



Accelerating Promotional Media on Social Media for Brand Awareness Forest Smoothie

Suria Ningsih^{1*}, I Nyoman Yoga Sumadewa², Ni Putu Sinta Dewi³
Bumigora University

Corresponding Author: Suria Ningsih ciyaningsih28@gmail.com

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ABSTRACT

With high deforestation rates, reforestation is important to restore the ecosystem. Forest Smoothie, an international beverage company with the concept of "buying a smoothie equals planting a tree", faced the problem of lack of brand awareness on Instagram. Observation shows that their Instagram feed is monotonous and inconsistent in design, typography, and colour. This research aims to redesign Forest Smoothie's social media promotion with a modern and attractive design, using bright colours, consistent typography, and illustrations that reflect the brand's character. Using the design sprint method, this research went through the understand, diverge, decide, prototype, and validate stages. The result is an Instagram feed template that effectively attracts audience engagement. Validation through questionnaires showed positive responses regarding the recognizable concept, colour, typography readability, consistency, and interaction.

INTRODUCTION

Indonesia has vast forests and under these conditions it should be the most hospitable and beautiful place for the life of various types of plants and animals. Indonesia has forests that are rich in various types of plants, but over time due to the impact of illegal logging, Indonesia's forests have become the most endangered forests in the world. Increased illegal logging in forest areas has a negative impact on the preservation of natural resources of flora and fauna that are destroyed by illegal loggers (Boediningsih and Tandiono, 2023).

To restore the balance of the ecosystem, reforestation is carried out. Reforestation is carried out as an effort to restore critical land outside the forest area in order to restore land function. In order for the reforestation program to be successful, community participation is needed in this reforestation program. Many campaign efforts such as making posters and distributing brochures about reforestation activities are still lacking to increase public awareness about reforestation to reduce deforestation. So, a new strategy is needed to increase public awareness about reforestation. The campaign that is needed is a form of effective or persuasive campaign in campaigning for reforestation or environmental awareness.

Forest Smoothie is one of the companies engaged in the beverage sector and has products in the form of smoothie drinks. Forest Smoothie is an international company founded by Philip Carl Dickenson since 2019. Forest Smoothie comes with the concept of buying a smoothie is the same as planting a tree. The unique concept is to attract consumers to participate in saving nature and reducing global warming. The company also has a Forest Smoothie Planet Loyalty Card which is the number of drink purchases when it has reached the required target, then the company will give a tree which consumers can later see their trees with Tree tracker technology that the company has prepared. This is a form of strategy in participating in business competition to provide an increase in the sustainability of the business so that it can survive. The concept presented is also a form of Forest Smoothie's participation in the reforestation program.

The concept of buying a smoothie is the same as planting a tree to save nature that is currently owned without any other supporting promotional media is considered less effective to make this beverage product known among the public. After observation through Forest Smoothie's Instagram social media. Forest Smoothie's reputation on social media is currently too flat or does not have something that stands out to attract the attention of the audience.

The strategic role of promotional media through social media to the Forest Smoothie Company can allow the Company to increase visibility by utilizing the social media platforms used such as posting quality content. This can lead to direct interaction with customers such as likes, comments, and even following the Forest Smoothie Company's social media accounts. Promotional media through social media not only functions to convey information, but also becomes a tool to build brand awareness because promotion through social media is very effective in increasing brand awareness. The importance of brand awareness for Forest Smoothie is to create strong recognition in the minds of

consumers, brand awareness also helps in distinguishing Forest Smoothie from its competitors in a competitive market. Seeing the changing market conditions, Forest Smoothie needs a relevant and interactive promotional strategy. Relevant strategies such as creating a design that suits the target audience, namely teenagers aged 20-30 years.

Thus, the author sees a problem that needs to be resolved, namely related to the concept of Forest Smoothie promotional media to increase consumer awareness of its products. Because until now Forest Smoothie has not succeeded in producing branding and consistency in terms of colour application and typography application on its Instagram social media, thus hampering brand awareness of Forest Smoothie. The author redesigns the concept of social media promotion media that moves on Instagram social media in the form of Instagram feed templates with modern and fun designs, bold and bright colours, typography and displays elements that match the character of Forest Smoothie with the aim that Forest Smoothie can increase brand awareness.

