



Promotional video design for Kawa Daun Koffie: Examining preliminary audience engagement on Instagram

Khalif Maulana Syahid^{*1}, Dandi Yunidar², Ira Wirasari²

Visual Communication Design, Faculty of Creative Industries, Universitas Teknologi Bandung ¹

Jl. Soekarno Hatta No. 376-378, Kota Bandung, Jawa Barat, Indonesia

Design Product², Visual Communication Design²,

School of Creative Industries, Universitas Telkom

Jl. BKR No.63, Ancol, Kec. Regol, Kota Bandung, Jawa Barat 40253, Indonesia

***Correspondence author:** khalif@utb-univ.ac.id

Received:

29/04/2026

Final Revision:

04/09/2026

Accepted:

08/09/2026



This work is
licensed under a
[CC-BY-NC](#)

Abstract.

Audiovisual content has transformed into a strategic medium in digital marketing, playing a crucial role in distributing product information to a broad audience. This study aims to examine the preliminary audience response to creative promotional video content distributed via the Instagram platform, focusing on a local food and beverage entity, Kawa Daun Koffie. This study adopts a case study approach that combines qualitative observation of Generation Z consumers' media consumption behavior with supplementary descriptive quantitative data from a questionnaire distributed to 50 respondents to map their visual format preferences. The research procedure includes designing, producing, and publishing a cinematic visual storytelling promotional video, which is then analyzed through a comparative evaluation against the brand's previously uploaded static and documentary-style content. The results indicate a higher observable audience interaction for the creative video content. This is reflected in a descriptive increase in surface-level interaction, from 6 to 21 likes, relative to a conventional static post. As reach, posting time, and audience exposure were not controlled, this difference is interpreted as preliminary rather than causal, suggesting that narrative-driven, video-based content may be a more adaptive and engaging marketing approach for strengthening brand presence and digital competitiveness.

Keywords: Audiovisual, Generation Z, Instagram, Marketing Strategy, Promotional Video.

Introduction

Amidst the accelerating pace of innovation, various aspects of life have been significantly impacted by technological advances, including the methods for obtaining product information. Advertisements, once delivered through conventional media, are now shifting to digital platforms. The effectiveness of product sales is now considered highly dependent on the strategic role of digital advertising (Prastika & Nugroho, 2025). The world of marketing has been transformed into a more modern form. Marketing is no longer solely focused on competitive quality, affordability, or product accessibility, but rather emphasizes building sustainable, interactive communication. Good relationships with potential and actual consumers are now seen as a top priority that must be maintained (Nanda, 2022). However, the key lies in selecting media platforms that align with current technology (Shulton & Khabibah, 2022). In the field of visual communication design, advertising success increasingly relies on creative innovation and aesthetic relevance to stimulate consumer desire.

The rapid development of information technology has led to a shift in perception from traditional media to dynamic digital systems. Social media has transcended its origins as a networking

tool to become a digital business platform, facilitating two-way communication between brands and consumers with unprecedented reach and cost efficiency (Nufus & Handayani, 2022). This digital transition has increased the importance of visual semiotics, where high-quality photos and cinematic videos are used to create emotional resonance with potential consumers or a wide audience (Musliadi et al., 2025). As a platform that prioritizes visual aspects, Instagram has now become the center of marketing strategies, relying on beautiful, aesthetic, and interactive content to maintain high user engagement (Puspitarini & Nuraeni, 2019). This trend is reinforced by industry data showing shifts in consumer behavior, with social media now serving as the most dominant pre-purchase validation tool (We Are Social, 2024).

The urgency of digitalization is now increasingly evident in the food and beverage industry, particularly in the coffee shop sector, which targets Generation Z as its primary audience. This tech-savvy group demands that information be presented instantly, with prioritized visual aspects and high aesthetic standards. This phenomenon is reinforced by the findings of Kurnia T et al. (2025), who reported that consumer purchase intention can be significantly influenced by well-designed promotional strategies using visual media.

If visual communication strategies fail to align with the audience's information-absorbing methods, the risk of widespread brand dissonance is unavoidable. Therefore, the integration of visual content and audience preferences is seen as a vital element. This is done to prevent misperceptions that could potentially hinder marketing success amidst intense digital competition. In a static market, failure to adapt to the evolving ecosystem of this generation results in a loss of cultural and commercial relevance.

Currently, Kawa Daun Koffie relies heavily on word-of-mouth (WOM), a method that may be insufficient for reaching broader audiences in a visually driven digital market. While recommendations from this method provide high credibility, they lack the visual impact needed to compete with competitors who typically use motion graphics and powerful video advertising. The absence of structured digital content, such as cinematic graphic videos or solid visual narratives on Instagram, has resulted in low brand awareness and suboptimal consumer engagement. Without professional visual communication, businesses face stagnation and an inability to capture share in the rapidly growing digital market.

Addressing this condition, the research gap addressed here lies in the limited literature examining how a structured visual-design intervention can reposition the digital identity of a micro-scale local food and beverage brand. Rather than quantifying a transition from word-of-mouth practices, this study focuses on a case comparison between the brand's existing Instagram content and a purpose-designed cinematic promotional video. Most previous studies have predominantly focused on evaluating the marketing metrics of established brands' social media accounts, without measurably dissecting how visual design intervention strategies can awaken a digital identity from a state of stagnation. Therefore, the contribution of this research lies in proposing an audience-driven video design approach that translates documented consumer preferences into a structured promotional video. Rather than only evaluating post-publication results, the study illustrates a design procedure intended to bridge a local brand's cultural authenticity and the competitive aesthetic standards of the digital market.

Therefore, this study aims to design and analyze a social media promotion framework through a qualitative case study methodology. This research explores the innovation of conventional or traditional methods with low reach to the implementation of creative video content as a key driver of consumer interest. Through an analysis of the relationship between design aesthetics and digital strategy, this study aims to examine how the integration of visual communication may support brand presence and observable audience engagement, relative to conventional interpersonal communication methods.

Theoretically, this study makes a strong scientific contribution to the discourse of visual communication design and digital marketing by empirically demonstrating that cinematography and visual layout function as more than mere aesthetic ornaments. This manuscript extends beyond a

conventional design report by positioning promotional video design as a strategic visual instrument that may support audience attention and perceived visual credibility (digital trust). We note that the full sequence linking attention, trust, and purchase intention is not empirically tested in this study and is offered as a conceptual proposition for future work. By integrating visual aesthetic theories with digital consumer behavior data, this research enriches the theoretical foundation of how visual synthesis can structurally influence the economic decisions of digital audiences.

