

Management of Visual and Interactive Content Development for Banking Services Promotion on Instagram

I Wayan Andra Wirawan^{a)}, Komang Widhya Sedana Putra P^{b)}, and Ni
Wayan Lasmi^{c)}

Management Study Program, Faculty of Economics and Business, Universitas Pendidikan Nasional
Denpasar, Indonesia

^{a)}Corresponding author: wirawanandra@gmail.com

^{b)}widhyasedana@undiknas.ac.id

^{c)}wayanlasmi@undiknas.ac.id

ABSTRACT

The business sector has been significantly impacted by the swift progress of information and communication technology, which has dramatically altered many facets of human existence. Instagram and other social media platforms have grown to be indispensable resources for businesses looking for creative ways to interact with their clientele. This service was designed to help PT BPR Mas Giri Wangi market their banking services on Instagram by enhancing their visual and interactive content. The main objectives of the campaign were to improve customer relationships, boost interactivity and reach, and produce engaging content. Descriptive qualitative research was used in this project, which was perfect for examining the subtleties of user involvement and content development. The first step of the procedure involved gathering a lot of data via interviews and observation, then evaluating Instagram activity, likes, comments, and content kinds. Deeper insights into current plans and difficulties were obtained through interviews with the marketing staff. After gathering data, the group created a thorough content strategy that included choosing a theme, planning posts in advance, and making use of Instagram's interactive features, such as reels and stories. Creating visually beautiful and captivating content for the bank's target demographic was part of the content production process. In the last stage, Instagram Insights was used to track and assess the results, revealing a notable rise in interaction and content reach. These improvements demonstrated the value of a smart social media approach in today's business environment by helping PT BPR Mas Giri Wangi draw in new potential clients and fortify current ones.

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INTRODUCTION

The advancement of information technology has brought significant changes to society (Kustiawan et al., 2022). The rapid development of information and communication technology has indeed revolutionized various aspects of human life, particularly impacting the business sector (Pratama et al., 2022). The advancement of science and technology has significantly improved various aspects of human life, leading to a notable increase in average life expectancy (Shalahuddin & Nursing, 2024). As technology evolves, social media has played a crucial role in transforming how companies engage with their customers, fostering direct communication, personalized relationships, and effective product and service promotion (Grozea & Blaga, 2023). One popular social media platform today is Instagram, known for its visually appealing and interactive content, which has emerged as a leading platform for businesses to connect with their audiences and enhance marketing strategies (Karlinda et al., 2023). The platform's features allow companies to create engaging visual narratives, interact with customers in real-time, and drive brand awareness, making it a powerful tool for modern marketing efforts in the digital age.

The rapid growth of social media in developing countries like Indonesia is replacing traditional mass media in spreading information (Yusuf et al., 2023). The emergence and development of information technology have transformed society, leading to changes in people's behavior (Liedfray et al., 2022). Instagram offers various features such as photos, videos, stories, and reels, enabling companies to present content in creative and engaging ways. It has become a potent promotional tool across industries, including banking, offering significant potential to increase brand awareness, strengthen corporate image, and enhance customer engagement. Research has shown that leveraging Instagram for brand campaigns can effectively boost brand awareness among target audiences (Shannen & Tjandrawibawa, 2023). Additionally, studies have highlighted Instagram's positive impact on purchase intentions, with a strong relationship identified between brand awareness and purchase intent (Al Faruq Abdullah et al., 2023). Furthermore, Instagram promotions have been found to effectively attract customers and increase client numbers for banking institutions, demonstrating the platform's effectiveness in driving customer interest and actions (Salsabilla et al., 2023). The strategic use of Instagram features such as sponsored ads and photography has also proven to attract potential customers and increase consumer interest in products and services, ultimately benefiting businesses in the banking sector (Lutfiansyah, 2023).

