

# **FINAL PROJECT**

## **DESIGN OF SOCIAL MEDIA CONTENT FOR KOPI KUTJUR IN**

### **PASURUAN REGENCY AS A PROMOTIONAL TOOL**

To Fulfill The Requirements For Obtaining A Bachelor's Degree (S-1)



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## FOREWORD

The author offers praise and thanks to Allah SWT for His mercy and grace, which have enabled the successful completion of this final project report titled “*Designing Social Media Content for Kopi Kutjur of Pasuruan Regency as a Promotional Tool.*” This design was developed as an effort to utilize digital media in promotional activities to expand the marketing reach and strengthen the image of Kopi Kutjur as a local coffee unique to Pasuruan Regency. In the process of compiling this report, the author received a great deal of assistance, support, and motivation from various parties. Therefore, with the utmost respect, the author would like to express gratitude to:

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## ABSTRACT

The era of globalization and the development of information technology have led to fierce business competition, making promotion through social media an important strategy for expanding market reach. Social media, with 143 million active users in Indonesia, plays a crucial role in marketing communications, increasing brand awareness, customer loyalty, and interaction. The methods used in this study include observation, interviews, and literature reviews. Social media was selected as the promotional medium because Kopi Kutjur's current promotional efforts are still heavily reliant on offline channels, and the use of social media platforms like Instagram has not yet been fully optimized. The analysis reveals shortcomings in visual design, copywriting, content consistency, and audience engagement, which limit the brand's ability to capture consumer attention. Through this social media visual design, it is hoped that it can become an effective promotional strategy for expanding market reach, building a strong brand image, and increasing audience engagement through planned and relevant content.

**Keywords:** Content, Social Media, Promotion, Visual Communication Design