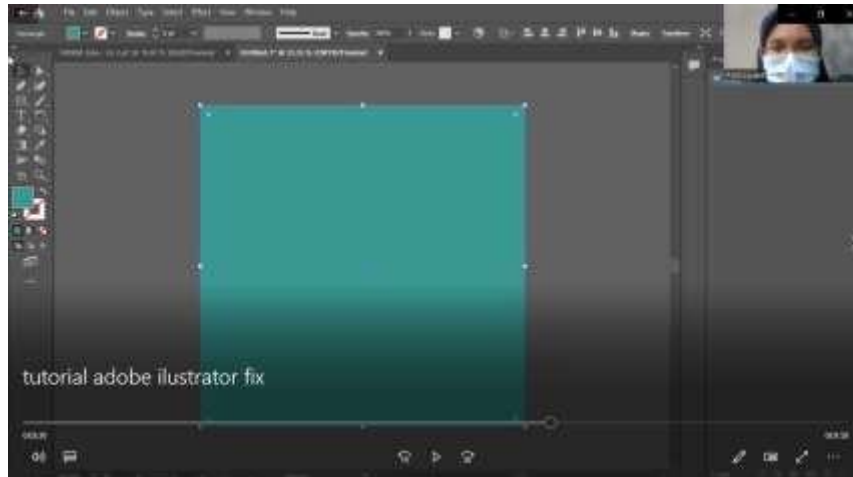


Figure 25. Creating a Tosca Background in Adobe Illustrator
Source: Adobe Illustrator, 2022

Next, the resourcer needs to make lines over a box-colored square by clicking on the pen icon on the left, and under the cursor icon that is currently selected. Then click on an empty square and draw a white line according to the example (see Figure 26).

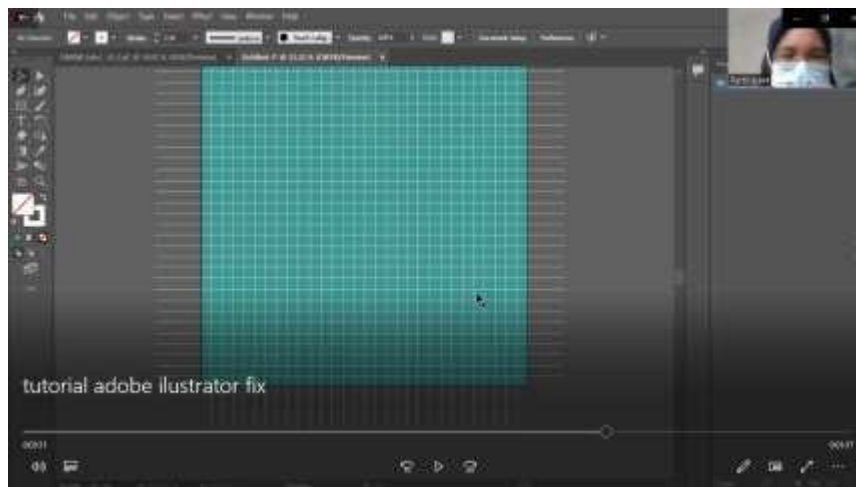


Figure 26. Creating White Lines in Adobe Illustrator
Source: Adobe Illustrator, 2022

Making the finished background, followed by making the text of coming back as a symbol that Jahe Bu Nintul products are available and it can be ordered via Instagram or e-commerce that sells Jahe Bu Nintul products. She uses the Rosellinda Alyamore font and 200 pt sizes in the design according to the existing examples (see Figure 27). Jahe Bu Nintul Instagram feed design is ready to be uploaded to the @jahebunintul Instagram.



Figure 27. Writing in Adobe Illustrator
Source: Adobe Illustrator, 2022

The second tutorials produced feed designs shown in Figure 28 and Figure 29. These are ready to be used to promote Chili Oil and Jahe Bu Nintul products.



Figure 28. Results of Wic Kitchen Instagram Feed Design
Source: www.canva.com, 2022



Figure 29. Results of Jahe Bu Nintul Instagram Feed Design
Source: Adobe Illustrator, 2022

D. CONCLUSION AND SUGGESTION

Conclusion

In this evaluation is carried out, the author looks back at the problems and solutions that have been carried out and is explained as follows:

Table 1 Relationship between Problems and Solutions from Digital Content Instagram Malang SMEs

Primary Focus	Solution
Based on the analysis and interview results, it was found that the problems that are being experienced by Malang SMEs, namely the lack of understanding in the use of design software. This has an impact on the lack of promotional intensity on social media because they are waiting for the design results that have been ordered to the printer. So that training is needed to create digital content for Instagram using Canva and Adobe Illustrator to increase the skills of Malang SMEs.	The solution needed for this problem is provision of knowledge about Instagram and tutorials for designing Instagram feeds using Canva and Adobe Illustrator which are interesting and easy to follow for SMEs players in Malang City. Later the results will be able to reduce design processing time because it can be done independently and also reduce operational costs.

Suggestion

The need for feedback from Malang SMEs players regarding the Instagram feeds that have been made and how the influence of the Instagram feeds that have been made is with the sale of products or the use of Malang SMEs services.

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