

DESIGN AN E-CATALOG ON INSTAGRAM USING CORELDRAW AS THE ADVERTISING

Arina Fatia Zahrah ¹, Maskur ²

¹ Administrasi Niaga, Politeknik Negeri Malang, Indonesia

Email : arinafatia@gmail.com

² Administrasi Niaga, Politeknik Negeri Malang, Indonesia

Email : maskur@polinema.ac.id

ABSTRACT

This research aims to provide complete information about Rumah Kinasih's products by developing E-Catalog as an advertising medium on Instagram. The research design used was Action Research. The research procedure consists of planning, action, observation, and reflection. Research data were collected through questionnaires distributed to 1 Owner, 2 marketing experts, 2 computer experts, 10 consumers, and 20 potential customers. The effectiveness of the design is measured using the EPIC Model (Emphaty, Persuasion, Impact, Communication). This is due to the attractive and creative design of the E-Catalog which provides detailed or information related to the products offered by Rumah Kinasih, Blitar Regency. The conclusion which could be inferred is that the E-Catalog product is very effective to be used as Instagram advertising media at Rumah Kinasih, Blitar Regency.

Keywords: E-catalog, Instagram, Advertising Media

INTRODUCTION

In this era of rapid technological development, various kinds of information are accessed easily and quickly. The use of technology has now become a necessity for society, from children, teenagers to adults. One of the impacts of this technology is the emergence of the social media platform Instagram. Increasingly complex technology causes competition in the world of graphic design to produce creative and innovative work. There are also those in the form of catalogs, brochures or electronic posters.

E-catalog is a catalog information system that contains products or services, prices, variations offered by a company that can be accessed digitally. This e-catalog uses graphic design applications to arrange shapes, images and writing to make them more interesting to look at and develop creativity. *CorelDraw* is a graphic designer that can be used to create catalog designs with several features that make it easier to use. *CorelDraw* has the advantage of creating catalog designs, namely that it uses storage that is not too complicated and is easy to understand. The development of the *CorelDraw* application as a supporting tool for cataloging has given birth to many ideas and innovations.

Advertising is one of the best promotional tools used by business people to attract consumer interest. With advertising, companies and brands hope to increase interest and sales of products. The purpose of advertising is to make consumers pay attention to the advertisements provided by the company until they are interested.

Rumah Kinasih is an independent home for friends with disabilities located in Blitar Regency, East Java. By promoting sociopreneurship, 80% of the workers are friends with disabilities with assistance. The products offered are clothing and several accessories that have distinctive characteristics. Starting from the concerns of a friend with a disability who did not receive enough support from family and the environment, the founder of Rumah Kinasih felt he had a social responsibility to the environment around him.

Rumah Kinasih always uses offline media by distributing it in the surrounding environment and going around to houses to bring in products to sell and introduce them by word of mouth. Then as time went by, the problem with Rumah Kinasih was that advertising media carried out through the social network Instagram did not display product details and prices, making it difficult for potential consumers to choose products. Electronic catalogs are a tool for conveying information about products offered to potential consumers. Current and potential consumers only find products and information through social media and have limited electronic catalogues.

Formulation of the problem

1. How do you make an E-Catalog using Corel Draw software at Rumah Kinasih, Blitar Regency?

2. How to measure the effectiveness of the E-Catalog design at Rumah Kinasih, Blitar Regency?

Research purposes

1. To find out how to make this E-Catalog, use CorelDraw software at Rumah Kinasih, Blitar Regency.
2. To measure the effectiveness of the e-catalog design at Rumah Kinasih, Blitar Regency.

LITERATURE REVIEW

Empirical Study

(Nurhanifah & Pribadi, 2021). The research results state that promotions can attract consumer buying interest and the Canva application can be used to create catalogues. (Caesarinto & Wardani, 2022). The results of the respondent's assessment indicate that the e-catalogue design on the @glaseideas Instagram account that was created for Glaseideas MSMEs is good and suitable for publication on Instagram social media. (Amalia & Pribadi, 2022). The research results state that online catalog designs can attract buying interest from consumers and potential consumers. (Rakhmanto & Wardani, 2021). The research results state that digital product catalogs can support promotional activities via Instagram social media.