Methods

This research focuses on Kawa Daun Koffie's official Instagram account as the primary subject of observation due to its contrasting communication patterns. Observations show that their timeline is currently dominated by documentary-style visual narratives, such as recordings of social activities and spotlighting the figures behind the organization. While this approach can build emotional connection (internal branding), there is an unmet significant gap: a commercial content strategy capable of converting audience attention into purchasing action.

This imbalance is not simply an aesthetic issue, but a strategic obstacle. Chaffey and Ellis-Chadwick as cited in (Abiodun et al., 2025) state that the lack of balance between engagement and promotional content significantly disrupts the chain of economic engagement. Followers may feel a personal connection, but they are not given a compelling visual incentive to make a purchase.

This is where Visual Communication Design (VCD) plays a crucial role. Kawa Daun Koffie requires a visual identity transformation that goes beyond simply "beautifying" its appearance but also reconstructs the way its brand message is delivered. This transformation aims to align the brand's digital reality with the dynamics of increasingly competitive market expectations. As emphasized by (Wheeler, 2024) an effective visual identity on digital platforms must have the ability to communicate brand promises and values instantly, so that every documentation or promotion has a balanced persuasive power to support business continuity.

Research Approach

This study adopts a case study design employing a predominantly qualitative approach, complemented by supplementary descriptive-quantitative data. Qualitative observation of visual communication patterns is combined with a 5-point Likert questionnaire analysed through frequency distribution and percentages; the quantitative component is descriptive and supports, rather than replaces, the qualitative interpretation. This method aligns with qualitative research procedures, which emphasize in-depth understanding of the research object through multiple perspectives (Sovira & Abidin, 2021). This ensures that the resulting interpretations are not merely superficial but are able to reach deeper meanings from the data found in the field.

Furthermore, this qualitative approach allows for the exploration of emerging phenomena, which are then interpreted and conclusions drawn based on the surrounding context. As applied in (Sovira & Abidin, 2021) study, this process ensures that the conclusions drawn remain objective and natural, despite being based on subjective context.

Case Study Design

Within this qualitative research framework, Kawa Daun Koffie is designated as a single unit of analysis through a case study approach. A case study is understood as a series of scientific procedures carried out intensively and in-depth to dissect a program or phenomenon within an organization to generate comprehensive knowledge. In accordance with the methodological characteristics applied by (Putri & Julianto 2023), case selection is based on the actuality of ongoing events in the field. In this context, Kawa Daun Koffie was selected purposively as a typical yet information-rich case of a micro-scale local coffee shop still relying on word-of-mouth; the owner's willingness to grant access to the business and its digital assets also made an in-depth, intervention-oriented case study feasible.

Data Collection Techniques

To ensure strong data validity, this study utilizes two primary data collection techniques:

1. Questionnaire (Preference Validation): This instrument is distributed to potential respondents to map consumer perceptions of Kawa Daun Koffie's current promotions, as well as identify their expectations and preferences regarding the ideal promotional media format (e.g., preference for moving visuals/video).

To ensure data accuracy, the sampling procedure utilized a purposive sampling technique. The study involved 50 respondents selected based on specific criteria: active Instagram users, categorized as Generation Z (18-25), and individuals who frequently consume and explore local coffee shop products. This demographic was deliberately chosen as they represent the primary target market and the most active digital consumers in the food and beverage sector (Sugiyono, 2019). Eligibility was verified through screening questions at the start of the questionnaire, and the sample of 50 is treated as a modest, exploratory sample intended to map general demographic preferences rather than to statistically represent Kawa Daun Koffie's existing customers; this scope is acknowledged among the study's limitations.

The questionnaire comprised 31 closed statements measured on a 5-point Likert scale, organized under three indicators: (1) intensity of social media usage (11 items); (2) visual format preference (static vs. video) (10 items); and (3) the influence of visual aesthetics on brand trust/digital trust (10 items). "Visual aesthetics" was operationalized through statements on feed layout and visual concept, and "digital trust" through statements on perceived credibility and pre-purchase profile checking (see Table 1). The instrument was based on a review of relevant literature on social media marketing and consumer trust, and was structured to align with the three indicators described above. For each item, the reported percentages represent the proportion of the 50 respondents selecting each Likert category. Open-ended questions were used to capture supporting qualitative insight.

2. Observation (Comparative Study): Observation is conducted not only on the research object's accounts but also through benchmarking against competitor social media accounts. The goal is to analyze audience enthusiasm for creative video content and measure the effectiveness of promotions by comparing engagement metrics such as the number of likes and comments.

The benchmarking and observational procedures were conducted systematically over a one-month period. The observation focused on identifying the strategic gaps by evaluating three primary indicators: visual hierarchy, cinematography techniques, and audience engagement metrics (such as likes, comments, and share ratios) on the competitors' Instagram accounts. This structured comparative observation serves as a measurable baseline to formulate Kawa Daun Koffie's new visual intervention strategy. This structured comparative observation serves as a descriptive baseline for formulating Kawa Daun Koffie's new visual intervention strategy. For each account, the most recent feed posts within the observation window were examined, and each indicator was recorded against a simple descriptive.

Data Analysis Technique

The collected data were systematically processed using an interactive qualitative analysis model encompassing data condensation, data display, and conclusion drawing (Miles et al., 2014). To establish the reliability and validity of the findings, the study employed methodological triangulation. This validation involved cross-verifying the descriptive quantitative results from the questionnaires with qualitative benchmarking data and relevant visual communication literature (Creswell & Creswell, 2018). Through this rigorous triangulation, the formulated promotional video design is ensured to be not only aesthetically compelling but also empirically grounded. Visual material was additionally read through a descriptive semiotic lens, distinguishing denotative (literal) from connotative (associative) meaning to interpret how each account constructs brand meaning.

Content effectiveness was measured purely through observable surface-level interactions (specifically, the number of likes). This measurement was conducted over a 7-day period post-

publication to objectively compare the performance of the older static content with the newly launched promotional video.

