

Increasing Brand Awareness of *Petra Production House* through Instagram Feeds

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ABSTRACT

The writers aimed at helping a movie production company called *Petra Production House* (PPH) under the management of Faculty of Humanities and Creative Industries, Petra Christian University. After discussion with the representative of PPH, it was found that PPH lacks resources in digital marketing. Therefore, PPH has not performed well in promoting its brand on Instagram. Ultimately, the client wants the writers to improve PPH's Instagram feeds quality. After conducting a survey, most respondents answered that they did not recognize PPH and thought the overall Instagram feeds were uninteresting. To solve this, the writers proposed a solution in improving the quality of PPH's Instagram feeds by focusing on PPH's Instagram posts, stories, captions, and hashtags. The writers used the respondents' answers and theories of social media copywriting (Bly, 2020) and typography (Büyükpehlivan, 2024) among others. After the implementation of the solution, the writers found that it had a positive impact.

Keywords: brand awareness, Instagram content, Instagram feeds, social media marketing, visual design

INTRODUCTION

In today's digital era, social media offers significant benefits across various sectors of society. One of the most prominent sectors utilizing social media is the business sector, particularly for product promotion and marketing. This practice is commonly referred to as social media marketing. One key advantage of social media marketing is to help business owners to connect with their audiences in a more personal and interactive way. This process might have reached those who are not available for traditional advertising channels (Weinberg 2009, as cited in Sholawati & Tiarawati, 2022, p. 1100). Although social media marketing can be carried out on various platforms, the writers decided to focus on Instagram for this project.

In this project, the writers helped a movie production company called *Petra Production House* which is under the management of Faculty of Humanities and Creative Industries, Petra Christian University. After taking some time to observe the condition in the company and discussing with the representative of *Petra Production House*, the writers found that *Petra Production House* lacked human resources in many departments due to its early development stage. One of the departments that it lacked was promotion and marketing, especially in digital marketing through Instagram. As a result, *Petra Production House* produced ineffective and inefficient Instagram feeds as promotional and marketing material. For example, the majority of the content posted on *Petra Production House's* Instagram were extremely dull and lacked uniqueness. Therefore, the writers aimed to solve this issue by improving the quality of *Petra Production House's* Instagram feeds, focusing on Instagram Posts and Instagram Stories.

To successfully execute the solution and bring improvement for *Petra Production House*, the writers referred to several related theories to be used as work guidelines. Due to the nature of the writers' goal in improving the quality of *Petra Production House's* Instagram, the theories used in this project revolved around copywriting and visual design. For further details, Kartsivadze (2022, p. 2) mentioned that copywriting is a process of writing marketing texts that are aimed to sell or offer a product. Furthermore, Bly (2020) in his book conveyed that good

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rules of thumb for social media content writing are writing concisely, writing to engage, and writing to encourage readers. The writers used these theories as a guideline in improving the captions of *Petra Production House*'s posts. In addition to captions, the writers also improved the use of hashtags. According to Fahrezi et al. (2022, p. 146), the use of hashtags is very important because it can boost content visibility. To improve the visuals of *Petra Production House*'s Instagram homepage, the writers referred to typography, color, and illustration in graphic design theories. According to Büyükpehlivan (2024, p. 2409), Serif and Sans Serif font type are two types of fonts that are the most recognized in typography. Therefore, when choosing the font type, one can choose between these two font types. Furthermore, Günay (2024, p. 1455) mentioned that color choice in visual design is important because it can evoke emotions in the reader. These emotions are very impactful, especially for branding. Lastly, in addition to typography and colors, illustrations also play an important role in visual design. According to Evans (2024, p.7), illustrations and related elements are the key to strengthen the message of a content. In terms of promoting a brand, illustrations will be very useful in creating a brand's story and identity. Furthermore, having illustrations in a visual design can further create a memorable experience for the reader. In addition to these theories, the writers would also include the result of the questionnaire in executing the solution.

