

# Digital Marketing Design of Oatbits Product in “Everyday is Healthy” Social Media and Website

**Annisa Bela Pertiwi\*, Moch Fanca Refsiyuwandi, Muhammad Jakaria Rahmadi, Ramadhanisa Rahmadani, Samuel Freddyanto**

Universitas Widyatama, Bandung, Indonesia

\*annisa.bela@widyatama.ac.id

## ABSTRACT

Promotional activities are needed to increase sales of a company's product. Promotional activities do not function as a means of communication between companies and consumers, but are able to influence consumers to buy or use products from these companies. Instagram and Facebook are social media that are currently favored by the community and are very effective for promoting. Apart from social media, companies that have personal and official websites are also able to increase their selling power in the eyes of consumers. PT. Idea Imaji Persada is a digital agency company that helps market Oatbits brand products produced by PT. Agel Langgeng. PT. Agel Langgeng itself has an official website and social media which is called “Everyday is Healthy”. The name “Everyday is Healthy” does not reflect the corporate identity of PT. Agel Langgeng, but deliberately made specifically for reading Oatbits products. Several promotional strategies for Oatbits products are carried out through digital channels such as social media, Instagram and Facebook using the services of PT. Idea Imaji Persada. The design of digital promotional media carried out through the website and social media Instagram or Facebook has so far been an effective means of producing Oatbits products to consumers.

## Keywords

Digital marketing, Instagram, Facebook, website

*Article Received: 18 October 2020, Revised: 3 November 2020, Accepted: 24 December 2020*

## Introduction

Graphic design today is one of the fields needed by society, especially in Indonesia, because it is one of the most effective ways of visual communication from a business field, both individuals and companies, which form is applied to media. Graphic design is also a visual design of writing and images in various media publications that aim to convey messages to consumers effectively. By using online media as a promotional medium, consumers can more easily obtain information because every day people access social media such as Facebook, Instagram, and so on.

When companies faced with the reality of being able to communicate and promote its products through visual language to the general public, the role of graphic designers is needed to design the promotional media for the company's products. A digital agency company, usually provides services in the form of designing digital promotional media targeting large companies who want to promote their products through social media and websites. With the existence of a digital agency company,

companies that do not yet have a personal graphic designer feel helped in creating promotional media content, especially to be displayed on social media and websites.

PT. Idea Imaji Persada is a digital marketing company located in Bandung, has clients who are related to the design of digital promotional media. One of the clients of PT. Idea Imaji Persada is PT. Agel Langgeng, which is the parent company of a well-known food brand, namely Oatbits, whose products are familiar to the public. We are as a graphic designer who designs social media and website based on editorial planning directed by the Chief Editor of PT. Idea Imaji Persada. The design carried out is limited to the Instagram feed, Facebook header, and website header of “Everyday is Healthy” which is the official account of PT. Agel Langgeng to promote Oatbits products. The design through PT Idea Imaji Persada is like a learning, as well as being able to increase knowledge for us, because each design process has a structured and efficient method, besides that each design has a digital design image from PT. Idea Imaji Persada.

## Literature Review

- Digital Agency

Digital agency is a company that help market products strategically through digital channels such as using social media for marketing, then Creative Agencies are agencies that are more focused on marketing design and product design, while Marketing is an activity or a series of institutions and the process of exchanging valuable offers for customers and partners.

- Digital Promotion Media

According to Indriyo Gitosudarmo (2000), "Promotion is an activity aimed at influencing consumers so that they can become acquainted with the products offered by the company to them and then they become happy and buy the product". Based on this explanation, promotional activities are carried out by companies to promote their products to consumers.

In promotional activities it is very important to use promotional media with an attractive appearance so that an effort made by the company to create awareness, inform, persuade and influence consumers to purchase company products can produce results and profits. The objectives of the promotional media are as follows: 1) Send information on a product to a potential target market; 2) To get an increase in sales and profit; 3) To acquire new customers and maintain customer loyalty; 4) To stabilize sales when the market is sluggish; 5) Become a differentiator and also provide superiority for your own products from competitors; 6) Make a product image in the eyes of consumers as desired; 7) Change consumer behavior and perceptions.