Research Framework

The entire research process, from problem identification and data collection to strategy design, is visualized in the following flowchart of the conceptual framework to facilitate mapping the research logic:

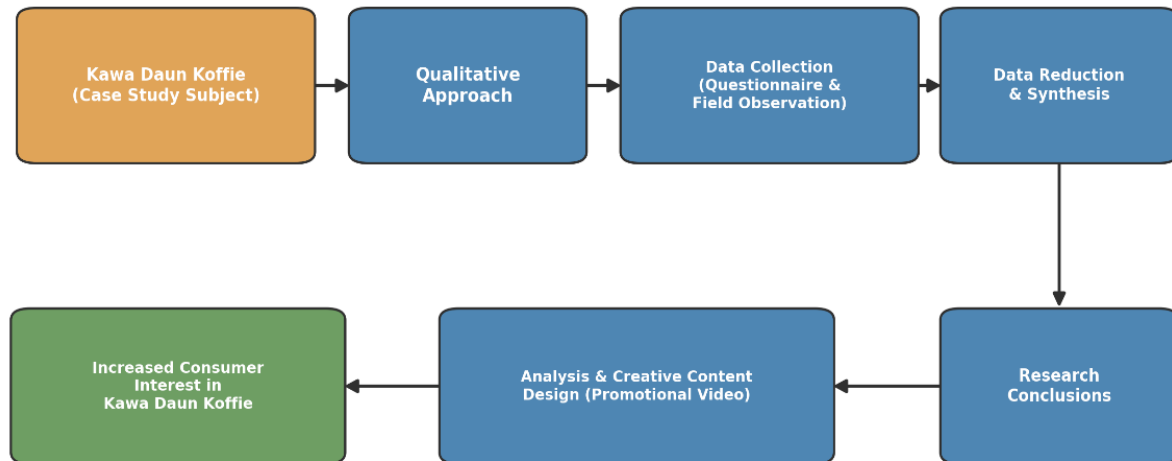


Figure 1 Research Framework
Source: Personal Documentation (2025)

This research framework in Figure 1 begins with the determination of Kawa Daun Koffie as the case study subject, the primary focus of exploration. A qualitative approach was chosen as the methodological foundation to ensure a deep and contextual understanding of the phenomenon under study. The next stage involved a comprehensive data collection process, integrating questionnaires and field observation techniques to obtain valid primary data. After data collection, a data reduction procedure was immediately implemented to sort and organize relevant information, allowing for systematic data synthesis to produce robust research conclusions.

These findings and conclusions then served as a reference for further analysis and the design of creative content in the form of a promotional video. Through the integration of qualitative research findings and visual communication strategies, the video was produced with the primary goal of effectively increasing the number of views and public attention to the product. As the final output of this research process, the program's success was measured by the increased interest in Kawa Daun Koffie among the target audience resulting from the implementation of the data-driven visual work.

Results and Discussion

This study used observational data and questionnaires as the primary instruments to evaluate the effectiveness of digital visual communication strategies. Through online observation of the Kawa Daun Koffie Instagram account, the study examined promotional patterns and product information delivery techniques, which were then validated with a questionnaire regarding consumer media format preferences. The results confirmed that social media has transformed into a primary determinant of purchasing decisions and a source of first impressions, where consumers require visual validation before making a transaction (Appel et al., 2020).

Based on observations of the Kawa Daun Koffie digital ecosystem, it was found that the content strategy implemented was not optimal. The visual narrative constructed seems stiff and doesn't effectively utilize the interactive features of social media, thus failing to create deep engagement with

the audience. Specifically, a promotional approach that heavily relies on the prominence of a particular organizational figure is considered to limit market reach. In the context of modern digital marketing, relying on a single figure without content diversification can hinder the expansion of brand awareness, considering that current consumers are more responsive to content that is inclusive and relevant to their lifestyles (Dwivedi et al., 2021).

Conversely, the questionnaire data confirms a shift in consumer preferences toward video-based content. Respondents believe that creative promotional videos are more effective in providing a realistic and persuasive product overview compared to static images. This aligns with the findings of (Wibowo et al., 2021), who stated that short-form video content has a higher ability to stimulate consumer attention and information retention. In summary, the observational data analysis indicates a positive association between the use of creative promotional videos and increased interest of potential consumers in the products offered.

Comparative Analysis of Competitor Visual Strategies

To map the strategic position of Kawa Daun Koffie within the digital marketing landscape, this study conducted a comparative observation of two similar competitors with a comparable market base: Kawan Kopi and Marka Cafe. The selection of Kawan Kopi and Marka Cafe as benchmarks was based on three primary criteria: (1) both operate within the same market segment, specifically local specialty coffee; (2) they share an identical demographic target (Generation Z); and (3) during the one-month observation period, both accounts consistently showed a higher volume of visible audience interaction (likes and comments) than Kawa Daun Koffie [author to insert: observed interaction values, if available]. On this basis, both brands were treated as informative comparison cases of more developed visual strategies. The observation focused on three main dimensions: the utilization of social media features, the consistency of visual style, and the relevance of content to the target.

Competitor Visual Strategy Analysis (Benchmark)

In the evaluation of digital effectiveness, Kawan Kopi is identified as a primary benchmark for the optimization of social media as a customer acquisition engine. Based on the visual criteria observed in Figure 2 (product prominence, composition, and feed consistency), Kawan Kopi highlights signature products with high frequency while maintaining a clean, consistent, and uncluttered feed layout, indicating a deliberate rather than purely transactional posting pattern.

This effectiveness is largely rooted in the "tone and manner" of the visual content. A deliberate, modern uniformity is applied across the feed, ensuring the brand remains in sync with contemporary digital trends. This aesthetic direction is specifically engineered to foster a sense of proximity with the core audience, notably Gen Z and Millennials. Through the consistent visual language illustrated in Figure 2, a distinct and memorable brand identity is successfully established. In a saturated digital market where most content is quickly dismissed, a lasting impression is created by Kawan Kopi through a visual style that is both highly recognizable and deeply relatable to the youth segment.

