

CHAPTER I

INTRODUCTION

1.1. Background of the Final Report

Nowadays, people are living with technology that is constantly evolving. The advances in technology, for instance, the internet, make people have a better life because of its effectiveness and efficiency. The internet has changed the world. In today's globalizing era, the internet has been used to purchase, sell products, travel, learn about new things that could improve the technology revolution, and communicate (Davis et al., 2015). Technology has made the world faster than most people did not expect in the past. The internet is giving a huge impact on people's lives. People are becoming more addicted and dependent because everything that people do today needs the internet. The internet gets people to do and finish a job, find the newest information, and help people through their day (Kaplan & Haenlein, 2010).

In the development of communication technology, social media are online media generally refers to enable social interactions. Social media allow users to embrace and create their profiles, interact with other social media users and make social networks. Social media has changed the way people communicate with one another (Keenan & Shiri, 2009). Social media has been widely used for any

business purpose. Social media would help small businesses to develop their business and communicate with their customers, and embrace their brand to the world. Social media has been used as a marketing tool for businesses to increase their business' profit (Soedarsono et al., 2020). People currently use social media as one of the marketing communication media, especially Instagram.

Instagram is a social media application that changes communication technology that has been spread around the world. Based on the *Indonesian Internet Service Providers Association* survey in 2018 shows that Instagram is the second most visited by Indonesians with a percentage of 17,8%. People use Instagram to share their photos, activities, or interact with other people and business promotion. Many companies used Instagram to do various promotion activities or advertisements and looking for more customers. Companies must give extra attention to do multiple promotion activities to create exciting and powerful visual content. Visual content could develop an exciting moment and attract customers. Our brain, as a powerful processing tool, could process pictured in just 13 milli-second. In that short time, the audience or customer decides to stop and read or move on to another. They would choose to get involved with that business or would interact with other competitors. Social media content with engaging visuals could get 94% more views than content without relevant visuals (Fox et al., 2019).

Considering the importance of visual content design for product marketing strategies on Instagram, Instagram features have become very commonly used for social media promotion, Instagram's feed, and Instagram's Story or *InstaStory*. Thus

features could help companies to interact with customers (Untari & Fajariana, 2018).

To create the visual content for Instagram, Graphic design is the most effective idea for engaging visual content for customers. Ambrose and Harris (2006) stated, "Graphic design is a creative visual art that discipline that encompasses many areas. It may include art, typography, page layout, and information" (p.11). Graphic design needs ideas, concepts, text, and images to present them in visual content through print, digital, or media. To make visual content for Instagram, Graphic Designer needs software. One of the common software that Graphic Designer could use for designing interesting visual content is Adobe Illustrator. Adobe Illustrator is one of Adobe's products based on vector drawing software. Adobe Illustrator is widely used in advertising, graphic design, illustration, and other fields. Adobe Illustrator is the popular software for designing visual content and visualizing the idea, image, information, and text for product promotion on Instagram (Lei, 2014).

As a coffee shop that follows the trend, Amore Coffee takes advantage of Instagram to promote the product and give consumers information. Amore Coffee is a coffee shop located in Jl. Sarangan, Lowokwaru, Malang, which was established in 2017. Amore Coffee focuses on providing various types of coffee such as AeroPress, V60, Brewed Coffee, and many others. Some other non-coffee menus are Chocolate, Milk, Matcha, and others. Amore Coffee also provides snacks such as *Tahu Walik*, French Fries, *Pisang Coklat*, etc.

Amore Coffee uses Instagram as their marketing communication tool because their customers target are the workman and young generation. To maximize their business strategy, in order to advertise their product on Instagram, Amore Coffe also need to pay attention to visual content development by using Graphic Design. The social media design implementation on Amore Coffee made with simple design but comfortable in the eyes because the concept of Amore Coffee is simple but comfortable and suitable for young people and workers.

As Amore Coffee follows the social media promotion strategy above, it urges the writer's competencies in graphic design to create visual content for Amore Coffee's Instagram account to introduce the product and share information from Amore Coffee to customers. Based on the background above, the writer wrote a report entitled "Social Media Design Implementation on Amore Coffee's Instagram as an Effort for Visual Content Development and a Product Marketing Strategies" as the final report.

1.2. Objective of the Final report

This final report aims to share the writer's knowledge about graphic design for making visual content in Amore Coffee's Instagram as an effort for visual content development and product marketing strategies.

1.3. Significances of the Final Report

The final report has two significances. First, it is expected that this final report can increase the reader's experience in designing visual content for Instagram

as a marketing tool. Second, it is expected that this final report can be used for the readers or the further writers as a source of information in designing visual content for Instagram.