Visual and interactive content on Instagram plays a crucial role in helping banks convey complex information about their products and services in an easily understandable and engaging manner. By leveraging a visual communication structure tailored to their followers' characteristics and corporate identity, banks like BRI, BNI, and BTN have successfully attracted attention and fostered direct interaction with consumers (Prajana et al., 2022). Research also underscores the importance of message hierarchy in digital posters to ensure clarity and understanding of information, aiding in effective product detail communication. The strategic use of Instagram for marketing purposes, as seen in various banking institutions, demonstrates how visual and interactive elements can simplify complex information, engage audiences, and enhance brand communication and recognition (Hasan Bisri & Pitoyo, 2022).

One financial institution finding it difficult to compete in the digital age is PT. BPR Mas Giri Wangi. The amount of likes and comments on PT. BPR Mas Giri Wangi's Instagram posts advertising their services is very low, with the maximum number being 62 and the fewest comments being 7. This is evident from observations of the company's social media activity. Bank Giri needs to produce content that grabs readers' interest and clearly conveys its promotional messages as more banks engage with clients on social media.

This overview makes it evident how important it is to manage the creation of interactive and graphic content on Instagram. As a result, it is thought to have certain advantages when using social media to advertise banking services. The main goal of this service project is to manage the interactive and graphic content that Bank Giri uses to promote its banking services on Instagram. This endeavor is anticipated to

assist PT. BPR Mas Giri Wangi in enhancing their Instagram presence, drawing in more potential clients, and fortifying their bonds with current ones. In the digital age, efficient social media content management may significantly boost business growth in addition to increasing brand awareness. In promoting its services on Instagram, PT. BPR Mas Giri Wangi faces several issues:

- Lack of Interaction on Instagram: Observations reveal that the number of likes and comments on PT. BPR Mas Giri Wangi's Instagram posts is very low, with the highest likes being only 62 and comments only 7. This indicates that the content created has not successfully captured audience attention and engagement.
- Insufficient Promotional Content: PT. BPR Mas Giri Wangi's Instagram presence lacks sufficient promotional content for its products or services, hindering its ability to capture attention and increase engagement with potential customers.
- Inadequate Management of Visual and Interactive Content: The company needs to enhance the management of visual and interactive content to maximize Instagram's potential in promoting their banking services.



FIGURE 1. Documentation of the Community Service Location

METHODS

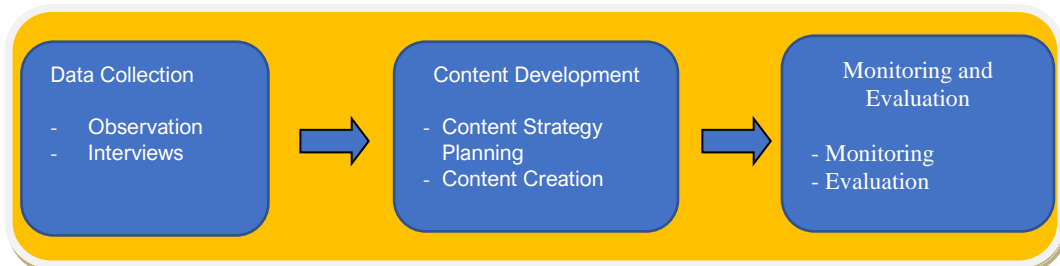


FIGURE 2. Overview of the Community Service Method Process

This study employs a descriptive approach with a qualitative method, as described by (Sugiyono, 2020), which involves collecting data in the form of words or images rather than focusing on numerical data. To give a thorough explanation of the steps involved in creating interactive and visual content for Instagram at PT. BPR Mas Giri Wangi, the qualitative descriptive approach was selected. To better capture the evolution and significance of social media content, the research is divided into multiple phases.

Data collection through observation and interviews is done in the first stage. Monitoring PT. BPR Mas Giri Wangi's Instagram activity, including the quantity of likes, comments, and kinds of content uploaded, is one way to make observations. At the same time, in-depth information regarding the marketing team's approaches and difficulties with content creation is gathered through interviews. This dual approach facilitates comprehension of the marketing team's qualitative insights as well as the quantitative aspects of engagement.