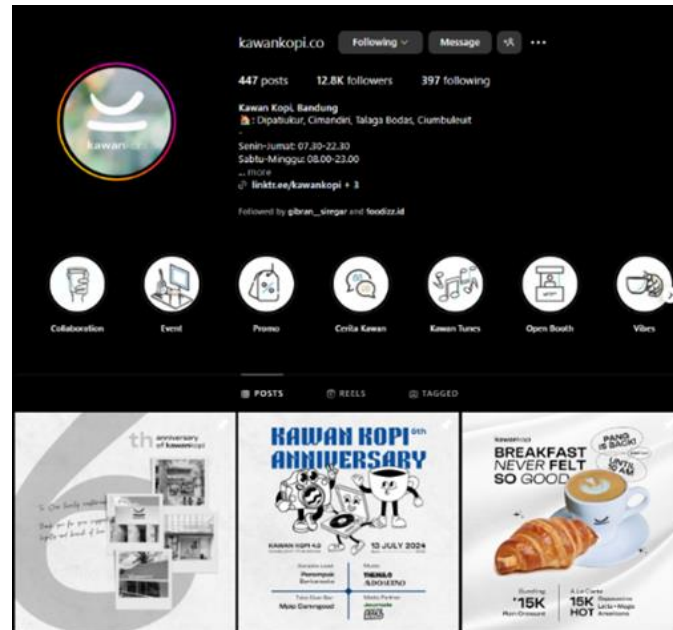


Figure 2. Kawan Kopi Social Media Post
source: Instagram @kawankopi.co (2025)

Marka Cafe implemented a content diversification approach by combining static images and video elements as its primary communication tool. Observations revealed that this strategy wasn't limited to distributing informative product posters but rather emphasized the use of video to simulate the consumer's direct experience of enjoying the product. This dynamic format successfully created a much more vibrant dimension of "social proof," surpassing that typically achieved with conventional static images. As shown in Figure 3, this experiential visualization was utilized to provide a more realistic and relatable image for potential consumers. Based on Figure 3, this video-based approach—using motion, product-in-use shots, and experiential framing—presents a more dynamic form of social proof than static imagery. Consistent with the literature, video can convey richer experiential information (Deng et al., 2021), which may bring digital observation closer to the audience's everyday experience.

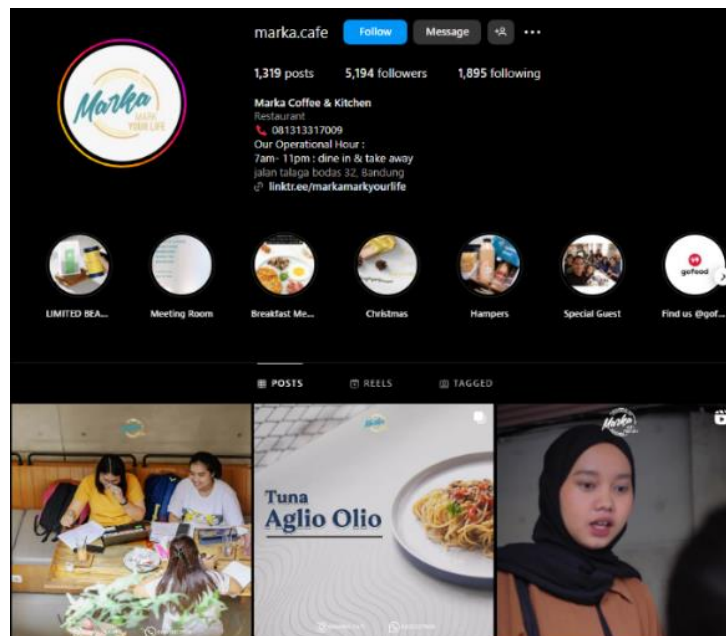


Figure 3. Markacafe Social Media Post
Source: Instagram @marka.cafe (2025)

Visual Analysis of Research Objects (Kawa Daun Koffie)

A stark contrast is evident in Kawa Daun Koffie's social media management, which is identified as falling far short of commercial effectiveness standards compared to its two previous competitors. Based on observational findings (as presented in Figure 4), the institution's Instagram platform is dominated by documentation of social and organizational activities, while the portion of product promotional content is found to be very minimal. This imbalance results in social media's function as a digital storefront not functioning effectively; as a result, potential consumers experience significant obstacles in accessing crucial information regarding product variations, pricing details, and the superior value of the flavors offered.

The perceived rigidity and lack of a coherent design concept are also critical concerns in the visual approach used. Without modern visual elements or a communication style aligned with current trends, Kawa Daun Koffie's content is deemed difficult to resonate with a dynamic digital audience. This lag in adopting popular visual language ultimately becomes a major barrier to market expansion, given that visual appeal is the most crucial entry point for building consumer engagement in the digital space.

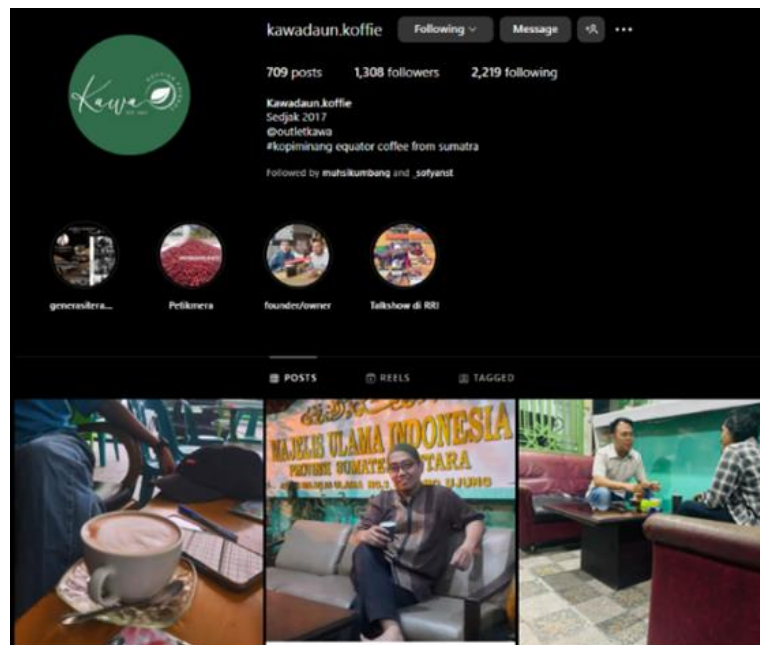


Figure 4. Kawa daun koffie social media post
Source: Instagram @kawadaun.koffie (2025)

Synthesis of Strategic Gap

The descriptive comparison above reveals significant strategic differences. While competitors like Kawan Kopi and Marka Café have leveraged social media to build emotional engagement through aesthetically pleasing and informative visuals, Kawa Daun Koffie continues to rely primarily on a conventional, one-way, documentary-style communication pattern.

