Designing Instagram Feeds to Promote Tabungan Emas Using Figma Application at Pegadaian Jombang

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ABSTRACT

Social media promotion on Instagram aims to provide product-related information from companies with a broad reach. Observations have shown that offline promotion methods are less effective for the target, and social media has not been optimally utilized for promotion. This research aims to design an Instagram feed that can be used as a promotional medium on Pegadaian Jombang's Instagram social media.This research used an action research method with research stages of planning, action, observation, and reflection. Data collection was carried out through interviews, observations, documentation, and questionnaires. The respondents in this study consisted of 21 individuals, including 2 marketing experts, 2 design experts, 2 Pegadaian Jombang marketing staff, and 15 customers.The research was conducted through 2 cycles. In cycle 1, the effectiveness score was 3.8, and in cycle II, the effectiveness score increased by 0.8 to 4.6. This indicated that the Instagram feed design was categorized as very effective.From this research, it can be concluded that the Instagram feed design created is suitable for publication and is very effective for use as a promotional medium. Therefore, it is recommended that companies remain consistent in creating subsequent content and further enhance their creativity in this digital marketing era.

Keywords : Promotional Media; Feed Design; Instagram; Pegadaian Jombang

How to Cite:

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INTRODUCTION

The rapid advancement of technology has fundamentally reshaped communication and marketing, driving a shift from conventional to digital strategies. Digital marketing, particularly through social media, is now a crucial strategy for companies to reach consumers broadly and efficiently.

According to Hootsuite's 2025 data, active social media users in Indonesia constitute 60.4% of the population, with Instagram ranking as the second most-used platform. This highlights Instagram's significant potential for promotion, especially for products targeting the younger generation. According to Rahayu (2022) The Instagram application has the following advantages, such as being able to be used for real-time updates, easy to use the features on Instagram to increase visits from the audience. Now Instagram is developing as a medium for business people to communicate their business.

According to Rahayu (2022) The Instagram application has the following advantages, such as being able to be used for real-time updates, easy to use the features on Instagram to increase visits from the audience. Now Instagram is developing as a medium for business people to communicate their business. PT Pegadaian (Persero), a state-owned financial institution, offers a flagship product called Tabungan Emas (Gold Savings) that has garnered considerable interest from millennials and Gen Z. Data indicates that 65% of Pegadaian's 25 million customers are under 45, and approximately 45% of its 5.3 million Gold Savings customers are between 20-40 years old. This demographic overlap with Instagram's user base makes it an ideal platform for targeted promotion.

However, observations at the Pegadaian Jombang branch revealed that while an Instagram account exists, its content lacks a cohesive concept and is poorly organized. The current reliance on offline promotions is deemed less effective. Therefore, a more focused and creative digital promotion strategy is needed.

This research aims to address this issue by designing an engaging and informative Instagram feed to promote the Tabungan Emas product at Pegadaian Jombang. The design process will leverage the Figma application, an effective browser-based UI/UX tool for creating creative and interactive visual content. It is anticipated that the resulting feed design will enhance consumer appeal and drive transaction growth.

METHOD

This research uses a qualitative approach with the Action Research method, which consists of four stages: planning, action, observation, and reflection. This method was chosen for the design creation and the evaluation of its effectiveness as a promotional medium.

The data collection methods used include:

1. Interviews with the manager and marketing staff of Pegadaian to determine promotional needs and evaluate promotional media.
2. Observations of promotional activities previously conducted by Pegadaian.
3. Questionnaires distributed to 21 respondents, consisting of Pegadaian staff, marketing experts, design experts, social media specialists, and customers of Pegadaian Jombang.
4. Documentation of the creation process and the final results of the Pegadaian Jombang Instagram feed design.

For measuring the effectiveness of the developed promotional media, the EPIC method (Empathy, Persuasion, Impact, Communication) was used. The assessment was carried out based on a Likert scale and analyzed using Simple Tabulation and Average Score.

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RESULTS AND DISCUSSION

Observation

Based on observations at the Pegadaian Jombang Branch, a problem was identified: the office lacked social media to support its digital marketing strategy. Offline promotions, such as distributing brochures and word-of-mouth, were deemed ineffective and time-consuming based on the charateristic of our target Gen Z and also Sandwich Generation. Because up to 40 ages the word of mouth still effectively for their age instead of using the social media. That's way, this social media for the under of 40 ages.