The next step in the research process is content production after data collecting. Planning a content strategy at this stage entails choosing themes, organizing posts, and making use of Instagram features like reels and stories. To make sure the content is aesthetically pleasing and consistent with the brand's identity, photography, videography, and graphic design approaches are used during the content creation process. In order to optimize reach and engagement, the last steps entail releasing the material according to the schedule and then conducting monitoring and evaluation. Instagram Insights is used to measure performance and evaluate the efficacy of individual posts. Based on the review, adjustments are made to enhance the entire advertising strategy.

RESULT AND DISCUSSION

After the community service activities were carried out, there was an increase in interactions from Instagram followers of Bank Giri. The introduction of interactive content, such as hosting giveaways, led to higher engagement. Such content made followers feel more involved and connected with the brand, which in turn increased customer loyalty.



FIGURE 3. Giveaway Content on Instagram @bankgiri



FIGURE 4. Results of Instagram interaction for Bank Giri Ater Community Service

The results of the community service showed changes in the Instagram feed of Bank Giri. Prior to the service, Bank Giri's Instagram content lacked a consistent color palette and high-quality photos. However, after the community service activities, the visual feed of Instagram became more aesthetically pleasing and engaging, consistently using a blue color palette that reflects Bank Giri's identity. Additionally, there were improvements in graphic design, incorporating high-quality photos. With these more aesthetically pleasing visuals, it is hoped that the feed will serve as a strong visual branding tool, helping followers to easily identify or remember the account and potentially increase the number of followers.