This gap demonstrates the urgency for Kawa Daun Koffie to transform its content. The strategy needs to shift from simply documenting activities to marketing communications, utilizing creative video elements and visual design that can adapt to market preferences to increase brand awareness and competitiveness in the digital realm.

Based on the previous comparative analysis, there is a significant strategic gap between Kawa Daun Koffie and its competitors. Kawan Kopi has successfully built a strong visual identity applied to digital media through visual and content consistency. This aligns with research by (Kusumasondjaja, 2020), which states that aesthetic consistency and relevant content aligned with the target audience's lifestyle are important indicators in building emotional engagement and purchasing intent on

Instagram. Trendsetting visuals are not just a trend, but a communication language understood by the youth market segment or Generation Z.

Meanwhile, Marka Café demonstrated its strengths in content format diversity. Using videos to demonstrate the experience of enjoying a product provides stronger social proof than simply statistical images. A study by (Deng et al., 2021) confirmed that video formats on social media have a higher capacity to convey experiential information, which is crucial for culinary products.

Conversely, Kawa Daun Koffie's social media ineffectiveness stems from unclear and unfocused communication objectives. The account, dominated by documentation of the organization's social activities, promotes the brand's identity as a coffee provider. As a result, potential consumers do not receive adequate information about the product offered (Figure 4). From a digital marketing funnel perspective, failure to provide informative and engaging content at the awareness stage will hinder potential consumers from moving on to the purchase stage. Therefore, transforming its content strategy from a rigid documentary approach to a modern and informative visual promotional approach utilizing digital media, as is the practice of its competitors, is crucial for Kawa Daun Koffie.

Interpreted descriptively through basic visual-semiotic concepts (denotative vs. connotative meaning), the difference in engagement can be read not only as aesthetic preference but as a difference in how visual signs are constructed. The documentary-style approach employed by Kawa Daun Koffie is perceived as strictly denotative; it accurately captures reality but often fails to invite the audience into a shared, emotionally resonant narrative. Conversely, the successful visual strategies of competitors are built upon carefully constructed connotative meanings, where visual aesthetics serve as indexical signs of a modern, relatable lifestyle. It is argued that digital trust is cultivated when a brand's visual identity transcends basic information delivery to foster a deeper emotional connection with the audience, a principle that is often overlooked in conventional marketing (Wardhani et al., 2023).

Validating Consumer Preferences Through Questionnaires

Complementing the previous comparative observation analysis, this study conducted validation through a questionnaire. The questionnaire aimed to explore respondents' perceptions of whether conceptual, consistent, modern, and narrative-based visual content is viewed more favourably than static content; given the descriptive design, results are reported as preference tendencies rather than tests of statistical significance.

The research respondent criteria focused on the 18-25 year old demographic (Generation Z) who have an urban lifestyle (socializing) and actively use Instagram. This segment was selected based on their characteristics as a digital generation who use social media as a primary reference for purchasing and product decision-making. The questionnaire used closed-ended questions with a 5-point Likert scale (Strongly Disagree to Strongly Agree) to accurately measure the respondents' attitudes and perceptions. A summary of the questionnaire analysis results and data interpretation is presented in Table 1:

Table 1. Results of the Analysis of Respondents' Preferences for Social Media Visual Content

Measurement Dimension	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Digital Behavior						
Social media serves as the primary channel for product information seeking before a transaction	70% (35)	20% (10)	4% (2)	6% (3)	0% (0)	100% (50)
Format Preference						
Creative video formats provide a more persuasive and realistic product overview than static images	80% (40)	12% (6)	4% (2)	4% (2)	0% (0)	100% (50)
Visual Credibility	64% (32)	24% (12)	6% (3)	6% (3)	0% (0)	100% (50)

Measurement Dimension	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
A well-organized feed layout and aesthetic visual concept increase trust in product quality						
Purchase Decision						
Reviewing a brand's social media profile is a necessary step to build trust before purchasing	76% (38)	16% (8)	4% (2)	4% (2)	0% (0)	100% (50)

Source: Personal Documentation (2025)

As presented in Table 1, the questionnaire data quantitatively validates the shifting dynamics in consumer preferences. Regarding digital behavior, an overwhelming 90% of respondents (combined 'Strongly Agree' and 'Agree') utilize social media as their primary product validation channel. Furthermore, the preference for video over static imagery is highly prominent, with 92% of respondents indicating that creative video formats are more persuasive. Crucially, 88% of the respondents perceive visual aesthetics such as a well-organized feed as a direct indicator of brand credibility (digital trust), and 92% consider reviewing a brand's social media profile as a mandatory step prior to making a purchase decision. These distributions indicate a strong stated preference among respondents for dynamic, narrative-based video over static documentation. They describe audience preference rather than the performance of the specific intervention; the latter is examined separately in the implementation stage (Table 3).

1. Shifting search patterns

Data information shows that consumers are no longer passively receiving information but are actively seeking product validation through social media. This finding confirms that social media accounts are not merely supplementary, but rather crucial touchpoints in the customer journey. Failure to provide complete and engaging information on social media can break the purchase decision chain at an early stage.

2. Video dominance and Content Creativity

Respondents showed a significant preference for video-based content and creative information delivery. This aligns with the study by (Wibowo et al., 2021), which found that vividness (visual clarity) and interactivity in marketing videos have a positive correlation with purchase intention. Monotonous static content is considered less effective in holding the attention of audiences with short attention spans.

3. Visual aesthetics as an Indicator of Trust (Digital Trust)

One notable finding is the perceived association, as reported by respondents, between the visual quality of social media and trust in product quality. Respondents perceive a neat layout and an aesthetically pleasing visual concept as indicators of brand professionalism. In the context of digital marketing, this phenomenon is known as visual credibility, where interface design and visual content become the main determinants of vendor credibility in the eyes of consumers (Kusumasondjaja, 2020). Therefore, the current visual appearance of Kawa Daun Koffie, which is considered "disorganized," has the potential to lower the perception of product quality in the eyes of new potential consumers.

