



Optimization of Promotional Media through Instagram Feeds Design Using Figma at Nawak Gym Singosari

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Abstract. This research aims to design Instagram feed designs as a digital promotional medium to increase brand awareness at Nawak Gym Singosari. Based on observations, conventional promotional methods were considered less effective, while the utilization of Instagram as a promotional platform had not been optimally developed. This study employs an action research method using the spiral model consisting of two cycles, each including the stages of planning, action, observation, and reflection. Data were collected through interviews, observations, documentation, and questionnaires involving 30 respondents, including gym owners, staff, design experts, marketing experts, and potential members. The effectiveness of the Instagram feed designs was measured using a rating scale technique across two research cycles. The results show that the effectiveness score increased from 2.7 in the first cycle to 4.4 in the second cycle, indicating a significant improvement. The developed Instagram feed designs proved to be highly effective as a promotional medium, enhancing audience attention, interest, and brand identity. Therefore, the @nawakgym Instagram feed design is recommended for implementation as an effective and sustainable digital promotional strategy.

Keywords: Promotion Media, Feed Design, Instagram, Nawak Gym.

Abstrak. Penelitian ini bertujuan untuk merancang desain feed Instagram sebagai media promosi digital guna meningkatkan brand awareness di Nawak Gym Singosari. Berdasarkan hasil observasi, metode promosi konvensional dinilai kurang efektif, sementara pemanfaatan Instagram sebagai platform promosi belum dikembangkan secara optimal. Penelitian ini menggunakan metode action research dengan model spiral yang terdiri dari dua siklus, masing-masing meliputi tahapan perencanaan, tindakan, observasi, dan refleksi. Pengumpulan data dilakukan melalui wawancara, observasi, dokumentasi, dan kuesioner yang melibatkan 30 responden, terdiri dari pemilik gym, karyawan, ahli desain, ahli pemasaran, dan calon member. Efektivitas desain feed Instagram diukur menggunakan teknik skala penilaian pada dua siklus penelitian. Hasil penelitian menunjukkan peningkatan skor efektivitas dari 2,7 pada siklus pertama menjadi 4,4 pada siklus kedua, yang mengindikasikan peningkatan yang signifikan. Desain feed Instagram yang dikembangkan terbukti sangat efektif sebagai media promosi, mampu meningkatkan perhatian, minat, dan identitas merek. Oleh karena itu, desain feed Instagram @nawakgym direkomendasikan untuk diterapkan sebagai strategi promosi digital yang efektif dan berkelanjutan.

Kata kunci: Media Promosi, Desain Feed, Instagram, Nawak Gym

1. BACKGROUND

The rapid development of digital marketing has encouraged businesses, including those in the fitness industry, to optimize social media as a primary promotional medium. Instagram has emerged as one of the most effective visual-based platforms; however, many local gym businesses have not fully utilized its potential, particularly in terms of visual consistency, content interactivity, and structured feed management. Previous studies indicate that consistent and interactive Instagram feeds significantly increase audience engagement and brand interest, while unstructured visual content reduces promotional effectiveness (Chaffey & Smith, 2020; Kim & Ko, 2022).

As of 2023, Indonesia recorded more than 89 million active Instagram users, placing it among the top five countries globally (We Are Social, 2023). Instagram's features such as Feeds, Reels, Stories, and Carousel Posts allow businesses to deliver brand narratives in a visually engaging and interactive manner. In the fitness sector, Instagram supports the dissemination of information related to training programs, class schedules, and member testimonials, which has been proven to strengthen brand image and customer loyalty.

Nawak Gym Singosari is a local fitness center that has operated since 2019 and offers competitive facilities and pricing. Despite these advantages, its Instagram promotional activities remain suboptimal, characterized by inconsistent visual identity, limited branding elements, and low utilization of interactive features. Promotional efforts still rely heavily on word-of-mouth, resulting in limited digital reach. This condition highlights a gap between Instagram's promotional potential and its actual implementation at Nawak Gym.

To address this issue, a structured and consistent Instagram feed design strategy is required. This study proposes the use of Figma as a collaborative design tool to optimize Instagram feed design, improve visual consistency, and enhance promotional effectiveness. Therefore, this research focuses on optimizing promotional media through Instagram feed design using Figma at Nawak Gym Singosari.

2. LITERATURE REVIEW

Marketing Mix

The marketing mix is a fundamental framework for developing marketing strategies, traditionally consisting of four elements: Product, Price, Place, and Promotion. Product focuses on meeting consumer needs through quality and branding, while Price represents perceived value and market demand. Place ensures product availability through effective distribution, and Promotion aims to communicate value and increase brand awareness and sales (Kotler & Keller, 2022). To address the complexity of service-based industries, the framework has been expanded to include People, Process, and Physical Evidence, enhancing service quality and overall customer experience (Booms & Bitner, 2022).