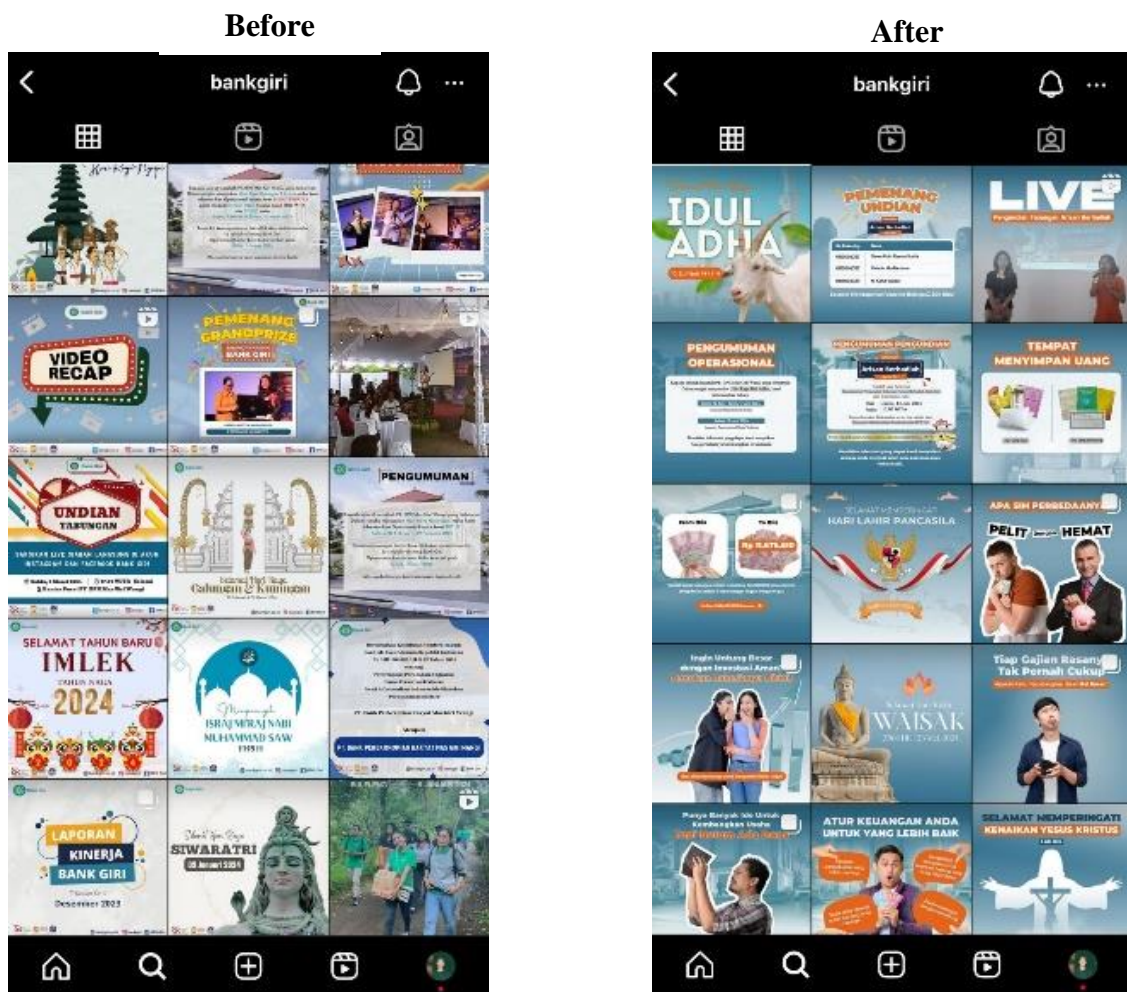


FIGURE 5. Changes in Instagram Feed @bankgiri After Community Service

After the community service activities, the promotional content on Bank Giri's Instagram also saw improvement. By following current trends, such as using trending video memes for product promotion, Bank Giri successfully attracted more Instagram users' attention. Relevant and up-to-date content was able to engage followers and keep them interested in Bank Giri's Instagram presence.

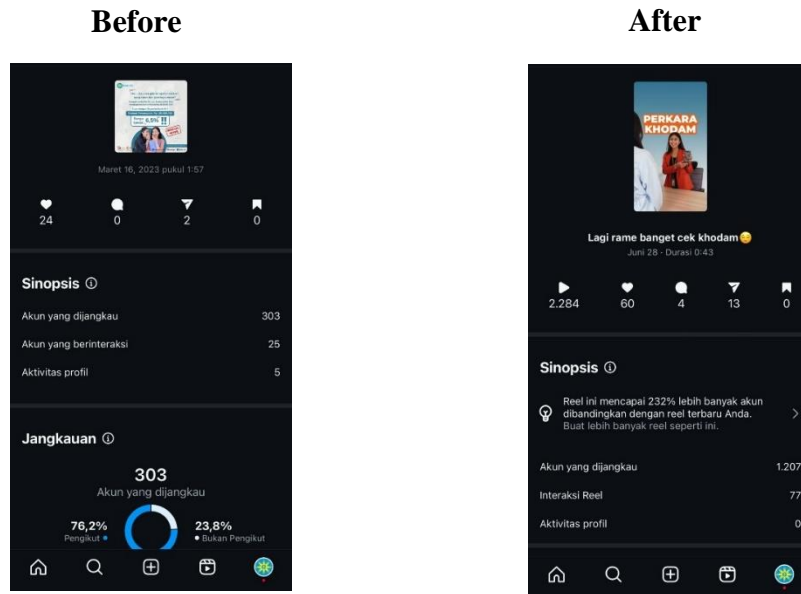


FIGURE 6. Comparison of Promotional Content Interaction on Instagram @bankgiri After Community Service

After the completion of the community service activities, the team conducted monitoring and evaluation through Instagram Insights to measure the effectiveness of the implemented strategies. The data obtained from Instagram Insights provided a clear picture of increased interactions and reach on Bank Giri's Instagram. These monitoring and evaluation results will be used as a basis for improving and developing content strategies in the future, allowing Bank Giri to continuously enhance engagement and customer loyalty through Instagram.



FIGURE 7. Reach and Interaction Results for @bankgiri on Instagram Insights After Community Service

Documentation of the Community Service Activities on Visual and Interactive Content Development for Banking Services Promotion on Instagram for Bank Giri:



FIGURE 8. Interview with a Member of the PT. BPR Mas Giri Wangi Marketing Team

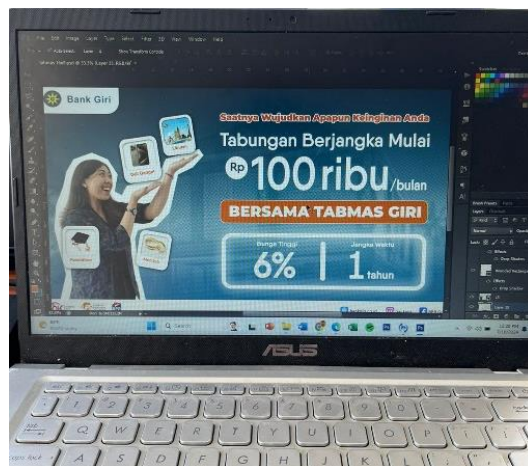


FIGURE 9. Editing of Promotional Content Posts



FIGURE 10. Video Shooting for Product Promotion Content

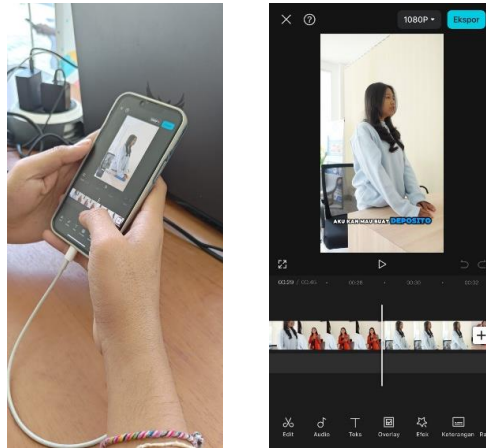


FIGURE 11. Editing of Video Content for Product Promotion

CONCLUSION

This community service activity successfully enhanced the interactions and reach of PT. BPR Mas Giri Wangi's Instagram by developing more engaging and trend-relevant visual and interactive content. Monitoring and evaluation using Instagram Insights indicated a significant increase in content interaction and reach. The implemented strategy effectively improved the aesthetic and consistent appearance of the Instagram feed, as well as the effectiveness of promotional content aligned with current trends.

The results of the community service activity demonstrate that improvements in visual and interactive content on Bank Giri's Instagram had a significant positive impact on follower engagement and customer loyalty. By implementing a consistent blue color palette and high-quality photos, Bank Giri's Instagram feed not only became more visually appealing but also reinforced the brand's identity. This visual consistency is crucial for building a strong brand recognition and making it easier for followers to identify and remember the Bank Giri Instagram account. This indicates that enhancing visual content quality can be an effective strategy for improving brand image and attracting a broader audience. This study supports the findings of (Suidarma et al., 2024), which emphasize that social media plays a crucial role in elections by enabling large-scale, efficient outreach to the public, surpassing the effectiveness of traditional media in terms of time, place, and energy.

In addition to visual improvements, the incorporation of interactive content such as giveaways and trending video memes proved successful in capturing Instagram users' attention and boosting interaction. Relevant and up-to-date content serves as a powerful tool for maintaining follower engagement and, consequently, strengthening customer loyalty. This strategy highlights the importance of staying current with trends and aligning content with audience interests and preferences to ensure sustained relevance and appeal.

The evaluation of results through Instagram Insights provided valuable insights for future content strategy development. The measurable increase in content interaction and reach indicates that the strategies implemented during the community service activity were effective. To continue enhancing engagement and customer loyalty, Bank Giri can leverage this data to identify emerging trends and audience needs, and adjust their content strategies accordingly. By continuously monitoring and adapting to changing trends, Bank Giri can further utilize Instagram as a robust platform for promotion and customer engagement.

RECOMMENDATIONS

Using a color scheme and graphic design that convey the brand's identity is essential for the business if it wants to preserve and enhance the Instagram feed's visual coherence. This makes the company's

brand easier for the audience to recognize and recall. Increasing interactive content can also increase audience engagement and client loyalty. Examples of this include freebies and quizzes. In addition to being entertaining, interactive material strengthens ties with the company's fans.

Another crucial tactic for making sure material stays current and engaging for the audience is to keep up with the most recent developments in social media. New and interesting ideas for a company's content can be derived from emerging trends, which will keep the audience interested in the brand. Moreover, ongoing observation and assessment are required. The business should assess the success of its content strategy and make any required modifications using tools like Instagram Insights. The business may accomplish its marketing objectives and continuously optimize content performance by doing this.

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