Theoretical review

(Diana & Tjiptono, 2016). Marketing is the activity, organization and process of creating, communicating, distributing and exchanging products that have value for customers, partners and society. (Kotler, 2013). Promotion is an activity carried out to increase communication activities and provide information to spread a product offering to market share. (Morissan, 2015). Advertising is one of the most well-known and most widely discussed forms of promotion, this is probably because of its wide reach. (Jasmadi, 2018). E-Catalog is a kind of catalog or brochure that contains product and company information, but can only be accessed online via the internet. people discussed. *CorelDraw* is a computer program based in the field of design for editing vector lines to create a design. (Ardiansyah, 2020). Instagram is one of the many social media applications used to share photos and videos.

METHODS

The scope of this research is the creation of an *E-Catalog design* as a product promotion media at Rumah Kinasih, Blitar Regency which operates in the *fashion and textile sector*. Making this *E-Catalog* uses *software Corel Draw as an E-Catalog design tool* which will be uploaded to Rumah Kinasih's *Instagram, Blitar Regency with the aim of increasing promotions and consumer interest in a product*. The type of research used is *action research*. Action research is like combination research, which uses quantitative, qualitative data collection techniques or a combination of both. The stages in this research include *planning, implementing action, observing and reflecting*.

The number of respondents in this study was 35, 1 business owner, 2 computer experts, 2 marketing experts, 30 potential consumers. This research uses primary data obtained directly from the research object through direct observation and interviews with business owners from Rumah Kinasih, Blitar Regency. And secondary data obtained through books, literature and also journals related to promotional media.

In this research, there were 4 methods used to collect data, including observation, questionnaires, interviews and documentation. This questionnaire uses *the EPIC Model* with the aim of measuring the effectiveness of the design and whether or not *the E Catalog is suitable for uploading on Instagram social media*. (Sugiyono, 2019) states that *the Likert scale* is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena. To measure the effectiveness of the product catalog, it will be processed using *the EPIC Model*.

DISCUSSION

A general description of the company

Rumah Kinasih is a business that operates in the fashion sector and was founded in 2016, located in Bambang, Bambang, RT.01/RW.01, Nambang, Siraman, Kec. Kesamben, Blitar Regency, East Java 66191. Rumah Kinasih is an independent home for friends with disabilities located in Blitar Regency, East Java. By promoting sociopreneurship, 80% of the workers are friends with disabilities with assistance. The products offered are clothing and

several accessories that have distinctive characteristics. One of the characteristics of the product is batik with a splash motif produced by Rumah Kinasih.

Implementation of Action Research

The steps in carrying out action research using the *Corel Draw application* which is used to create *E-Catalog designs* as advertising media can be explained as follows:

Cycle I

1. Planning (*Planning*)

The planning stage of this research includes several stages including: determining the *e-catalog design concept*, choosing the right *tools* , and determining attractive product visuals.

2. Action (*Action*)

At this stage, taking action and explaining the stages of the media product creation process, including taking pictures/photos of the media layout design, media size, color, composition, in accordance with the planning stage. In this stage there are 3 stages, namely pre-production, production and post-production.

3. Observation

E-Catalog trial was carried out by distributing questionnaires to the analysis unit, namely 35 people consisting of 1 *Owner* , 2 marketing experts, 2 computer experts, 10 consumers, 20 potential consumers to provide an assessment of the product *E-Catalog* , whether *the E-Catalog* has met the requirements and is suitable for use to increase the effectiveness of the Rumah Kinasih *Instagram* .

4. Reflection (*Reflection*)

Based on the results of the cycle 1 questionnaire which was distributed to *owners* , computer experts, marketing experts, consumers and potential consumers. It is known that there are several items from each *EPIC dimension* that need to be improved based on assessments and suggestions from experts and potential consumers because there are still red or disagree (TS) answers.

Cycle II

1. Planning (*Planning*)

Based on the evaluation results obtained when distributing questionnaires in cycle I and suggestions from respondents, an improvement plan was made to produce a better product *E-Catalog than before*. The plans for changing the design of the product *E-Catalog* are as follows: changing the price of the fabric on the page which explains in detail the color of the fabric and type of fabric, changing the *cover design* to make it more creative and not look stiff by adding interesting elements, and adding pages and a table of contents to make it easier for consumers and potential consumers to search for the products offered.

2. Action (*Action*)

In the action phase of cycle II, revisions were made to the product *E-Catalog design* which had been created using the *CorelDraw X7 application*.