METHODS

The source of the data was a questionnaire created by the writers. The questionnaire collected three types of data to support the writers' project. The first data included in the questionnaire was respondents' general information to ensure that the respondents were the target market of *Petra Production House*. The next type of data was the respondents' behavior in using social media. Through this data, the writers aimed to find out the respondents' most active time range, so the writers can utilize this data as a guideline when working on the project. Lastly, the third data was the brand awareness from the perspective of the respondents and respondents' preference in the type of content presented on *Petra Production House*'s Instagram homepage. The writers utilized this data as justification of the problem and the guideline for the writers' project. Furthermore, the writers distributed the questionnaire to 60 Petra Christian University students. After planning the types of data and the target respondents, the writers created the questionnaire in the form of Google Form survey. The writers began with formulating the questions in Bahasa Indonesia because all respondents were Indonesian. After formulating the questions, the writers applied the questions to Google Form using various features such as multiple choices, checkbox options, and short description. After applying the questions to Google Form, the writers distributed the Google Form through various ways such as direct contact and social media. The distribution took place from March 1, 2025 to March 10, 2025.

FINDINGS AND DISCUSSION

This chapter discusses the findings from the questionnaire and the writers' analysis on the project. This chapter is divided into three sections: (1) Result of The Questionnaire (2) Analysis of The Project (3) The Result of The Project.

Result of the Questionnaire

The majority of the respondents are from the School of Business and Management, with the respondents count of 24, and the Faculty of Humanities and Creative Industry, with the respondents count of 19. Additionally, the remaining respondents are from the Faculty of Civil Engineering, with a total of 10 respondents, and the Faculty of Industrial Technology, with a

respondent count of 7. With the answers of the first section of the questionnaire, the writers can justify that the respondents are indeed the target market of *Petra Production House*, which are the students of Petra Christian University.

After finding out about the general information of the respondents, the writers found details about the social media consumption behavior of the respondents. In this section, the majority of the respondents (34 respondents) revealed that their average screen time for Instagram per week is below 7 hours. This top result is further followed by 15 respondents answering more than 8 hours a week and 11 respondents answering between 7-8 hours a week. Additionally, the writers found that the majority of the respondents are mostly active on Instagram between 16.00 and 23.59 WIB, with 63,3% of the respondents answering 16.00 - 20.00 WIB and 61,7% of the respondents answering 20.00 - 23.59 WIB. This result regarding the screen time of the respondents is presented this way because the writers allowed the respondents to choose more than one option for the related question. In conclusion, the writers can use the result of this section as a reference when implementing the solution.

In the last section, the writers found several details about the respondents' perspective and opinion on *Petra Production House's* Instagram overall performance. With the first question, the writers found that 75% of the respondents had never heard about *Petra Production House* before. This result can be used by the writers to justify the main problem of *Petra Production House*, which is low brand awareness. Regarding the respondents' preference, the writers found that 41,7% or 25 respondents like the content of *Petra Production House's* Instagram the most. Digging deeper to the preferred content, most of the respondents, with the count of 41 respondents, find that movie review content is the most interesting one in *Petra Production House's* Instagram. Following the preference of the respondents, the writers found more details about respondents' opinion on *Petra Production House's* IG Story composition, Instagram posts overall visual design, and Instagram posts caption. The questionnaire revealed that 78,3% or 47 of the respondents found that the IG story composition is interesting. Additionally, the writers found that 38 respondents are interested in visual design. However, there are 21 respondents that think the other way around. The respondents suggested that improvements should be made to the visual design. Additionally, 41 respondents indicated that the captions used in each post were interesting. However, the remaining 39 respondents believed that the captions on *Petra Production House's* Instagram content could still be improved.

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CATEGORY	RESPONDENTS SUGGESTIONS
Visual Design	Aku suka konten dari PPH, bagi saya movie review itu sangat menarik untuk dibaca. Namun, desainnya membuat saya kesulitan untuk membaca setiap review dan juga menahan diri untuk tidak menekan tombol "back" pada HP saya. Kebanyakan teks bukan hal yang buruk, tapi kalau bisa disusun dengan lebih menarik agar lebih enak dibaca. <i>(I like PPH's content. For me, movie reviews are very interesting. However, the design made it difficult to read each review and made me hold myself to not hit the "back" button on my phone. A lot of texts is not actually a problem; however, a good composition is needed so it is easier to read.)</i>
	Desainnya bisa lebih di kembangkan daripada sekedar cover film saja. <i>(There is a lot of room for improvement for the design, rather than movie cover only.)</i>
	Layout/design feed yang lebih minimalist dan font yang bisa lebih disesuaikan serta menambah elemen elemen yang berkaitan dengan film yang dibahas <i>(Minimalist layout/design and readable font will tremendously improve the design. In addition, visual elements related to the movie are also a good idea.)</i>
Content	Konten dari instagram harus lebih bervariasi <i>(Instagram content should have more variation.)</i>
	konten diperbanyak lagi dan di buat lebih menarik <i>(Increase the amount of content and make it more appealing.)</i>
	mungkin harus ditambah sedikit informasi pada review seperti plot atau yang lain <i>(Maybe add a little bit more information on the reviews such as plot and other related stuff.)</i>
Consistency	Konsistensi konten, karena konten terakhir tahun 2024 <i>(Content consistency, because the last content was in 2024)</i>
	Being active. Last post was last year
	Lebih dibanyakin feedsnya jadi terkesan kalau IGnya aktif <i>(Please add more feeds, to make an active impression on Instagram.)</i>

