

FINAL PROJECT
INSTAGRAM CONTENT DESIGN FOR RUMAH BRD USING
CUSTOMER PATH 5A STRATEGY

To Fulfill Partial Requirements for Obtaining a Bachelor's Degree (S-1)



By:

Ramadeani Prima Devinta

22052010048

Supervisor 1 :

Bayu Setiawan, S.Sn.,M.Sn.

Supervisor 2 :

Restu Ismoyo Aji, S.Sn., M.A.

STUDY PROGRAM VISUAL COMMUNICATION DESIGN
FACULTY OF ARCHITECTURE AND DESIGN
UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" JAWA TIMUR
2025/2026 FINAL PROJECT

APPROVAL PAGE

**INSTAGRAM CONTENT DESIGN FOR RUMAH BRD USING
CUSTOMER PATH 5A STRATEGY**

Compiled by:

RAMADEANI PRIMA DEVINTA

22052010048

Has been maintained in front of the Examination Committee

On: April 22nd 2026

Supervisor I

Supervisor II

Bayu Setiawan, S.Sn., M.Sn.

NIP. 19910728 202203 1004

Restu Ismoyo Aji, S.Sn., M.A.

NIPPPK. 19850106 202521 1046

Examiner I

Examiner II

Dr. Aryo Bayu Wibisono, S.T., M.Med.Kom.

NIPPPK. 19831204 202121 1001

Aleena S.C.R.El Chiddian, S.T., M.Ds.

NIPPPK. 19870119 202421 2024

**This final project has been accepted as one of the requirements
to obtain a Bachelor of Design (S-1) degree**

Dean of the Faculty of Architecture and Design



Irfan Sholichin, S.T., M.T.

NIPPPK. 19710916 202121 1004

AGREEMENT PAGE

**INSTAGRAM CONTENT DESIGN FOR RUMAH BRD USING
CUSTOMER PATH 5A STRATEGY**

Compiled by:


RAMADEANI PRIMA DEVINTA

22052010048


Has been maintained in front of the Examination Committee

On: April 22nd 2026

Supervisor I



Bayu Setiawan, S.Sn., M.Sn.
NIP. 19910728 202203 1004

Supervisor II


Restu Ismoyo Aji, S.Sn., M.A.
NIPPPK. 19850106 202521 1046

**This final project has been accepted as one of the requirements
to obtain a Bachelor of Design (S-1) degree**

Coordinator of the Visual Communication Design Study Program


Masnuna, S.T., M.Sn.
NIPPPK. 19840512 202121 2004

STATEMENT OF FREE PLAGIARISM

I. The undersigned:

Name : Ramadeani Prima Devinta
Student ID Number (NPM) : 22052010048
Program : Bachelor (S-1)
Study Program : Visual Communication Design
Faculty : Architecture and Design

Hereby declare that this Final Project document does not contain any parts of other scientific works that have been submitted to obtain an academic degree at any Higher Education Institution, and also does not contain any works or opinions that have ever been written or published by other individuals/institutions, except those that are properly cited in writing within this document and fully listed in the bibliography.

And I declare that this scientific document is free from elements of plagiarism. If, in the future, any indication of plagiarism is found in this Final Project, I am willing to accept sanctions in accordance with the prevailing laws and regulations.

This statement is made truthfully without any coercion from any party and is to be used as appropriate.

Surabaya, May 20th 2026

The Undersigned
A handwritten signature in black ink is written over a yellow 10,000 Rupiah stamp. The stamp features the Garuda Pancasila emblem and the text 'SERBESERBU RUPIAH', '10000', and 'METERAI TEMPEL'. The serial number 'OF 6FEALX388572759' is visible at the bottom of the stamp.

Ramadeani Prima Devinta

22052010048

ABSTRACT

The development of social media as a digital communication medium encourages coffee shops not only to deliver information but also to build experiences and emotional connections with audiences, especially younger generations. Social media has become an important factor in shaping consumer perceptions, preferences, and visit decisions toward a coffee shop. Rumah.brd, as a coffee shop, has strong spatial experience potential through its warm, comfortable, and homey atmosphere that supports both social activities and productivity. However, its digital promotion efforts are still not optimal and lack consistency in communicating the brand identity. Existing Instagram content has not fully represented the spatial experience and unique differentiation of the brand, resulting in limited audience awareness and engagement.

This study aims to design a structured and well-conceptualized Instagram content strategy for Rumah.brd to improve brand communication and encourage audiences to reach the stages of action and advocacy. The research uses a qualitative method with a descriptive approach. Data collection techniques include observation, interviews with related parties, audience questionnaires, and relevant literature studies. The collected data were analyzed using the Customer Path 5A model (Aware, Appeal, Ask, Act, Advocate) as the foundation for developing the content strategy.

