

**SOCIAL MEDIA DESIGN IMPLEMENTATION ON AMORE
COFFEE'S INSTAGRAM AS AN EFFORT FOR VISUAL
CONTENT DEVELOPMENT AND A STRATEGY OF
PRODUCT MARKETING**

FINAL REPORT

BY

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JULY 2021

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Malang, June 30, 2021

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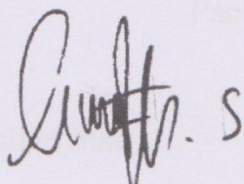
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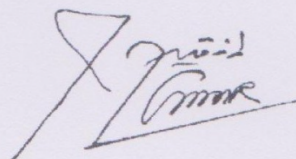
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declare that:

1. This Final Report is the sole work of mine and has not been written in collaboration with any other person, nor does it include, without due acknowledgement, the work of any other person.
2. If at a later time it is found that this Final report is a product of plagiarism, I am willing to accept any legal consequences that may be imposed upon time.

Malang, July 29, 2021



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MOTTO AND DEDICATION

“Do not have to be amazing to start, but just need to start to be amazing”

This Final report is dedicated to:

My beloved parents, who always support me, loved me, trusted me, and raise me well. I hope this will be bring me to the next step of progress in the future to make them happy.

ABSTRACT

Tobong, A. 2021. *Social Media Design Implementation on Amore Coffee's Instagram as an Effort for Visual Content Development and a Strategy of Product Marketing*. Final Report. D3 English Program, University of Merdeka Malang. Advisor: Cattleya Pravitha, S.S., M.Hum.

Key Words: Final Report, Social Media Design, Graphic Design, Instagram, Marketing.

Social media holds an important role in marketing strategies nowadays. Social media can make any business advertise and introduce its brand to the user. One of the most popular social media platforms for marketing is Instagram. Instagram has several useful features for marketing strategies, such as home page, hashtags, comments, business account, business insight, and others. Instagram is a visual-based social media, so business people who used social media as their marketing strategies must pay attention to visual promotion. The most effective idea for make interesting visual content is with graphic design. Graphic design helps people see the catchy information to remember. Before making the design, it is essential to know about the elements of graphic design, colors, and a content plan. The writer has an opportunity to make a design for Amore Coffee social media content. The design includes the picture of the products, text, and color, other elements.

ACKNOWLEDGEMENT

First of all, the greatest honor and glory offered to Jesus Christ, as I believe with His amazing love, support, blessing, and health given to me since the beginning of my study until completing this final report. Without His blessing, the writer cannot be successful in writing this final report.

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