Promotion

Promotion is an essential element of the marketing mix that functions to communicate product or service value, influence consumer decisions, and build brand loyalty. The use of digital channels, especially social media, enables direct interaction and personalized communication with target audiences. Data analytics further supports real-time evaluation and optimization of promotional performance. Beyond short-term sales, effective promotion contributes to long-term brand equity through experiential marketing and value-based initiatives, including corporate social responsibility, which strengthen emotional connections and foster sustained customer loyalty.

Instagram

Instagram is a major social media platform that supports visual communication and digital marketing through features such as Feeds, Stories, Reels, carousel posts, and e-

commerce tools. Its algorithm curates content based on user behavior, increasing relevance and engagement, while built-in analytics enable data-driven marketing decisions (De Veirman et al., 2019; Gonzalez et al., 2020). In marketing practice, Instagram plays a crucial role in influencer marketing and social commerce, where trusted recommendations and seamless shopping features enhance brand awareness, consumer trust, and purchase intention (Freberg et al., 2020; Baker et al., 2021; Kumar et al., 2021).

Graphic Design

Graphic design is a creative and technological discipline focused on delivering effective visual communication across print and digital media. It integrates design principles such as typography, color, and layout with strategic thinking to meet project objectives and audience needs. The design process involves conceptualization, execution, and evaluation using digital tools such as Adobe Creative Cloud and Figma. Figma's collaborative features enhance efficiency and user-centered design. As digital content demand increases, graphic design plays a vital role in shaping brand identity, user experience, and consumer perception (Bonnardel & Bouchard, 2020; Heller, 2021).

3. RESEARCH METHOD

This study employs an action research approach using the spiral model developed by Kemmis and McTaggart, which consists of four stages: planning, action, observation, and reflection. This model was selected because it allows continuous improvement through evaluation and refinement of the developed Instagram feed designs. The research subject is Nawak Gym Singosari, which operates in the fitness service industry. Data collection techniques include observation, interviews, documentation, and questionnaires. The questionnaires were distributed to 30 respondents, consisting of 1 business owner, 2 graphic design experts, 2 marketing experts, 2 employees, and 23 consumers and potential consumers. The effectiveness of the Instagram feed designs developed using Figma was evaluated using the EPIC Model (Empathy, Persuasion, Impact, Communication). Data analysis in this study employed a Likert scale to measure respondents' attitudes, opinions, and perceptions toward the Instagram feed designs as a digital promotional medium (Sugiyono, 2018).

Table 1. Likert Scale

No.	Category	Scale
1	Strongly Agree	5
2	Agree	4
3	Neutral	3
4	Disagree	2
5	Strongly disagree	1

Source: Sugiyono (2019), Processed data (2025)

4. RESEARCH IMPLEMENTATION & DATA PRESENTATION

Company General Overview

Nawak Gym Singosari is a fitness service business established in 2021 and has become one of the preferred fitness centers in Singosari District. The gym offers

comprehensive facilities, including cardio equipment, weight training areas, and functional training zones, supported by clean changing rooms, lockers, and a spacious parking area. With affordable membership fees starting from IDR 120,000 per month, Nawak Gym targets a broad market segment ranging from students and young professionals to families. Despite being established shortly before the Covid-19 pandemic, Nawak Gym successfully adapted by implementing health protocols and improving service quality. In late 2024, Nawak Gym continues to develop through facility expansion and equipment upgrades to enhance member experience and satisfaction.

Action Research Implementation

The initial observation stage was conducted by collecting data related to the profile of Nawak Gym Singosari, including business history, types of services, pricing, and promotional media used. Observations of the Instagram account @nawakgym indicate that promotional activities are still limited to posting activity photos without attractive visual design and have not consistently presented a clear brand identity or business profile. This condition highlights the need to develop more informative and aesthetically appealing Instagram feed designs. The proposed feed designs consist of visual images and engaging content arranged in a puzzle-style grid layout with a size of 1080 × 1350 pixels across nine posts. Content creation was carried out using the Figma application, with the dominant use of yellow (#d9b13a) and white (#ffffff) to strengthen visual appeal and maintain consistency on social media.