The analysis results show that Rumah.brd's main strength lies in its comfortable spatial experience and homey atmosphere that support audience activities. The content strategy was then designed by integrating visual and verbal approaches along with supporting media that align with the characteristics of the target audience. Through storytelling and spatial experience approaches, the content is expected to build brand awareness, increase audience engagement, and encourage consumer action and advocate..

Keywords : Instagram Content Strategy, Brand Awareness, Customer Path 5A, Coffee Shop

FOREWORD

With gratitude for the Grace and Grace of Allah SWT. The researcher can complete this final project report well. Final project titled “INSTAGRAM CONTENT DESIGN FOR RUMAH.BRD USING CUSTOMER PATH 5A STRATEGY” prepared as one of the requirements to obtain a Bachelor of Design in the Visual Communication Design Study Program, at Universitas Pembangunan Nasional “Veteran” Jawa Timur. Through this design, it is hoped that Rumah.Brd can reach a wider range of visits and manage social media optimally. The preparation of this report is certainly inseparable from the support of various parties. Therefore, the researcher would like to express his gratitude to:

1. To Allah SWT, God Almighty, has provided convenience and smoothness in every process.
2. To the author's parents who always provide mental and financial support and pray for the smooth running of the entire final project process.
3. To the lecturers in the Visual Communication Design study program, who have shared valuable knowledge and experience as a provision for writers.
4. To Mr. Bayu Setiawan, S.Sn., M.Sn and Mr. Restu Ismoyo Aji, S.Sn., M.A as the supervisors who have provided direction and knowledge so that this design can be well arranged.
5. To Mr. Dr.Aryo Bayu Wibisono, S.T., M.Med.Kom. and Mrs. Aileena Solicitor Costa Rica El Chidtian, S.T., M.Ds as an examiner who has provided constructive criticism and suggestions for the good of the author's design.
6. To Raka Iqbal Zuchorofi as the owner of Rumah Brd who has given trust, support and allowed the author to make Rumah Brd as an object of research. As well as friends of Rumah Brd who helped in the process.
7. To Mitha as a sibling who is always present and provides support such as snacks, food, travel, and shopping.
8. To Nasywa, Albert, Dysti as close friends during college who have accompanied and provided assistance and support so that this writing can be completed.
9. To Melzy, Cheis, Jihan, Aulia, Rafika as friends who always provide emotional support to the writer during the design process.
10. To all DKV Class of 2022 friends who have helped provide information about the final project that took place.
11. To friends who have accompanied every process on @surteenager Instagram account.

12. To all the people who helped support the success of data collection for this design.
13. To my self who managed to survive and continue to move forward even though there were obstacles during this design process.

With this design, it is hoped that it can improve the quality of Rumah Brd's Instagram and optimize the use of social media for Rumah Brd in the future. The results of this research are expected to be a reference for the management of Rumah Brd in developing the potential of social media.

Surabaya, 2026



Ramadeani Prima Devinta

TABLE OF CONTENTS

APPROVAL PAGE.....	i
AGREEMENT PAGE.....	ii
STATEMENT OF FREE PLAGIARISM.....	iii
FOREWORD.....	v
TABLE OF CONTENTS.....	vii
LIST OF FIGURES.....	x
LIST OF TABLES.....	xii
LIST OF APPENDICES.....	xiii
CHAPTER I INTRODUCTION.....	1
1.1 Background.....	1
1.2 Identify the problem.....	8
1.3 Problem Formulation.....	8
1.4 Purpose.....	8
1.5 Problem Limitations.....	8
1.6 Research Benefits.....	9
1.7 Research Framework.....	10
CHAPTER II LITERATURE REVIEW AND EXISTING STUDIES.....	11
2.1 Operational Definition of Title.....	11
2.1.1 Design.....	11
2.1.2 Instagram Content.....	11
2.1.3 Rumah.Brd.....	12
2.1.4 Strategy Based Customer Path 5A Model.....	13
2.2 Theoretical Foundations.....	13
2.2.1 Theory Customer Path 5A.....	13
2.2.2 Coffee Shop <i>Consumer Behavior</i> Aged 18-27 Years (Gen Z).....	16
2.2.3 Instagram Social Media.....	17
2.2.4 Content Strategy.....	18
2.2.5 Word of Mouth and Advocate in social media.....	18
2.2.6 <i>Soft Selling</i>	19
2.3 Stakeholder.....	20
2.3.1 Rumah.Brd.....	20