Figure 1. Respondents' Suggestion for *Petra Production House* Instagram

Lastly, the respondents suggested improvements in three major sections: visual design, content, and consistency. First of all, regarding the visual design, the majority of the respondents complained that the design is too monotonous and cluttered. For example, all movie reviews content used the same template with the same colors. In addition to the repetitive design, the respondents found that the reviews are very difficult to read because of the font choice and size. The respondents further suggested more variety in design and dividing the reviews to several slides in order to reduce clutter. Second, regarding the content, the majority of the respondents found that *Petra Production House* should discuss and review more updated movies. Lastly, regarding the consistency, the respondents suggested that *Petra Production House* should increase its posting consistency. In conclusion, with all of these details, the writers could further utilize them as a guidance in improving the quality of *Petra Production House's* Instagram.

Analysis of the Project

As mentioned before, after a combination of discussion with the representative of *Petra Production House* and the result of the questionnaire, the solution proposed by the writers is to improve *Petra Production House's* Instagram Posts and Instagram Stories. The writers decided to execute the solution from March 10, 2025 to April 23, 2025. The project resulted in six Instagram Posts and 4 Instagram Stories uploaded to *Petra Production House's* Instagram. In addition to posts and stories, the writers also worked on the captions. Furthermore, this chapter discussed three main focuses, which are content types, visual design, and captions and hashtags. In visual design, the writers discussed the improvement in three major elements such as typography, colors, and illustrations.



Figure 2. Content Posted on PPH's Instagram Feeds

Content-wise, the writers created four types of content. These contents were P-Review, PPTea, Feature Future, and promotional content. PPTea is a content that revolves around discussing hottest topics and the most up to date news in the movie world. These hot topics can include backlash, community critics, and other types of heated discussion in the media. In addition to PPTea, the writers also modified and planned a unique content to be posted on *Petra Production House's* Instagram. This particular content is called P-Review. P-Review revolves around reviewing and rating the movies. P-Review consists of the synopsis of the movie, reviewers' opinion, reviewers' favorite quote from the movie, and rating of the movie using a unique rating system. In addition to the reviewing and rating, this content is also open to the public, meaning everyone can participate in the review. Next, at the request of the representative of Petra Production House and the result of the questionnaire, the writers planned to create a content called Feature Future. Feature Future revolves around discussing and updating latest information about upcoming movies. In addition to other content, the writers also utilized *Petra Production House's* Instagram Feeds as a place to promote upcoming events. This is very useful because *Petra Production House* can create or plan events and promote it on its Instagram Feeds and gain plenty of participants.

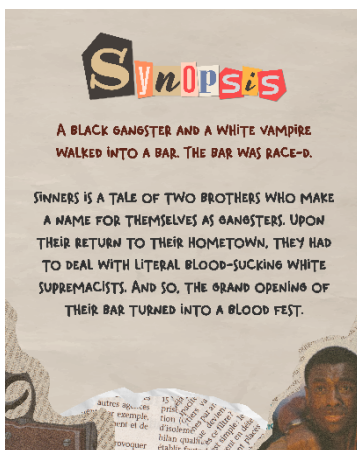


Figure 3. One of the slides of P-Review Content

In terms of visual design, the writers focused on improving three aspects: typography, colors, and illustration. According to Uğur (2019, as cited in Büyükpehlivan, 2024), the primary objective when choosing fonts are readability and accessibility. This means that the font chosen in any visual design material must aid the reader in reading the content in the visual design. Additionally, according to Büyükpehlivan (2024), Serif and Sans Serif font type are the most

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popular and used font type around the world, especially in terms of visual design. Due to this fact, the writers chose to compose the content in the design using 3 fonts, which are Serif type “Magical Night”, Sans Serif type “Skrapbook”, and Sans Serif type “Arcane Nine”. In addition to typography, according to Günay (2024), color choice is crucial to evoke emotion in the reader and increase the readability of texts. Low-contrast color between the background and the text can further reduce the readability. Therefore, the writers utilized different contrast between the background and the texts to further increase visibility for the readers. The overall design was further followed by additional elements related to the movie such as illustrations. According to Evans (2024, p.7), the usage of relevant elements such as images or illustrations can further enhance the impact of a message to the audience, which further creates a memorable experience for the reader.