Promotional media are manual and digital. Manual promotional media such as printed brochures, printed posters, and printed catalogs. Meanwhile, digital promotional media can be called a promotional method for a product or service that uses digital (electronic) media. Currently, digital marketing activities are not limited to advertising on TV or radio, but have penetrated the internet. Examples of digital media promotions include websites, blogs, social media, company profiles, and others.

- PT. Idea Imaji Persada

PT Idea Imaji Persada is a digital advertising agency engaged in the advertising industry, established in 2005 as a media studio and has the status of CV. Along with the development of the company, PT Idea Imaji Persada evolved into a Digital Agency in 2009 until now and started to become a limited liability company. PT Idea Imaji Persada now includes advertising, public relations, brand activation, digital solutions, media planning and investment, Web Interface, WordPress, CMS, UX, Gimmic, brand consulting to marketing insight. Broadly speaking, the business activities of PT. Idea Imaji Persada covers brand management, planning strategy, brand auditing and brand development, mass media selection, public relations activities and activation programs. PT Idea Imaji Persada is a company engaged in the digital advertising agency which is part of the advertising industry. The company has several services offered to clients according to each client's needs, namely Digital Advertising, Campaign, Creative Development, and Online Marketing. Each service has different stages in its implementation according to the needs and desires of the company and its clients. For almost 10 years engaged in the digital agency PT. Idea Imaji has more than 50 happy clients including, Oatbits, Bank Danamon, Obida, Alfamart, Alfamidi, Kimbo Ready, Kimbo Frozen, Kalbe Family, ITB Alumni Association, Fuel Shack, Ancol, Milna, Relaxa and others. PT. Idea Imaji Persada in its organizational structure has the best three in three categories in the implementation of branding, namely communication, content and channel. By focusing on brand development in digital media that focuses more on planning and project management, PT. Idea Imaji Persada has a vision to become a digital agency that is the best in digital media planning. Currently, PT Idea Imaji Persada has 32 employees.

## Design Method

Before discussing the design method, we will first discuss who plays a role in the process of designing social media content and the Oatbits product website in "Everyday is Healthy". There are three teams working on everyday is healthy social media content, namely: 1. Content Writer, as content creator in the form of writing and becomes a benchmark for a Designer to work on

the content. Content in the form of writing created by Content Writers is usually referred to as Editor Planning; 2. Designer, is a person who works on writing into a digital visual form; 3. Editor Chief, as the person in charge of all results of the Content Writer and Designer by providing an assessment which will later be given to the Client (Oatbits).

The three teams played a role in the design execution process until the design results were published on Instagram. The method for designing Instagram Oatbits content goes through the following process:

- Briefing is carried out from the Content Producer where upon request from the client, it will then be directed through the Content Writer which will then create a Planning Editor which will be given to us by making a Visual Design of the Planning Editor.
- The design work process is carried out by creating a visual design from the Planning Editor which has been prepared by the Content Writer under the direction of the supervisor at PT. Idea Imaji Persada.
- Assistance to Content Producer after the design is made.
- Do revisions, if anything needs to be revised from what we have done before.
- Finishing. At this last stage, the final briefing was carried out and then approved by the Content Producer and then assistance by the client from Oatbits. After all, the Design content will be published on Instagram.

## Results and Discussion

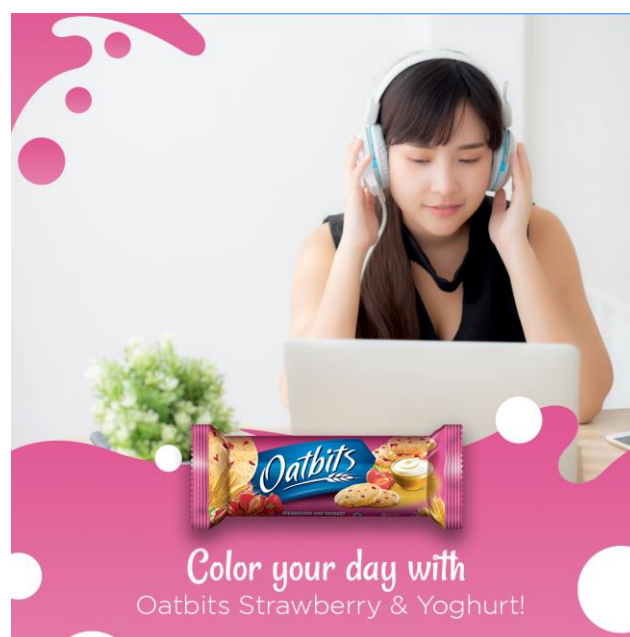
Oatbits is a brand of healthy food products made from oats and focuses on biscuits, targeting both men and women. The design concept that is tailored to the Oatbits brand has flexibility in terms of its products, which are easy to carry and healthy to consume every day, perfect for making breakfast menus. The Oatbits brand has several design styles on “Everyday is Healthy” social media, including:

- Oatbits logo which is always kept in the top center. If there is an Oatbits product, the Oatbits Logo will be removed.
- Using Asian people as a complement to the expression or mood of the message to be conveyed

- Has an ornamental design that is not rigid and dominant in curved areas (such as Oatbits biscuits)



**Figure 1.** On the @everydayishealthy Instagram feed, the Oatbits logo placed in the top center;



**Figure 2.** The Oatbits logo is removed when the product photo is displayed

Source: Personal Documentation

The results of designing Instagram content are used for the promotional media of PT. Agel Langgeng through her Instagram feed named @everydayishealthy by presenting the Oatbits brand using advertising. The design is made for various events using a branding strategy which

aims to increase sales. In addition, the results of this design are also useful for companies by applying the Wolves Concept theme.

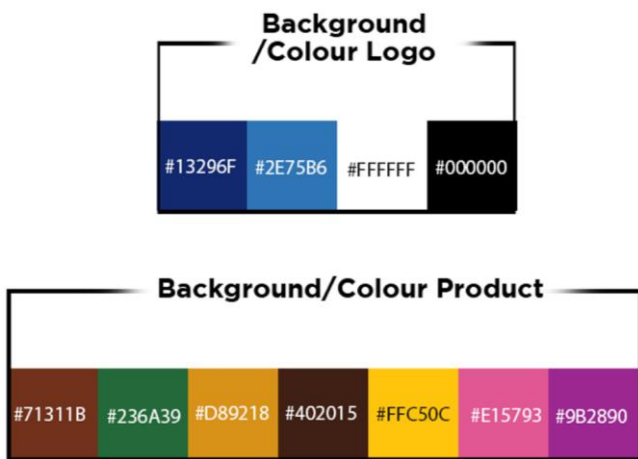


**Figure 3-4.** Selection of Asian model icons to complement the consumer's mood  
Source: Personal Documentation



**Figure 5.** Curved and round ornament in design Instagram feed to make the design look more dynamic  
Source: Personal Documentation

The color chosen by Oatbits is taken from the flavor colors of its products, such as pink for strawberry flavor, purple for raisin flavor, etc. The color highlighted by Oatbits is light blue, which is very suitable to be combined with the colors contained in the taste of Oatbits products, this light blue also describes joy which is certainly very suitable to attract the attention of the audience.



**Figure 6.** Color Palette  
Source: PT. Idea Imaji Persada

This is a technical design for digital promotional media for Oatbits products for social media and the “Everyday is Healthy” website:

- Editorial Planning  
Editorial Planning is made by the Content Writer, which will then be submitted to the Editor Chief. Editorial planning also includes defining the tasks to complete, detailing how each asset is routed, determining how your team members collaborate and communicate effectively, and identifying the tools and technological systems to do the work.
- The Editor Chief’s Revision Process

