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1 Creative Content for Instagram Media Kedai Tengah Kampung Cilandak as a Promotional Media During the Covid 19 Pandemic

1 The COVID-19 pandemic has forced various business sectors to maintain their business. Coffee shop entrepreneurs in Cilandak create promotional media through Instagram. This study aims to determine the creative content used by one of the shops in Cilandak by utilizing social media Instagram. The research method uses descriptive qualitative. By observing the shop, interviewing the shop owner, and reviewing the Instagram media used by the cafe. The results of this study indicate that the creative content used is to raise abstract visuals by publishing on Instagram social media. The images that emerged promoted the cafe's products in a creative photographer's way, using black and white images, chains, and creative collections of newspapers. Promotion efforts using creative content can bring visitors and Instagram media to increase followers. Purchases are divided into several ways, namely eating on the spot, and using online services.

Keywords: Creative Content, Instagram, Kedai Tengah Kampung

preliminary

Creative content is a form of presenting information in which it can be: entertainment, news or other information presented in an original way through the media new. Creative content can be in the form of articles, videos, audio or multimedia uploaded on the Internet. With the new media it is possible for people to produce various content independently and with relatively small capital.

Kasali in Putri, et al (2017), wrote that the format of the message conveyed by the communicator must be striking, made using elements that attract attention, as everything must be considered, so that the execution of the message can be as expected. contrast, new elements, interesting pictures, there are news headlines, typical formats, sizes, message positions, colors and feelings that you want to evoke.

According to Howkins in Komariah and Hidayat (2017), there are several fields of work and products that fall into the Creative Economy category, including film, music, performing arts, design, fashion, toys and games, video games.

Saputri, et al (2020), sometimes nowadays it is rare for content creators to make a documentary on Youtube. Even if there is, it will definitely lose its competitiveness with content that is less positive and invites controversy.

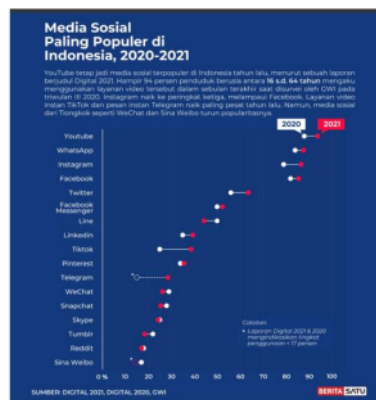
3 Creative content is writing, photos, or videos created at attracting a large audience. In the digital age creative content is the key to success in marketing. Creative require content as a media

link between business and the public. Content that is delivered precisely and in accordance with the target audience will make the content quality.

² Casalo, et.al. (2021), In this sense, several formats and tools have been implemented on Instagram to foster the creativity of posts (eg filters, stories). As a result, content uploaded to Instagram is perceived as more creative than content uploaded onto other social networks. Brands, particularly in the fashion industry, are aware of the role played by creativity on Instagram, and they are undertaking creative actions on the network to obtain better results.

⁴ Social media has become a breeding ground for digital marketing-ing and influencers (Constantinides, 2014). Instagram, which is the platform with the highest engagement (Feehan, 2019), is very suit-able for brand marketing. Suryadi (2011: 91), the strategic key of the media in promotional activities will depend on several things, namely; a) The breadth of the target How big or how wide the media can be seen, heard, read, or followed by the audience in this case consumers or customers; b) Segment Anyone who follows the media. The media segment must of course be in accordance with the product segment being promoted. For example, if the product targets the children's segment, then the choice of media and others must be adjusted to the interests of the children. Likewise with products targeting other segments. c) Cost The cost factor is also a factor that should be considered by marketers who are planning promotional activities. The costs incurred by the company in advertising must of course be relevant to the principles of efficiency and effectiveness compared to the level of the company's profitability. Promotional media is divided into two types, namely above the line media or the top line and bellows the line or bottom line.

Social media used by Indonesian people such as Facebook, Instagram, TikTok, Telegram, Twitter, and others. Based on the statistical data of social media users in Indonesia, the data is obtained, that:



Source: Yudi Dahono, 2021, Berita Satu

¹⁰ Social media Instagram is in the top third position, the most popular social media in Indonesia in 2020-2021. Activities on Instagram are in the form of personal activities, agency promotions, activity promotions, business promotions, and others. Features owned by Instagram media, such as: uploading photos, uploading videos, IGTV, direct chat, and writing statuses.