Subsequently, the researcher evaluated the promotional media currently in use. It was agreed to create a new Instagram account with the handle @*pegadaianjombang_*, which will serve as a new digital promotional medium for Pegadaian Jombang.

Cycle 1

1. Planning

    1) Gathering product information: This involves thoroughly understanding and analyzing Pegadaian's services and products to highlight their key advantages for customers, which will form the informational basis of the content.
    2) Preparing Figma: Ensuring the Figma application is optimized for performance, especially for seamless image data storage, to prevent any errors during the feed design process.
    3) Designing the feed visuals: Creating 9 distinct images, each with dimensions of 1015 x 1035 pixels and a 3:4 aspect ratio.

2. Action

This action stage is divided into two phases: pre-production and production. The first step of pre-production is to determine the concept and content and to prepare the photos and fonts that will be used. The production phase is carried out simultaneously for each image, but they are not combined into a single, complete design.

Each piece of content is designed based on a previously arranged puzzle grid layout, with a size of 1015 x 1035 pixels per image, for a total of 9 pieces of content.

3. Observing

In the observation stage, a questionnaire was given to 21 respondents to gather their feedback on the Good Design Criteria and the effectiveness of the promotional feed design using EPIC. In the first cycle, the result of 3.8 indicates that the effectiveness of the Instagram feed design created for Pegadaian Jombang falls into the effective category.

4. Reflection

Based on the questionnaire results, it was discovered that one of the EPIC indicators and good design criteria needed to be improved. This revision was made based on the ratings and feedback provided by consumers on several indicators, which is why the research was continued into Cycle II.

Table 1. Result EPIC Cycle 1

No	Indicator	Average Score	Categories
1.	Emphaty	3,7	Effective
2.	Persuasion	3,6	Effective

| 3. | Impact | 3,7 | Effective |
| 4. | Communication | 4 | Effective |

Source: Questionnaire Results, 2025

Cycle 2

1. Planning

Based on observations from Cycle 1, which were conducted via a questionnaire and provided feedback, a better Instagram feed was developed for Pegadaian Jombang. Here are some of the additions made for improvement:

1) Add CTAs (Call to Actions) to captions and posts.
2) Harmonize colors across all post content.
3) Add elements or ornaments to empty spaces.

2. Action

In the action phase of Cycle 2, revisions were made to the existing feed designs using Figma. These revisions were based on feedback received from all respondents.

3. Observing

Based on the EPIC indicators, it's clear that Pegadaian Jombang's Instagram feed designs are highly effective as a promotional tool. The averaged EPIC score is 4.6, which falls into the "Highly Effective" category, meaning no further cycles are needed.

4. Reflection

Respondents stated that the designs are considered suitable and highly effective for publication to Pegadaian's customers through Pegadaian Jombang's Instagram social media. This positive assessment indicates that the improvements made in the second cycle of design, directly addressing feedback from experts and customers, have successfully met the criteria for effective digital promotion.

Table 2. Result EPIC Cycle 1

No	Indicator	Average Score	Categories
1.	Emphaty	4,6	Highly Effective
2.	Persuasion	4,5	Highly Effective
3.	Impact	4,6	Highly Effective
4.	Communication	4,6	Highly Effective

Source: Questionnaire Results, 2025

CONCLUSION

This study employs an Action Research methodology, with research procedures comprising planning, action, observation, and reflection. The research findings are based on a questionnaire distributed to 21 individuals, including marketing experts, 2 design or social media specialists, 2 Pegadaian Jombang marketing staff members, and 15 Pegadaian Jombang customers. The effectiveness of the design was measured using criteria for good feed design and design effectiveness based on the EPIC Model (Empathy, Persuasion, Impact, Communication).

The results of this study, based on the questionnaire distribution, yielded an average EPIC Rate score of 4.6 in the second cycle, which falls into the "Highly Effective" category. It can be concluded that the promotional content design for Instagram feeds at Pegadaian Jombang, created using Figma, is deemed highly effective as a promotional medium.

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