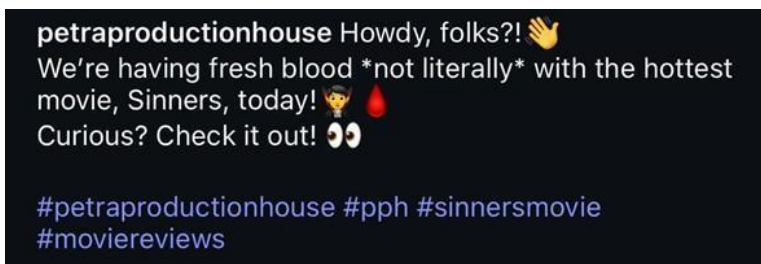


Figure 4. Caption and Hashtags Example

In terms of captions and hashtags, the writers referred to the rules of thumb for writing on social media, which include writing concisely, writing to engage, and writing to encourage (Bly, 2020). With the theory as a guide, the writers created short and concise captions. Furthermore, the writers also used jokes and inviting phrases such as “Check it out!” to encourage the audience to interact and engage with the post. Additionally, the writers also added appealing hashtags related to the topic discussed in the content. According to Fahrezi (2022), hashtags are very crucial in terms of increasing content visibility. Therefore, it is important to create effective hashtags in the captions.

Result of The Project

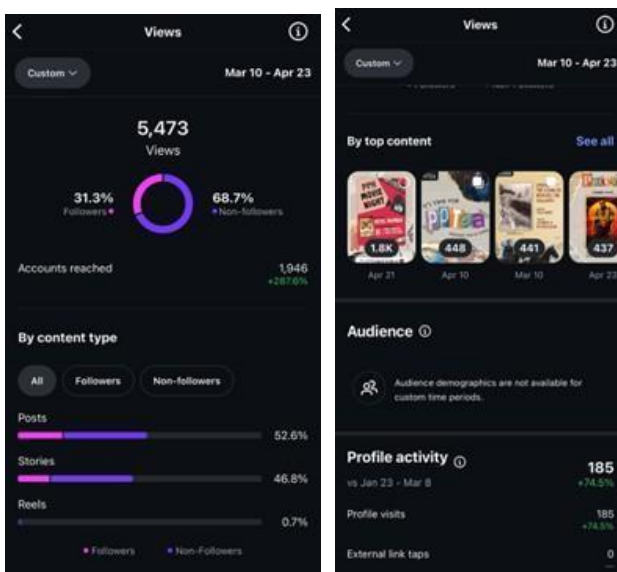


Figure 5. Views Analytics

Based on Figure 5 about Views analytics above, the writers found that the content posted on *Petra Production House's* Instagram under the writers' project had a significant boost in terms of content views. As shown above, during the writers' project, the content of *Petra Production House's* Instagram has reached 5,473 views in total. In addition to the content views, the content also reached up to 1,946 accounts. This also means that the new content posted on *Petra Production House's* Instagram had a 287,6% increase in terms of account reach. Furthermore, the analytics indicated that the majority of views on both posts and stories came from non-followers. This suggests that the content developed by the writers successfully reached a broader audience beyond existing followers. Additionally, during the writers' project, *Petra Production House's* Instagram also had a significant increase in profile visits compared to the previous period. This means that *Petra Production House's* Instagram posts and stories designed and created by the writers contributed significantly in increasing the content views and profile visits.

CONCLUSION

In conclusion, according to the result of the analytics, the solution executed by the writers had a positive and significant impact on the quality and performance of *Petra Production House's* Instagram. Through the writers' solution, *Petra Production House's* Instagram had a massive increase in terms of content views and profile visits compared to the initial performance. Therefore, the solution proposed by the writers can be considered a success in terms of increasing *Petra Production House's* brand awareness through Instagram feeds. Furthermore, *Petra Production House* can continue this framework for further works to gain even more performance.

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