Research methods

¹ The research method uses descriptive qualitative. By observing the shop, interviewing the shop owner, and reviewing the Instagram media used by the cafe. Instagram Kedai Tengah Kampung was studied and analyzed based on the use of the meaning of creative content conveyed on the social media.

Results and Discussion

Kampunk Central Kedai founded in March 2021 is located in Cilandak, South Jakarta. A coffee shop founded by young people with a unique concept that uses carved wooden walls and doors, background of old newspapers, news, abstract writing, and an aquarium. Customers who often enjoy coffee are young people, the Vespa motorcycle community, the skateboard community, and other youths. Using the word customer as "village boy". On his Instagram account he wrote "where are the village children".



Study image 1

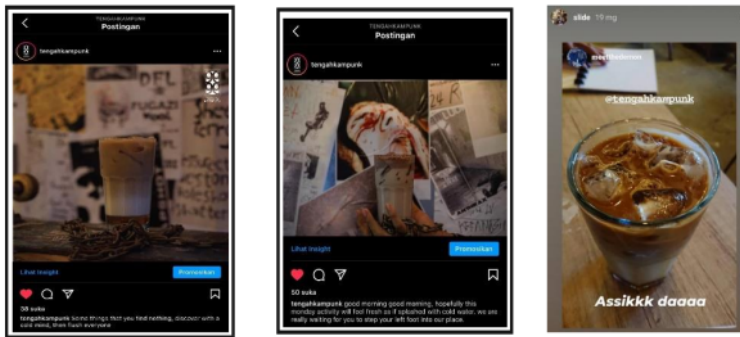
Contrast: the content used in the image has a contrasting color. Elevating the black and white color as the hallmark of the shop using newspaper decorations on the walls.

New elements: this shop adopts a youth-friendly concept for hangouts by displaying images of youths gathering. Using the term village children to interpret consumers who come, but the content of the Instagram language used is English. There is a different image of selling coffee, namely the attachment of old newspapers and magazines as well

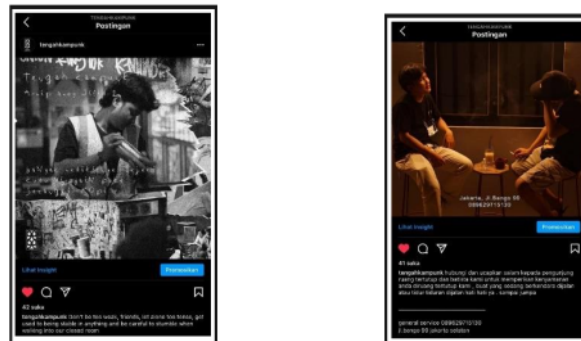
as chains that are matched with photocopies.

Interesting pictures: Interesting pictures that are used as creative content, namely depictions of ancient models and raising pictures of old newspapers and magazines with black and white nuances.

The main news and messages conveyed by Instagram content use English, but the poetic literary terms conveyed. "Congratulations everyone. Congratulations to whoever has been destroyed or anything, don't be quick to finish, stop sitting in this room and don't go".



The 3 images of Instagram content published by "Kedai Tengah Kampung" are at conveying information about the coffee products they have. The use of contrasting colors of brown and white, such as the color of coffee, becomes attractive and makes Instagram users interested in their products. The language used in Instagram content is an invitation to drink "cool" coffee. The news caption conveyed is the same as the cafe's Instagram display, namely poetic and literary language delivered using English.



Creative content displayed through images on the Instagram of Kedai Tengah Kampunk, where consumers are sitting opposite each other. The content conveys information that this shop is friendly and creates closeness with friends, can be used as a place for discussion and relaxation. The language and messages conveyed also use poetic connotations, but give a message to the reader. As in the Instagram picture, "say hello to visitors and our baristas provide comfort", telling those on the road to be careful. The message is conveyed as a promotional language, but does not directly state the promotion of the product through its price, taste, and uniqueness.

Conclusion

Kedai Tengah Kampung uses Instagram creative content emphasizing interesting and distinctive images using old newspapers and magazines, photocopies combined with chains, language and feelings evoked using poetic language emphasizing feelings, sadness, happiness packaged to attract Instagram readers to come to this place. shop. Like the sentence "good morning, good morning, hopefully this Monday activity will feel fresh as if splashed with cold water. We are really waiting for you to step your left foot into our place"

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Be creative, my friend! Engaging users on Instagram by promoting positive emotions

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By : Yudo Dahono /[YUD](#)

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