Critically interpreting these findings through the framework of visual cognition, the strong preference for dynamic video content highlights a significant shift in how digital information is processed by contemporary consumers. Static images are known to require higher cognitive effort from the audience to mentally simulate the sensory experience of a culinary product. In contrast, cinematic promotional videos are utilized to create a multi-sensory simulation-combining motion, pacing, and visual cues that significantly lowers cognitive friction. By directly triggering appetite appeal, the psychological barrier between a passive observer and an active consumer is effectively minimized. This emphasizes that visual communication in social media must be empathetically engineered to elicit

specific behavioral responses, gently guiding the audience's perception through well-structured visual stimuli (Prastika & Nugroho, 2025).

Based on a summary of data from a comparative analysis of competitors' visual strategies and validation of respondents' perceptions (Table 1), it can be concluded that both analyses demonstrate that social media plays a significant role in shaping modern consumers' purchasing decisions. Of the 50 respondents surveyed, there was agreement that the quality of social media visuals serves as a "digital face" that determines initial impressions, determining a business's credibility and trustworthiness. Respondents indicated that an attractive and professional visual appearance makes more inclined to consider visiting a physical store and making a purchase; this reflects self-reported perceptions rather than measured purchasing behaviour.

A more in-depth finding revealed that competitors' promotional strategies are superior because they utilize dynamic, non-rigid visual content. Questionnaire data supports this, with most respondents (Generation Z) indicating a strong preference for creative video formats over static images. Videos are considered to have a higher persuasive dimension because they can convey product information in a narrative, entertaining, and realistic manner. In essence, content shared on social media should not be monotonous. This aligns with the findings of (Wibowo et al., 2021), which state that video content has a positive correlation with consumer engagement and brand memory retention.

Therefore, Kawa Daun Koffie is currently experiencing a strategic difference. Its rigid and information-sparing social media presence must be addressed immediately through content changes. Social media is no longer sufficient for merely documenting the organization; it must be optimized as an aggressive and adaptive promotional tool that aligns with the preferences of young people, or Generation Z.

To systematically bridge the gap between the analytical findings and practical application, the identified consumer preferences are subsequently translated into a structured visual strategy. It is recognized that raw empirical data must be empathetically transformed into an aesthetic narrative to genuinely resonate with the target audience's lifestyle. Consequently, the preceding data analysis is utilized not merely as a descriptive report, but as the definitive blueprint for the design phase. This ensures that the ensuing creative intervention is deliberately formulated to address the documented need for dynamic content, successfully moving the research from the realm of observation into purposeful visual creation (Prabowo & Azizah, 2022).

Design Implication

To effectively navigate the current shift in digital consumption, this study proposes strategic recommendations regarding the development of conceptual creative video promotional media. This initiative is necessary due to the urgency of visual transformation that characterizes today's competitive era. Within this framework, the flagship product, "Kopi Siti Nurbaya," is positioned as the primary focus of the design process. This selection is driven by the critical need for a distinct flavor identity to be articulated and disseminated to a broader market demographic through a contemporary, narrative-driven aesthetic.

This creative video design is also tailored to the perspective of building trust and credibility in the product. The video content helps address and provides a clearer picture of the product, demonstrations of use, and testimonials from other users (Kasnelly & Marwiyah, 2025).

Furthermore, the scope of this project is not limited to increasing brand awareness; rather, the visual content is designed with the intention of supporting conversion. By integrating calls to action within a modern visual flow, the design aims to encourage progression from engagement toward purchasing decisions; actual purchasing behaviour was not measured in this study and remains an objective for future evaluation. The creative video design process for the flagship product "Kopi Siti Nurbaya" is shown in table 2.

Table 2. Video Design Implication

Video draft excerpt	Explanation concept video
	<p>Origin of Raw Material Identity</p> <p>The opening scene visualizes raw coffee beans originating from the Minang land. These visuals aim to highlight the authenticity and geographical advantage (geographical indication) of the raw materials that are the product's main identity, differentiating it from competitors who use generic coffee beans.</p>
	<p>Quality & Freshness</p> <p>Showcasing the texture and physical condition of selected coffee beans to represent the freshness of the raw materials used at Kawa Daun Koffie. This concept was built to instill the perception of quality (perceived quality) in consumers, emphasizing that every cup of coffee is processed from premium, well-curated ingredients.</p>
	<p>Standardization of Production Equipment</p> <p>Visualization of using an industry-standard coffee machine (espresso machine). This scene serves to convince consumers that the extraction process is carried out professionally to ensure optimal and hygienic flavor consistency.</p>

Video draft excerpt	Explanation concept video
	<p>Base Extraction (The Espresso Base)</p> <p>Displaying the details of the coffee bean extraction process to make espresso. Visual focus is directed toward the body and aroma visualization to provide sensory suggestions regarding the strong and aromatic bitter flavor profile, which is the main foundation of the drink.</p>
	<p>Product Composition "Kopi Siti Nurbaya"</p> <p>Visualization of the process of mixing the flagship product "Kopi Siti Nurbaya," which is a fusion of espresso, fresh milk, and palm sugar. This scene highlights flavor balance, the harmony between the sweetness of palm sugar, the smoothness of milk, and the strong character of coffee as the product's key value proposition.</p>
	<p>Final Presentation (Final Serving) & Visual attraction</p> <p>Showcasing the final product "Kopi Siti Nurbaya" ready to serve. The use of filming techniques that highlight the condensation (dew) effect on the glass and smoke/steam elements aims to dramatize the product's freshness (appetite appeal) and stimulate consumers' desire to enjoy the product immediately.</p>

Source: Personal Documentation (2025)

Once the visual narrative is comprehensively conceptualized and designed, the theoretical framework must be subjected to real-world validation to measure its actual persuasive capacity. The transition from a curated design draft into a published digital asset represents a critical evaluation phase, where theoretical aesthetics are brought face-to-face with the authentic responses of the digital community. To objectively assess whether engineered visual rhetoric successfully functions as a communication tool rather than a mere digital decoration, an empirical implementation on the social media platform is systematically conducted (Aini et al., 2021).