LITERATURE REVIEW

According to Murgianto and Soekarno, social media is currently a significant business and promotional field for producers to accelerate their sales. Acceleration is the acceleration of a process with a specific purpose, and in this context, acceleration of promotional media on social media is considered more efficient and effective in increasing the rate of recognition of a brand or product (Febrianto, et al, 2022). Therefore, Forest Smoothie needs to optimally utilize social media as a promotional media. Acceleration of promotional media can be done by uploading content consistently and on a schedule.

In addition to acceleration, promotional media also plays an important role in increasing awareness and attracting new customers. Promotional media is a tool or intermediary that enables the promotion of a brand. Promoted products are usually published on various promotional media to spread information and attract customers (Faradilla, 2022). Promotional media has an important role in introducing, expanding the reach, and building brand awareness of Forest Smoothie. Through various types of promotional media, Forest Smoothie can strengthen their brand awareness, attract new customers, and build sustainable cooperation with consumers. By conveying consistent messages about sustainability, health, and product quality, Forest Smoothie can become the first choice for consumers who care about healthy lifestyles and the environment.

Effective promotional media cannot be separated from the use of social media. According to Kotler & Keller, social media is a tool or way used by companies to share information in the form of text, images, audio, and video with consumers, and vice versa (Naraya & Rahanatha, 2020). Social media platforms such as Instagram, Facebook, and Twitter are very effective tools for Forest Smoothie to interact directly with their consumers. They can share engaging content such as product photos, smoothie recipes, smoothie making videos, and customer testimonials. In addition, social media also allows Forest

Smoothie to run targeted promotions. The use of social media for promotion also needs to consider the size of the posted content. The author uses a standard size of 1080 x 1080 pixels for Instagram feeds and 1080 x 1920 pixels for the size of Instagram reels.

Brand awareness is also important in marketing strategy. Brand awareness is how easily a brand comes to mind when consumers think of a particular product category (Novalia, et al, 2021). Brand awareness is very important for Forest Smoothie because it helps introduce its brand to consumers who may not have heard of Forest Smoothie before. Forest Smoothie can use promotional media to make its brand easily recognized and remembered by consumers. Consumers who already know about Forest Smoothie are more likely to buy products from Forest Smoothie when they see it and even recommend it to their colleagues.

One important element that supports brand recognition is the use of colour. Colour is a subject that represents one of the most important factors affecting the attractiveness of an object, work, or design and colour can bring design works to life (Monica and Luzar, 2011). Forest Smoothie requires the use of consistent colours for their Instagram feed because the use of consistent colours can create strong brand recognition in the minds of consumers. The selection of colours that are in accordance with the company's character is the main point to enliven the consumer's attraction to Forest Smoothie. The colours used are chosen using a tetradic colour scheme that produces bright, bold, and memorable colours such as purple, yellow, pink, and green.

Besides colour, typography also plays an important role in an attractive and effective visual design. Typography is the art of establishing rules and procedures for using letters, words, and paragraphs in available locations to create a certain impression so that readers feel more comfortable and optimal when reading (Perdana, 2018). The use of typography in Instagram feed design requires several aspects such as the selection of fonts that are easy to read and clear, especially considering the small screen size on mobile phones. Adjusting the text size to fit the design and make it easier for the audience to see the text conveyed in the Forest Smoothie post. Providing the right spacing between letters and lines to improve readability and aesthetics in posts so that they do not look piled up. Creating a strong visual identity by using consistent fonts and sizes throughout Forest Smoothie posts.

In addition, a good layout is also key in creating an attractive design. Layout is the arrangement of elements such as text, images, and blank space in a design. In the context of graphic design, layout is how visual elements are arranged in a design space to create a balanced, attractive, and visually effective composition including organizing text and image elements in such a way that they are easy to read and understand by the audience. According to Tom Lincy (in Gumelar, 2014), in his book entitled "Design Principle for Desktop Publishing," there are five principles of good layout, namely: proportion, balance, contrast, rhythm, and unity.

