

## **IMPLEMENTATION OF INSTAGRAM CONTENT MARKETING AND CREATIVE DESIGN AT ETNIK COFFEE PURWOKERTO**

**Akifan Aqila Zulimar**

<sup>1</sup>Economic and Business Faculty, Jenderal Soedirman University

\*Email corresponding author: akifan.zulimar@mhs.unsoed.ac.id

### Abstract

By choosing an internship at Etnik Coffee in the Instagram content marketing and creative design section, The author hope to be able to develop marketing digitally and directly if the company routinely develops marketing and creative design content. The evaluation that author saw at Etnik Coffee is the lack of visualization and active content on Etnik Coffee's Instagram. The advice that author's can give to Etnik Coffee is that in the future they can pay more attention to the comfort and aesthetics of the place for visitors, because indirectly this can expand marketing.

***Keywords: Etnik Coffee, Content Marketing, Creative Design.***

### Abstrak

Dengan memilih kerja magang di Etnik Coffee di bagian Instagram content marketing dan creative design, penulis berharap dapat mengembangkan pemasaran secara digital dan secara langsung jika perusahaan secara rutin melakukan pengembangan konten marketing dan creative design. Evaluasi yang penulis lihat di Etnik Coffee adalah kurangnya visualisasi dan konten yang aktif di Instagram Etnik Coffee. Saran yang dapat penulis berikan untuk Etnik Coffee adalah agar kedepannya dapat lebih memperhatikan kenyamanan dan estetika tempat bagi pengunjung, karena secara tidak langsung hal ini dapat memperluas pemasaran.

***Kata Kunci: Etnik Coffee, Konten Pemasaran, Desain Kreatif.***



## **A. INTRODUCTION**

In this digital era, social media has become one of the most effective marketing tools for businesses, especially among the younger generation. Instagram, as one of the most popular social media platforms, offers a great opportunity for businesses to reach a wider audience through engaging visual content.

The situation analysis shows that although Etnik Coffee has great potential, they have yet to fully utilize the power of Instagram in attracting new customers and retaining existing ones. Problems include a lack of consistency in uploading content, a lack of understanding of the target audience, and a lack of creative and engaging content design. This has resulted in low user interaction and engagement with Etnik Coffee's Instagram account.

To overcome these problems, the solutions offered include developing a more planned and directed content strategy, improving the quality of visual design, and utilizing Instagram features that can increase interaction, such as Instagram Stories and Reels. With a more creative and innovative approach, Etnik Coffee Purwokerto is expected to increase attractiveness and engagement on the Instagram platform, thus supporting their overall business growth.

## **B. IMPLEMENTATION AND METHOD**

Internship is an activation process to improve soft skills and hard skills where the company provides work experience for some time. Not only improving soft skills and hard skills, internships can also be a career support in the world of work and one of the graduation requirements for final semester diploma students.

. Therefore, the author chose to do an internship at Etnik Coffee Purwokerto. The

internship was carried out from January 20, 2024 to April 27, 2024 with a total of eight working hours, starting at 16.00 WIB until 00.00 WIB. During the internship process, the writer was assigned to organize marketing content and design for the Etnik Coffee.

## **C. RESULT AND DISCUSSION**

The implementation of content marketing strategies on Instagram and creative design at Etnik Coffee Purwokerto aims to overcome various problems faced in attracting audience attention and increasing interaction with customers. In this discussion, it will be explained how the solutions offered can be implemented, the outcomes of the program as an indicator of success, and the factors that influence the implementation of the program.

### **Content Marketing**

Content marketing is a strategic marketing approach focused on creating, distributing, and promoting valuable, relevant, and consistent content to attract and engage a specific target audience. The ultimate goal of content marketing is to drive profitable customer action by building trust and loyalty, thereby converting prospects into customers and customers into repeat buyers.

Content marketing goes beyond traditional advertising by offering information, entertainment, or educational materials that customers find genuinely useful or interesting. Rather than pushing products or services directly, content marketing involves crafting content that resonates with the audience's needs, challenges, or interests.