Implementing the Creative Video on Social Media

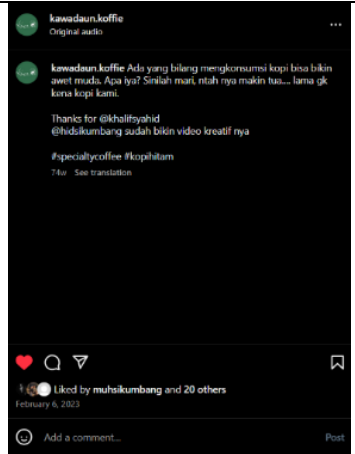
The result of the creative promotional video design has been implemented on Kawa Daun Koffie's official Instagram social media channel. This video is designed with a cinematic concept that visualizes the production process of the flagship beverage "Kopi Siti Nurbaya," from bean selection to final serving. The strategic goal of this content is to build perceived quality and stimulate consumer purchase interest through visual appeal.

In the context of digital marketing, social media content for business entities demands different planning compared to personal use. Content must be carefully conceptualized to be relevant to the public audience and effectively convey the promotional message. Unplanned content risks failing to create the desired engagement. Therefore, this creative video is positioned as a persuasive instrument to enhance product appeal amidst intense visual competition.

To obtain a preliminary indication of the design's performance, a descriptive comparison was made between the previous static content and the newly launched promotional video. The available indicator is limited to observable surface-level interaction (visible likes and audience responses) and reflects preliminary engagement rather than broader promotional effectiveness. Table 3 presents a comparative analysis between the two content approaches.

Table 3. Implementation and Validation of Content Effectiveness

Content Categories	Conventional Post (Before Planning)	Creative Video Promotion (Final Design)
Visual Content		
Analysis visual element and narration	<p>Static Approach and Minimal Narration</p> <p>The sample post above showcases a mango-based beverage product with a static photographic approach. This content is identified as rigid because it lacks both a clear storyline and a clear communication message. The absence of persuasive elements causes the content to fail to encourage potential customers to try the product (Call-to-Action).</p>	<p>Narrative and Dynamic Approach</p> <p>The promotional video was designed using the concept of visual storytelling. The content not only showcases the final product but also narrates the process behind it from the freshness of the coffee beans to the brewing techniques. This visualization provides a strong sensory stimulus to the audience regarding the freshness and enjoyment of the "Kopi Siti Nurbaya" product.</p>

Content Categories	Conventional Post (Before Planning)	Creative Video Promotion (Final Design)
Engagement content		
Engagement evaluation	<p>Observable Interaction</p> <p>Generated 6 likes based on the observation screenshot. This data indicates a minimal audience response to static content that lacks a directed narrative.</p>	<p>Observable Interaction:</p> <p>Generated 21 likes based on the post-implementation screenshot. This represents a positive increase in surface-level interactions from 6 to 21 likes compared to the baseline static post.</p>

Source: Personal Documentation (2025)

Based on the comparative evaluation in Table 3, the implementation of the promotional video shows early positive indications regarding audience interaction. Although in-depth analytical metrics (such as reach and impressions) are not attached due to backend access limitations, surface-level observation demonstrates an increase in interaction, growing from 6 likes on the static photo to 21 likes on the narrative video content. This visible increase points to a higher observable interaction with the visual storytelling post. Because the two posts differ in content and posting time and no inferential test was applied, the difference is descriptive and should be interpreted with caution.

The observed increase in engagement following implementation should not be attributed solely to the technical shift from static images to a video format. Rather, it is deeply rooted in the strategic reconstruction of the brand's visual rhetoric. The brand transitioned toward a narrative-driven visual storytelling model. This approach successfully translated the intangible qualities of "Kopi Siti Nurbaya" such as bean freshness, extraction warmth, and barista dedication into tangible visual evidence. This outcome lends support to a core tenet of visual communication design: when aesthetic interventions are thoughtfully aligned with consumer behavioral data, they can move beyond mere digital decoration and contribute meaningfully to digital engagement, with the potential to support brand loyalty over time (Putri & Julianto, 2023).

From the evaluative comparison presented, the planned visual intervention is associated with higher observable audience interaction. Because reach, impressions, posting time, and follower exposure could not be controlled, algorithmic exposure and other confounding factors cannot be ruled out; the observed difference is therefore interpreted cautiously and is not attributed solely to the visual intervention. Within these limits, the observational data are consistent with the view that targeted visual communication may help engage digital audiences (Aini et al., 2021).

This study has several limitations. First, as a single-case study, its findings are context-specific and not intended for statistical generalisation. Second, effectiveness was evaluated only through observable, surface-level interaction (visible likes); backend metrics such as reach, impressions, saves, and conversions were not accessible. Third, the before-after comparison was not controlled for confounders (posting time, reach, caption, hashtags, account growth, and exposure), so it is indicative

rather than causal. Fourth, the questionnaire captured the self-reported preferences of a modest purposive sample of the target demographic rather than the brand's existing customers. Consequently, consumer interest, digital trust, purchase intention, and broader promotional effectiveness cannot be inferred from these data; future research should employ backend analytics, controlled or longitudinal designs, and larger samples to examine these outcomes more holistically.

Conclusion

This research designed and implemented a content strategy in the form of a creative promotional video on the Kawa Daun Koffie social-media channel. This implementation aimed to explore whether a conceptual and dynamic visual approach is associated with higher observable audience engagement. Consumer interest itself was not directly measured after the intervention and is therefore distinguished from the observable engagement reported here.

Based on the results of the post-implementation comparative evaluation, preliminary empirical support was found indicating that creative video content can generate higher levels of engagement compared to previous conventional content strategies. This increase may be consistent with the influence of a deliberate visual strategy, although, given the uncontrolled factors noted above, it cannot be established that the strategy alone caused the change.

Furthermore, within the scope of this case, the designed creative video generated higher visible interaction than the selected conventional post and was the format most preferred by respondents. As alternative formats such as static posters, discount infographics, and persuasive text were not tested under equivalent conditions, this is presented as preliminary evidence rather than a general claim that video is the most effective format. This preference is consistent with the demographic characteristics of the target audience (younger generations), who tend to favour moving visuals over static images. Video can serve a dual purpose as both a comprehensive information medium and an entertaining persuasive instrument.

Therefore, it can be concluded that the integration of creative video with a strong narrative concept appears to be a promising component of digital marketing for this type of brand, rather than a strategic necessity established by the present evidence. Moreover, as a scientific contribution, the findings of this study refute the traditional view that reduces promotional videos to merely technical design outputs. Academically, this research suggests that promotional video design can act as a strategic visual intervention associated, in the case observed, with higher visible engagement; digital trust was captured only as a respondent-reported preference and was not directly measured after implementation, thereby offering a useful reference for future research in visual communication and digital marketing. This approach is a valid solution for capturing the attention of potential consumers and increasing product competitiveness amidst the dense flow of social media information.