To create an optimal design, using the right software is also important. Adobe Illustrator is a graphic design software used to create vector images and

illustrations. Vector objects have advantages in terms of image sharpness. This means that vector objects can be enlarged hundreds of times without losing their details (Enterprise, 2020). As a vector-based design tool, Illustrator offers a variety of features that support creativity and flexibility when creating work. These features include various drawing tools such as pens, brushes, and geometric shapes that allow authors to create graphics with a high level of detail.

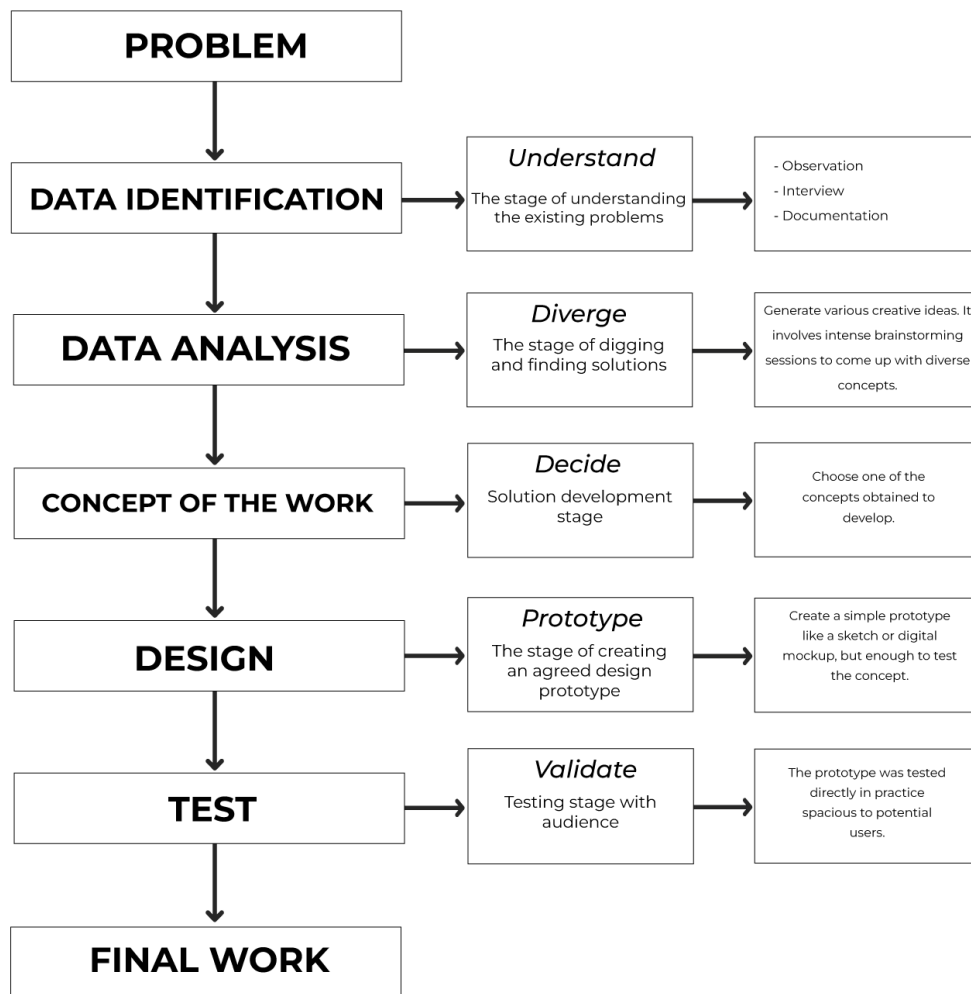


Figure 1. Design framework

METHODOLOGY

The design method used by the author is the design sprint method. Design Sprint is a flexible product design framework designed to maximize people's ability to create what they want. This is a great initiative for small teams, and the results will determine the direction of the product or service. Design Sprint was created by Jake Knapp and developed at Google Venture in 2010 (Purnomo, 2019). Design sprints usually last for 5 days with the following stages:

1. Understand

The initial stage is done by understanding the existing problems. Data collection is done by observation, interviews, and documentation. After that, mapping of the data that has been obtained is carried out.