Content marketing is also measurable. Marketers can track metrics such as website traffic, social media engagement, lead generation, and conversion rates to assess the effectiveness of their content strategies.



Picture 1: Instagram Insight.



Picture 2: Instagram Insight.

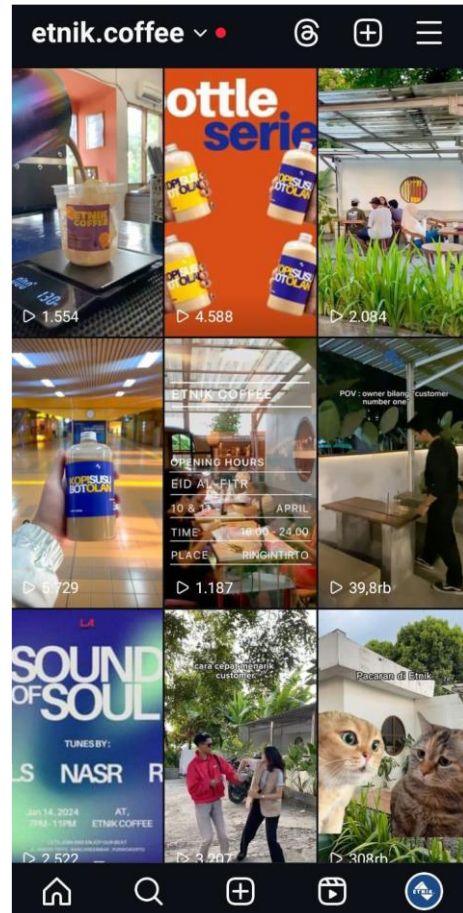
## Creative Design

Interior Design refers to the process of designing and arranging the physical environment of a space to create a specific aesthetic, atmosphere, or function. It involves selecting and positioning elements such as furniture, color schemes, lighting, artwork, and accessories to enhance the overall appeal and usability of a space.

In a business context, interior design can have a significant impact on customer experience and brand perception. For instance, a well-decorated retail store can attract more customers, encourage longer visits, and enhance the shopping experience, ultimately leading to increased sales.



Picture 3: Interior Decoration.



Picture 4: Digital Design.

## D. CLOSING

### Conclusion

The implementation of Instagram content marketing and creative design at Etnik Coffee has proven to be a strategic approach to enhancing the café's brand identity, customer engagement, and overall business success. By leveraging Instagram as a powerful marketing tool, Etnik Coffee has effectively connected with its target audience, showcasing its unique



offerings, cultural diversity, and brand values. The thoughtful and culturally interior design further complements this strategy, creating an inviting and aesthetically pleasing environment that resonates with both local and international customers.

The synergy between Instagram content marketing and interior design has allowed Etnik Coffee to create a cohesive and immersive brand experience, both online and offline. This integration has not only driven foot traffic to the café but also strengthened customer loyalty and satisfaction. Additionally, the café's commitment to ethical practices, cultural representation, and quality in both its marketing and physical space has reinforced its reputation as a socially responsible and culturally aware brand.

### **Suggestion**

Based on analysis and findings, here are some suggestions:

#### **1. Visual and Consistency**

To maintain consistency in visual quality, consider establishing guidelines or SOPs (Standard Operating Procedures) for shooting, including the best time for shooting (golden hour), use of additional lighting, and aids such as tripods or stabilizers.

#### **2. The Effectiveness of Interior Design as Content**

a. Create an area that is not only interesting to photograph, but also comfortable for customers to use.

b. To keep the content and atmosphere fresh at Etnik Coffee, consider rotating decorative elements or changing the interior layout periodically. This will not only provide new content material but also keep the appeal for repeat customers.

#### **3. Increased Traffic and Customer Experience**

a. Implement a loyalty program that rewards

customers who frequently share content about Etnik Coffee on social media.

b. Continuously improve customer experience by listening to their feedback on interior design and products. This will not only increase customer retention but also provide insights for design and service improvements.

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