2.4 Existing Study.....	23
2.4.1 Visual Analysis of Instagram feeds @rumah.brd	23
2.4.2 Communication Strategy Analysis	25
2.4.3 Content Type Analysis	26
2.4.4 Content Engagement Analysis.....	28
2.4.5 Google Maps Analysis.....	29
2.4.7 Analysis Based on Customer Path 5A	29
2.5 Comparative Studies.....	31
2.5.1 Afterwork (@afterworkcaffeine)	31
2.5.2 Fore (@fore.coffee)	35
2.5.3 Moeng Kopi (@moeng.kopi).....	39
2.5.4 Oh Dear Donkey	40
2.6 Competitor Studies	42
2.6.1 Kirri Billi	42
2.6.2 Visual Analysis of Instagram Content @kirribilli_sby	43
CHAPTER III DESIGN METODOLOGY	45
3.1 Metode Perancangan.....	45
3.2 Design Object	46
3.3 Data Collection Techniques	47
3.3.1 Data Primer	47
3.3.2 Data Seconds	48
3.3.3 Target Audiens	49
3.4 Data Analysis Techniques.....	50
3.4.1 Interview Data Analysis.....	50
3.4.2 Observation Data Anlysis	57
3.4.4 Questionnaire Data Analysis	59
3.4.5 Matrix Analysis.....	64
3.4.6 Consumer Insight Analysis.....	66
3.5 Data Synthesis	67
3.6 Unique Selling Point (USP).....	69
CHAPTER IV CONCEPT AND IMPLEMENTATION DESIGN.....	70
4.1 Concept.....	70

4.1.1 Keyword Formulation.....	70
4.1.2 Verbal Concepts	73
4.1.3 Visual Concepts	75
4.1.4 Media Concept.....	83
4.2 Design Process.....	90
4.2.1 <i>Rough Design</i>	90
4.2.2 Komprehensif Design	95
4.2.3 Design Validation.....	97
4.2.4 <i>Final Artwork</i>	98
4.3 Design Implementation.....	98
4.3.1 Main Media.....	98
4.3.2 Supporting Media	101
4.4 Draft Project Budget.....	103
CHAPTER V CONCLUSION	105
5.1 Conclusion	105
5.2 Suggestions.....	105
BIBLIOGRAPHY	106
APPENDIX	108

LIST OF FIGURES

Figure 1. 1 Disway Daily Post.....	1
Figure 1. 2 Rumah Brd	3
Figure 1. 3 Instagram Pofile @rumah.brd	4
Figure 1. 4 Rumah.Brd Location on Google Maps	5
Figure 1. 5 Consumer Awareness Questionnaire	5
Figure 1. 6. Reviews on Google Maps	6
Figure 2. 1 5A's Customer Framework Marketing Model	14
Figure 2. 2 Customer Path Stages.....	14
Figure 2. 3 Rumah.Brd Logo	20
Figure 2. 4 Front View of the Rumah.Brd	20
Figure 2. 5 Indoor Area Rumah.Brd	21
Figure 2. 6 Outdoor Area Rumah.Brd	21
Figure 2. 7 Sign System Rumah.Brd	22
Figure 2. 8 Instagram Profile @rumah.brd.....	23
Figure 2. 9 Feeds Instagram @rumah.brd	24
Figure 2. 10 Posts as an example of composition.....	24
Figure 2. 11 Typography posts on Instagram @rumah.brd	25
Figure 2. 12 Caption @rumah.brd	25
Figure 2. 13 Afterwork Front View and Instagram Profile.....	31
Figure 2. 14 Highlight @afterworkcaffeine	31
Figure 2. 15 Posts @afterworkcaffeine	32
Figure 2. 16 Posts @afterworkcaffeine Graphic Design	32
Figure 2. 17 Photography @afterworkcaffeine Posts	32
Figure 2. 18 Feeds Instagram @afterworkcaffeine	33
Figure 2. 19 Reels @afterworkcaffeine	33
Figure 2. 20 Main Instagram profile @fore.coffee.....	35
Figure 2. 21 Highlight @fore.coffee	35
Figure 2. 22 Posts @fore.coffee	36
Figure 2. 23 @fore.coffee Menu Posts	36
Figure 2. 24 Postingan @fore.coffee Identitas Visual	37
Figure 2. 25 Reels softselling @fore.coffee	37
Figure 2. 26 Reels Promo @fore.coffee	38
Figure 2. 27 Instagram Profile @moeng.kopi	39
Figure 2. 28 Instagram Grid Pattern @moeng.kopi	40
Figure 2. 29 Oh Dear Donkey	40
Figure 2. 30 Oh Dear Donkey	41
Figure 2. 31 Customer Posts on Instagram @ohdeardonkey	41
Figure 2. 32 Review Google Maps	42
Figure 3. 1 Owner Rumah Brd	51
Figure 3. 2 Questionnaire on Respondents' Age.....	59
Figure 3. 3 Questionnaire on Respondents' Jobs	60