2. Diverge

At this stage, explore and find some interesting solutions. This can be done by utilizing the mapping that has been made in the initial stage.

3. Decide

In this stage, further develop the solutions obtained in the second stage to solve the problems in the first stage by involving the opinions of consumers, company owners and designers.

4. Prototype

Next, create a prototype based on the agreed design.

5. Validate

In this last stage, validation or testing of the target audience is carried out. The testing process is carried out by giving the target audience the opportunity to understand the concept that has been designed.

RESULT AND DISCUSSION

This design creates a well-structured Forest Smoothie Instagram feed template. Each post has consistent design elements such as borders, layout, and text positioning, creating a professional and organized look. This feed template is designed to ensure all posted content looks consistent and visually appealing.



Figure 2. Mock-up of the Work

Forest Smoothie Instagram should also develop a structured and planned content calendar. This content calendar includes a consistent posting schedule e.g. three times a week with different types of content to keep the audience engaged. The content calendar also includes a content schedule of special campaigns, promotions and major events related to Forest Smoothie's values and mission.

Effective use of hashtags and tagging can increase the visibility of content on Instagram. The design also analysed hashtags related to the healthy beverage industry and the environment, including Forest Smoothie, Reforestation, and Healthy Living. In addition, tagging relevant partners and users will also be considered to increase engagement as well as the extent to which the reach of Forest Smoothie's concept design and content is visible.

This design also includes the development of various supporting media consisting of mugs, t-shirts, tote bags, highlight icons, WhatsApp stickers, print stickers, X-banners, and others. Each supporting media is designed with a strong iconographic approach, so that each has an iconic and easily recognizable visual characteristic. This design approach aims to create clear boundaries and emphasize the individuality of the design. Therefore, these supporting media not only function as promotional tools, but also as differentiating elements that reinforce the brand and image to be conveyed.

Forest Smoothie's communication strategy in branding can be explained through the creative brief analysis method which includes several important aspects. The main message conveyed in Forest Smoothie's design is the commitment to reduce deforestation. This message is important to its brand identity and Forest Smoothie not only offers products to consumers, but also conveys messages about sustainability and environmental responsibility. Therefore, every design element, from the choice of colours and images to text messages and promotional materials should reflect this mission.

Furthermore, the target audience of Forest Smoothie is the age group of 20 to 30 years old. The selection of this age group is based on some important strategic considerations. At this age, many people often spend time in cafes and they are a suitable potential audience. In addition, from an economic perspective, this age group generally has enough purchasing power to buy products priced between Rp 35,000 and Rp 55,000.

Understanding audience demographics and consumer behaviour allows Forest Smoothie to design more effective and engaging messages and campaigns. By integrating these two elements, a more comprehensive Forest Smoothie branding communication strategy can be developed. The implementation of this strategy aims to make Forest Smoothie known not only as a delicious product, but also as a brand that is responsible and actively contributes to environmental protection.

After conducting interviews, the author conducts mapping to get keywords or keywords to solve the problem. The keyword obtained from the mind mapping above as the basic concept of this design is the word "fun". The word "Fun" will be developed with several other keywords. After developing

these keywords, several alternative designs were designed. From these alternatives, an effective design is chosen to be used by Forest Smoothie in its Instagram account.

The visual study of the design starts with the use of colours. The colour selection uses a tetradic colour scheme so that bright and bold colours such as green, yellow, purple and pink are chosen to symbolize nature, freshness, elegance and tenderness. The dominant colours are purple and yellow as the base colours.

This design will evaluate various types of fonts to find the typography that best suits the brand identity. The fonts used in this design consist of two types of fonts, Candy Cake and Arial Rounded MT Bold. The Candy Cake font is generally very easy to read, although there is a creative touch. Using fonts with unique characters like Candy Cake can help Forest Smoothie stand out from business competition on social media. Arial Rounded MT Bold is very flexible and can be used in various design contexts. This design will also involve readability testing. Arial Rounded MT Bold has maximum legibility and ensures good readability in various screen sizes.