References

- Abiodun, A. B., Bature, Y. Y., & Bello, A. T. P. (2025). Effect of digital marketing practices on consumer behaviour of selected small and medium-scale enterprises in Abuja. *AJBAM: Abuja Journal of Business and Management*, 3(3), 443–461. <https://doi.org/10.7118/ak4hfx19>
- Aini, S. N., Pradipta, E. D., Kulau, F., A'yun, B. A. Q., & Akalili, A. (2021). Analisis retorika visual pada konten YouTube kanal Skinnyindonesian24 dengan judul "YouTube lebih dari TV." *SOCIA: Jurnal Ilmu-Ilmu Sosial*, 18(1), 30–48.
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79–95. <https://doi.org/10.1007/s11747-019-00695-1>

- Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.
- Deng, Q., Hine, M. J., Ji, S., & Wang, Y. (2021). Understanding consumer engagement with brand posts on social media: The effects of post linguistic styles. *Electronic Commerce Research and Applications*, 48, Article 101068. <https://doi.org/10.1016/j.elerap.2021.101068>
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J. L., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H. E., Krishen, A. S., Kefi, H., Kumar, V., Rahman, M. M., Ramakrishnan, R., Rauschnabel, P. A., Rowley, J. E., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, Article 102168. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- Kasnelly, S., & Marwiyah. (2025). Peran konten video produk dalam membangun minat beli konsumen di e-commerce Shopee. *Al-Amal: Jurnal Manajemen Bisnis Syariah*, 5(1), 60–71. <https://doi.org/10.54459/al-amal.v5i1.967>
- Kurnia T, L., Sukotjo, E., & Hartini. (2025). Pengaruh promosi melalui media sosial Instagram terhadap minat beli konsumen Wall Decor Kendari. *Jurnal HOMANIS: Halu Oleo Manajemen dan Bisnis*, 2(3), 776–787. <https://homanis.uho.ac.id/index.php/journal/article/view/169>
- Kusumasondjaja, S. (2020). Exploring the role of visual aesthetics and presentation modality in luxury fashion brand communication on Instagram. *Journal of Fashion Marketing and Management*, 24(1), 15–31. <https://doi.org/10.1108/JFMM-02-2019-0019>
- Miles, M. B., Huberman, A. M., & Saldaña, J. (2014). *Qualitative data analysis: A methods sourcebook* (3rd ed.). SAGE Publications.
- Musliadi, M., Wahyudi, R. F., Muhlis, M., & Wahyudi, W. (2025). Bahasa visual dalam iklan digital: Studi semiotika pada platform media sosial. *Retorika: Jurnal Kajian Komunikasi dan Penyiaran Islam*, 7(1), 27–39. <https://doi.org/10.47435/retorika.v7i1.3683>
- Nanda, C. S. (2022). Analisis marketing communication dalam membangun brand image melalui sosial media Instagram (studi kasus pada Kopiria Samarinda). *Jurnal Administrasi Bisnis FISIPOL UNMUL*, 10(2), 166–180. <https://doi.org/10.54144/jadbis.v10i2.8337>
- Nufus, H., & Handayani, T. (2022). Strategi promosi dengan memanfaatkan media sosial TikTok dalam meningkatkan penjualan (studi kasus pada TN Official Store). *Jurnal EMT KITA*, 6(1), 21–34. <https://doi.org/10.35870/emt.v6i1.483>
- Prabowo, A. S., & Azizah, N. N. (2022). Implementasi visual storytelling pada media sosial Instagram sebagai strategi komunikasi pemasaran digital. *Jurnal Ilmiah Komunikasi Makna*, 1(10), 45–58.
- Prastika, A. D., & Nugroho, Y. S. (2025). Klasifikasi efektivitas iklan di e-commerce dan media sosial terhadap minat beli mahasiswa UMS dengan decision tree. *Jurnal Pendidikan dan Teknologi Indonesia*, 5(4), 919–933. <https://doi.org/10.52436/1.jpti.727>
- Puspitarini, D. S., & Nuraeni, R. (2019). Pemanfaatan media sosial sebagai media promosi (studi deskriptif pada Happy Go Lucky House). *Jurnal Common*, 3(1), 71–80. <https://doi.org/10.34010/common.v3i1.1950>
- Putri, I. G. A. A. A., & Julianto, I. N. L. (2023). Elemen visual sebagai promosi Libong Coffee pada media Instagram. *VCD: Journal of Visual Communication Design*, 8(2), 171–185. <https://doi.org/10.37715/vcd.v8i2.3983>
- Syafi'i, W. S. A. S., & Khabibah, U. (2022). Pengembangan media promosi dengan pembuatan video iklan di Instagram untuk meningkatkan minat beli konsumen pada Starwash Shoe Malang. *Jurnal Aplikasi Bisnis*, 8(1), 133–138. <https://doi.org/10.33795/jab.v8i1.435>
- Sovira, M. D., & Abidin, M. R. (2021). Analisis visual konten Instagram @Kopijanjiwa edisi kolaborasi Joox sebagai media promosi (kajian semiotika). *BARIK*, 2(3), 163–176. <https://doi.org/10.26740/jdkv.v2i3.42316>
- Sugiyono. (2019). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Wardhani, A. K., Hassan, H., & Musnur, I. (2023). Production and exchange of meaning in Instagram beauty influencer visual content in Indonesia: A social semiotic analysis. *Gelar: Jurnal Seni Budaya*, 21(2), 175–186. <https://doi.org/10.33153/glr.v21i2.4748>

- We Are Social. (2024). Digital 2024: Global overview report. DataReportal. <https://datareportal.com/reports/digital-2024-global-overview-report>
- Wheeler, A., & Meyerson, R. (2024). Designing brand identity: A comprehensive guide to the world of brands and branding (6th ed.). John Wiley & Sons.
- Wibowo, A., Chen, S.-C., Wiangin, U., Ma, Y., & Ruangkanjanases, A. (2021). Customer behavior as an outcome of social media marketing: The role of social media marketing activity and customer experience. *Sustainability*, 13, Article 189. <https://doi.org/10.3390/su13010189>
- .