Figure 3. 4 Questionnaire on Respondent Gender	60
Figure 3. 5 Questionnaire on Respondents' Domicile	61
Figure 4. 1 Keyword Chart	70
Figure 4. 2 Examples of Visual Styles on Instagram @afterworkcaffeine	76
Figure 4. 3 Color Pallete	77
Figure 4. 4 Identity Logo Rumah.Brd	77
Figure 4. 5 Example of an Instagram Feed Post @Rumah.Brd.....	78
Figure 4. 6 Example of story design on Instagram @Rumah.Brd Ramadan edition	78
Figure 4. 7 Typography Helvetica	79
Figure 4. 8 Examples of Close-Up Consumption of Food @afterworkcaffeine products	80
Figure 4. 9 Example of taking a Medium Shot of Customer Activity @afterworkcaffeine.....	81
Figure 4. 10 Example of taking a Wide Shot Atmosphere @afterworkcaffeine	81
Figure 4. 11 Example of taking a Wide Shot of Social Interaction @afterworkcaffeine	82
Figure 4. 12 Instagram Post Layout.....	82
Figure 4. 13 Frequency Posts A 'Four Weeks'	87
Figure 4. 14 Frequency of Post B 'Five Weeks'	87
Figure 4. 15 Content Planner "March 2026"	88
Figure 4. 16 Feed Design Exploration 'Alternative 1'	90
Figure 4. 17 Feed Design Exploration 'Alternative 2'	91
Figure 4. 18 Feed Design Exploration 'Alternative 3'	91
Figure 4. 19 Exploring Design Story 'Alternative 1'	92
Figure 4. 20 Exploring the Design Story 'Alternative 2'	92
Figure 4. 21 Exploring the Design Story 'Alternative 3'	93
Figure 4. 22 Visual Reels Exploration 'Alternative 1'	93
Figure 4. 23 Visual Reels Exploration 'Alternative 2'	94
Figure 4. 24 Visual Reels Exploration 'Alternative 3'	94
Figure 4. 25 Exploration of Visual Identity Elements	95
Figure 4. 26 Komprehensif Visual Identity Elements	97
Figure 4. 27 Implementation of designs on Instagram @rumah.brd	99
Figure 4. 28 Design Implementation on Instagram Feeds @rumah.brd.....	99
Figure 4. 29 Implementation of Reels on Instagram @rumah.brd	100
Figure 4. 30 Story implementation on Instagram @rumah.brd.....	100
Figure 4. 31 Merchandise	101
Figure 4. 32 Keychain	101
Figure 4. 33 Sticker	101
Figure 4. 34 Menu	102
Figure 4. 35 Loyalty Card.....	102
Figure 4. 36 Review Card.....	102
Figure 4. 37 Packaging	102

LIST OF TABLES

Table 2.1 Instagram Content Analysis @rumah.brd.....	26
Table 2.2 Customer Path 5A Analysis on Instagram @rumah.brd	30
Table 2.3 Strength and Weakness Analysis Kirribilli cafe.....	44
Table 3.1 Customer 1 Interview.....	53
Table 3.2 Customer 2 Interview Analysis.....	55
Table 3.3 Aware Level Questionnaire Analysis	61
Table 3.4 Appeal Level Questionnaire Analysis	62
Table 3.5 Ask Level Questionnaire Analysis	63
Table 3.6 Act Level Questionnaire Analysis.....	63
Table 3.7 Advocate Level Questionnaire Analysis	64
Table 3.8 Matrix Analysis Data	64
Table 3.9 5A Matrix Analysis	66
Table 4.1 Media Mapping.....	83
Table 4.2 Content Pillar	85
Table 4.3 Content Format Strategy	85
Table 4.4 Post Time Content.....	86
Table 4.5 Content Calendar 2026-2027	88
Table 4.6 Komprehensif Feeds Design.....	96
Table 4.7 Komprehensif Story Design	96
Table 4.8 Komprehensif Visual Reels	97
Table 4.9 Final Design Grouping with 5As	98
Table 4.10 Media Production Costs.....	103
Table 4.11 Digital Content Production Costs	103
Table 4.12 Operatioal Costs and Documentation	104
Table 4.13 Total Estimated Cost.....	104

LIST OF APPENDICES

Appendix A. Owner Rumah.Brd Interview Guide	108
Appendix B. Questionnaire	109
Appendix C. Documentation of Content Footage	117
Appendix D. Instagram Engagement Data	117
Appendix E. Content Planner	118
Appendix F. Thesis Supervision Sheet 1	123
Appendix G. Thesis Supervision Sheet 2	124
Appendix H. Thesis Supervision Sheet 3.....	125