The elements used in the visual concept will follow a consistent design style. The elements used in this design are zigzag lines, rectangle frames, supergraphics and photos. The zigzag line gives a dynamic and energetic impression. This may reflect the company's proactive ethos in fighting deforestation and efforts to green the earth. The rectangle frame can improve the readability of the title by providing contrast between the text and the background. Rectangle frames are not only functional, but also add an aesthetic element to the design. This simple yet effective format enhances the visually appealing look of the Forest Smoothie content. Supergraphics often have unique properties and can quickly grab the attention of the viewer. Supergraphics can also be images, illustrations, graphics or text created in an interesting way. Photos are an important element of visual branding. This design identifies the types of photos that are most suitable for Forest Smoothies such as high-quality photos featuring the smoothie products and reforestation efforts.

Forest Smoothie Instagram should also develop a structured and planned content calendar. This content calendar includes a consistent posting schedule e.g. three times a week with different types of content to keep the audience engaged. The content calendar also includes a content schedule of special campaigns, promotions and major events related to Forest Smoothie's values and mission. Effective use of hashtags and tagging can increase the visibility of content on Instagram. The design also analysed hashtags related to the healthy beverage industry and the environment, including #ForestSmoothie, #Reforestation, and #HealthyLiving. In addition, tagging relevant partners and users will also be considered to increase engagement as well as the extent to which the reach of Forest Smoothie's concept design and content is visible.

After designing with the sprint design method, validate or test the design that has been designed. Validation or testing is done by distributing questionnaires containing works and asking several questions about the design

and effectiveness of the Instagram feed design that has been designed. The rating scale instrument used was "Yes" and "No". The questionnaire received 30 respondents, with an average age of 20-29 years. Of the 30 responders all stated that the design of the Instagram feed template that had been designed was declared successful and could attract audience involvement in each post.

However, there were respondents who said "No" to some of the questions asked. The percentage of respondents who answered "No" was still below 25%. On the question "Are the visual elements on the template neatly organized and do not make the feed look cluttered?" the percentage of "No" answers reached 23.3%. Then on the question "Does this template direct the audience to take certain actions, such as visiting Instagram accounts, websites or buying products?" the percentage of "No" answers reached 16.7%. This will be an evaluation material related to the design and effectiveness of the Forest Smoothie Instagram feed design. However, from the overall questionnaire results, the Forest Smoothie Instagram feed design has been said to be successful in increasing brand awareness and increasing audience engagement in each post.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the design applied, it can be concluded that the design of the Forest Smoothie Instagram feed template aims to increase brand awareness and expand audience reach. This design serves as a media campaign to communicate the concept of Forest Smoothie. In other words, by buying smoothies, consumers participate in planting trees to reduce global warming and protect nature from deforestation. The design process uses the design sprint method which includes the stages of understanding (understand), diverge ideas (diverge), decision making (decide), prototyping (prototype), and validation (validate). This design produces an Instagram feed template design with a modern and fun concept, using bold, bright and catchy colours, as well as typography and visual elements that match the company's personality. Validation conducted by distributing questionnaires to 30 respondents on June 21 to June 28, 2024 shows that this feed design increases brand awareness and increases audience engagement in every Forest Smoothie post so that it can be concluded successful. This success shows that strategically chosen visual elements can reinforce campaign messages and build deeper relationships between brands and consumers. An attractive and consistent design not only strengthens the brand identity, but also encourages active audience participation, thus supporting Forest Smoothie's concept.

ADVANCED RESEARCH

In this design, what limits the designer is when the design must be able to accommodate all partners. The design is universal and able to communicate every part of the partner without missing anything. Therefore, the design not only focuses on aesthetics and appearance, but also on practicality and functionality, through cooperation with various partners.

The next design should think about refining Forest Smoothie's social media promotion concept by focusing on design aspects, brand consistency, and closer interaction with the audience. The use of appropriate design methodologies allows the next designer to better understand the needs and preferences of its audience, thus ensuring that the designed promotional concept is more effective and relevant.

Audiences are expected to actively interact with the content posted by Forest Smoothie by liking, commenting, and sharing the content to their friends. In addition to interacting, audiences are expected to make real contributions towards environmental protection by participating in programs sponsored or held by Forest Smoothie, such as reforestation programs.

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