1st Cycle

1. Planning

- 1) The identified problems indicate that the existing Instagram feed was less attractive, lacked informative content, and was inconsistent in presenting the gym's services and business profile.
- 2) Preparation of the Figma application was conducted, particularly optimizing its performance to ensure smooth image data storage and to prevent technical issues during the design process.
- 3) The Instagram feed content consisted of nine posts sized 1080 × 1350 pixels, featuring exercise tips, gym-related facts, informational content, and entertainment.
- 4) The determination of color concepts and visual elements, along with relevant design references, was adjusted to align with Nawak Gym's brand identity. Content development was guided by the EPIC Model to ensure promotional effectiveness and audience engagement.
- 5) The finalized content was published on the Instagram account @nawakgym as a digital promotional medium.

2. Action

- 1) Pre-production
 - a. Collecting design references.
 - b. Determining an appropriate Instagram feed design concept.
 - c. Preparing product photos to be used in the design.
 - d. Selecting and defining color schemes and typography.
 - e. Creating initial sketches of the Instagram feed design.
- 2) Production

The production process of Instagram feed content was carried out simultaneously for each visual asset but not combined into a single unified design. Each content item was designed based on a pre-arranged puzzle grid layout, with a size of 1080×1350 pixels per image and a total of nine content items. This size was selected to match Instagram's portrait display standards, allowing each image to appear visually appealing individually while maintaining a consistent visual unity when displayed in the Instagram profile grid. This approach also facilitates the structured and gradual delivery of promotional narratives.

3. Observation

The observation process involved distributing written questionnaires to respondents to evaluate the quality of the Instagram feed design and its effectiveness based on the EPIC Model and brand awareness indicators.

4. Reflection

Based on the questionnaire results, several EPIC indicators required improvement. Revisions were made in response to consumer feedback, particularly on the received include optimizing design space, increasing visual appeal, copywriting that has sharp Hook and CTA elements and adding clearer information. Consequently, the research was continued into Cycle II to enhance the effectiveness of the Instagram feed design.

2nd Cycle

1. Planning

The planning stage of the second cycle was conducted by following up on respondents' feedback regarding design improvements. The focus of this stage included enhancing the visual appeal and representativeness of the Instagram feed, improving layout structure to increase information clarity, and refining copywriting by incorporating strong hook and call-to-action (CTA) elements. These steps were designed to strengthen visual attractiveness and clarify promotional messages delivered through the Instagram feed.

2. Action

At this stage, design revisions were implemented with a focus on layout arrangement, spatial composition, and visual presentation, including the addition of supporting design elements based on respondents' suggestions.

3. Observation

Questionnaires were distributed to evaluate the effectiveness of the Instagram feed design using the EPIC Model.

4. Reflection

The redesigned Instagram feed was considered effective and appropriate for publication as a promotional medium on the @nawakgym Instagram account. This positive evaluation indicates that the second design cycle effectively met digital promotion criteria by incorporating expert and customer feedback.

General Overview

The Instagram feed of Nawak Gym Singosari serves as a visual promotional medium designed using Figma and published through the @nawakgym account. Consisting of nine designs sized 1080×1350 pixels, the feed includes service photos, business information, educational and informational content, as well as interactive content. Its primary objective is to deliver product and service information in an engaging and informative manner.



Figure 1. Nawak Gym Singosari Instagram Feeds Design Results

Table 2. EPIC Effectiveness Score Results

Num	Indicator	1 st cycle EPIC Score	2 nd Cycle EPIC Score
1	Empathy	2,9	4,5
2	Persuasion	2,6	4,1
3	Impact	2,8	4,5
4	Communication	2,7	4,5
EPIC Rate		2,7	4,4

Source: Data processed (2025)

The research results indicate that the Instagram feed designs of Nawak Gym Singosari, developed using Figma, were highly effective as a promotional medium. Effectiveness measurement based on the EPIC Model showed an increase in scores from 2.7 in Cycle I to 4.4 in Cycle II, indicating that the feed designs successfully captured audience attention, conveyed promotional messages effectively, and generated positive interest and impact among the audience.

5. CONCLUSION AND SUGGESTION

This study employed an action research methodology consisting of planning, action, observation, and reflection stages, with data collected through questionnaires distributed to 30 respondents, including experts, management, staff, and prospective members of

Nawak Gym Singosari. The effectiveness of the Instagram feed design was evaluated using the EPIC Model, resulting in an average EPIC Rate score of 4.4 in the second cycle, classified as “Highly Effective,” indicating that the Instagram feed promotional content designed using Figma is an effective digital promotional medium. Based on these findings, it is recommended that Nawak Gym Singosari consistently apply the developed feed design in terms of color, typography, and visual style to strengthen brand identity, and regularly evaluate social media performance using Instagram Insights and other analytical tools to optimize content effectiveness.

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