3. Observation (*Observation*)

E-Catalog trial will be carried out which has been improved and perfected from before, still receiving input from potential consumers and consumers, then a cycle II questionnaire will be distributed to the analysis unit, totaling 35 people, to provide an assessment of the *E-Catalog* product, whether *the E-Catalog* meets the criteria and is suitable for use.

4. Reflection (*Reflecting*)

Based on the results of the observation analysis, it can be concluded that all respondents (*owners* , marketing experts, computer experts, consumers and potential consumers) for the *EPIC dimensional design assessment* are included in the very effective category. It can be seen from the *EPIC Rate* measurement results that the average is 4.5. The conclusion obtained is that *the E-Catalog* of products created is very effective for use as social media for *Instagram advertisements* for Rumah Kinasih, Blitar Regency.

Design Overview

e-Catalog, which was uploaded to the *Instagram account @rumah_kinasih* , was created and used as advertising media containing information on the products offered, so that it can help the company expand its market share and increase consumer buying interest.

Discussion

In this research, questionnaires were distributed to respondents regarding *the E-Catalog* of products created. A questionnaire was created to assess the effectiveness of the design based on the *EPIC (Empathy, Persuasion, Impact, and Communication)* theory. The selected respondents consisted of 1 *owner* , 2 marketing experts, 2 IT experts, and 10 consumers and 20 potential consumers for a total of 35 respondents. Based on the results of *the Action Research* data presentation , the results obtained show that *the E-Catalog* product meets the *EPIC criteria*

which is included in the very effective category. This is proven by the percentage of scale scores that have been found.

The average score obtained in the *Emphaty dimension* was 4.7. This score is in the range of 4.2 – 5 and is included in the very effective category because of the appearance and information about Rumah Kinasih products. The *Persuasion Dimension* is 4.55. This score is in the range of 4.2 – 5 and is in the very effective category because it has the appeal of Rumah Kinasih products. *Impact dimensions* are 4.55. This score is in the range of 4.2 – 5 and is in the very effective category because it has the appeal of Rumah Kinasih products. In the *Communication dimension* , it is 4.55. This score is in the range of 4.2 – 5 and is in the very effective category because it has the appeal of Rumah Kinasih products.

From the conclusions of these four dimensions, the average score for the *EPIC Rate dimension* is 4.5, where the score is in the range 4.2 – 5. This means that *the E-catalog* is very effective to use.

Theoretical Implications

E-Catalog was created using the *EPIC Model method* which strengthens the measurement of the effectiveness of the design. Advertising effectiveness can be measured using *the EPIC Model* which consists of *Emphaty, Persuasion, Impact, Communication*. . This analysis states that *the E-Catalog* of products created is very effective as an *Instagram advertising medium* . Where a brand is known by consumers and potential consumers, it will create a desire to buy. Can provide meaning to a decision because symbols are important in advertising.

Practical Implications

The practical implications of this product *E-Catalog* are as an advertising medium to increase the promotion of Rumah Kinasih. Then the results of this *E-Catalog* are uploaded or posted on Rumah Kinasih's *Instagram* by providing information about the products offered.

Future Research Implications

For those who want to carry out similar research, the advice that can be given is to create an *E-Catalog design*, you should look for complete product-related information. Apart from that, also use applications that have many features to get maximum results.

CONCLUSION

Rumah Kinasih carries out promotions using *word of mouth* and *Instagram*. Promotions carried out using *Instagram social media* are considered less than optimal, because the media used does not explain in detail the products being offered. To overcome this problem by creating a product *E-Catalog* which is used to improve *Instagram social media* by displaying details of the products offered.

Action Research research with procedures, namely *planning*, *action*, *observation*, *reflection*. Based on the results of the questionnaire that was distributed to 1 owner, 2 marketing experts, 2 computer experts, 10 consumers, 20 potential consumers. Measuring design effectiveness uses the *EPIC Model (Emphaty, Persuasion, Impact, Communication) method*.

The results of the research in distributing the questionnaire, obtained an average score for each dimension which was calculated using *the EPIC Model*. The highest average score in the Communication dimension is included in the very effective category. This is because *the E-Catalog design* displays information related to products offered by Rumah Kinasih, Blitar Regency, as well as creative design results.

From the research that has been carried out, suggestions that can be given include the following:

1. Using *the E-Catalog* of products that have been created

2. Updating the product *E-Catalog* if there are new products using graphic design applications.

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