No	Date	Time	Content Pillar	Content	Image
1	Senin, 27 Januari 2020	10:00	SALES	<p>Hari Valentine akhirnya tiba! Yuk saatinnya kita menyebarkan cinta kasih kepada orang yang kita sayangi, beritahu mereka betapa berharganya kehadiran mereka selama ini dan betapa bersyukur kalau kita bisa berbagi momen bersama mereka. Selamat hari kasih sayang, Oatlovers!</p> <p>. . .</p> <p>#ValentineMonth #SehatBersamaOATBITS #Oat #NgemilSehat #NgemilEnak #Healthychoices #Instahealth #Healthyeating #Healthyfood #Healthyliving #Nutrition #Eathealth #Realfood #snack #snacktime #healthysnack #snacks #valentine #valentinedays #valentines #love #happiness #peace #couple</p>	<p>Thank you for giving us happiness!</p> <p>Gambar cewe lagi sama orang tuanya</p>
2	Selasa, 28 Januari 2020	10:00	BRAND & PRODUCTS	<p>Mumpung masih penuh dengan nuansa valentine, jangan lupa untuk mengungkapkan cinta ke orang tua kita ya! Terima kasih telah mengenalkan dan memberikan kita sebuah cinta yang tulus dan tidak akan tergantikan oleh siapapun juga. Selamat hari kasih sayang, Oatlovers!</p> <p>#ValentineMonth</p> <p>. . .</p> <p>#ValentineMonth #SehatBersamaOATBITS #Oat #NgemilSehat #NgemilEnak #Healthychoices #Instahealth #Healthyeating #Healthyfood #Healthyliving #Nutrition #Eathealth #Realfood #snack #snacktime #healthysnack #snacks #valentine #valentinedays #valentines #love #happiness #peace #couple #parent</p>	<p>Best friend, forever!</p> <p>Gambar cewe lagi kumpul sama teman-temannya</p>
3	Rabu, 29 Januari 2020	10:00	SALES	<p>Hari kasih sayang ga harus dirayakan dengan pacar saja kok, Oatlovers bisa merayakannya dengan teman-teman yang selalu setia menemani kita. Terima kasih telah menjadi sahabat terbaik yang selalu setia memberikan bantuan dan kasih sayang. Selamat hari kasih sayang, Oatlovers! #ValentineMonth</p> <p>. . .</p> <p>#ValentineMonth #SehatBersamaOATBITS #Oat #NgemilSehat #NgemilEnak #Healthychoices #Instahealth #Healthyeating #Healthyfood #Healthyliving #Nutrition #Eathealth #Realfood #snack #snacktime #healthysnack #snacks #valentine #valentinedays #valentines #love #happiness #peace #bestfriend #bff</p>	<p>Family forever, always together!</p> <p>Gambar cewe bareng sama adiknya</p>

**Figure 7.** Editorial Planning Instagram Social Media Content  
Source: PT. Idea Imaji Persada

1	Senin, 27 Januari 2020	10:00	SALES	<p>Hari Valentine akhirnya tibal Yuk saatnya kita menyebarkan cinta kasih kepada orang yang kita sayangi, beritahu mereka betapa berharganya kehadiran mereka selama ini dan betapa bersyukur kalau kita bisa berbagi momen bersama mereka. Selamat hari kasih sayang, Oatlovers!</p> <p>#ValentineMonth #SehatBersamaOATBITS #Oat #NgemilSehat #NgemilEnak #Healthychoices #Instahealth #Healthyeating #Healthyfood #Healthyliving #Nutrition #Eathealth #Realfood #snack #snacktime #healthysnack #snacks #valentine #valentinedays #valentines #love #happiness #peace #couple</p>	<p>Thank you for giving us happiness!</p> <p>Gambar cewe lagi sama orang tuanya</p>
2	Selasa, 28 Januari 2020	10:00	BRAND & PRODUCTS	<p>Mumpung masih penuh dengan nuansa valentine, jangan lupa untuk mengungkapkan cinta ke orang tua kita ya! Terima kasih telah mengenalkan dan memberikan kita sebuah cinta yang tulus dan tidak akan tergantikan oleh siapapun juga. Selamat hari kasih sayang, Oatlovers!</p> <p>#ValentineMonth</p> <p>#ValentineMonth #SehatBersamaOATBITS #Oat #NgemilSehat #NgemilEnak #Healthychoices #Instahealth #Healthyeating #Healthyfood #Healthyliving #Nutrition #Eathealth #Realfood #snack #snacktime #healthysnack #snacks #valentine #valentinedays #valentines #love #happiness #peace #couple #parent</p>	<p>Best friend, forever!</p> <p>Gambar cewe lagi kumpul sama teman-temannya</p>

**Kebalik**

**Figure 8.** The revised result from the Editor Chief  
Source: PT. Idea Imaji Persada

- Editorial Planning is converted into Digital Design After the Editorial Planning is repaired, then the Designer executes the Design concept in writing (Editorial Planning) is converted into a Digital Design form. Just like Content Writer, the designer's result must be submitted to the Chief Editor, then it is decided whether or not it is suitable for publication.



**Figure 9.** The results of the Instagram Feed design displayed on the @everydayishealthy  
Source:

<https://www.instagram.com/everydayishealthy/>

- Social Media Content Design Results

After everything is finished, the content design will be published according to the schedule stated in the Planning Editor on Oatbits Official Social Media.

1. @everydayishealthy Instagram

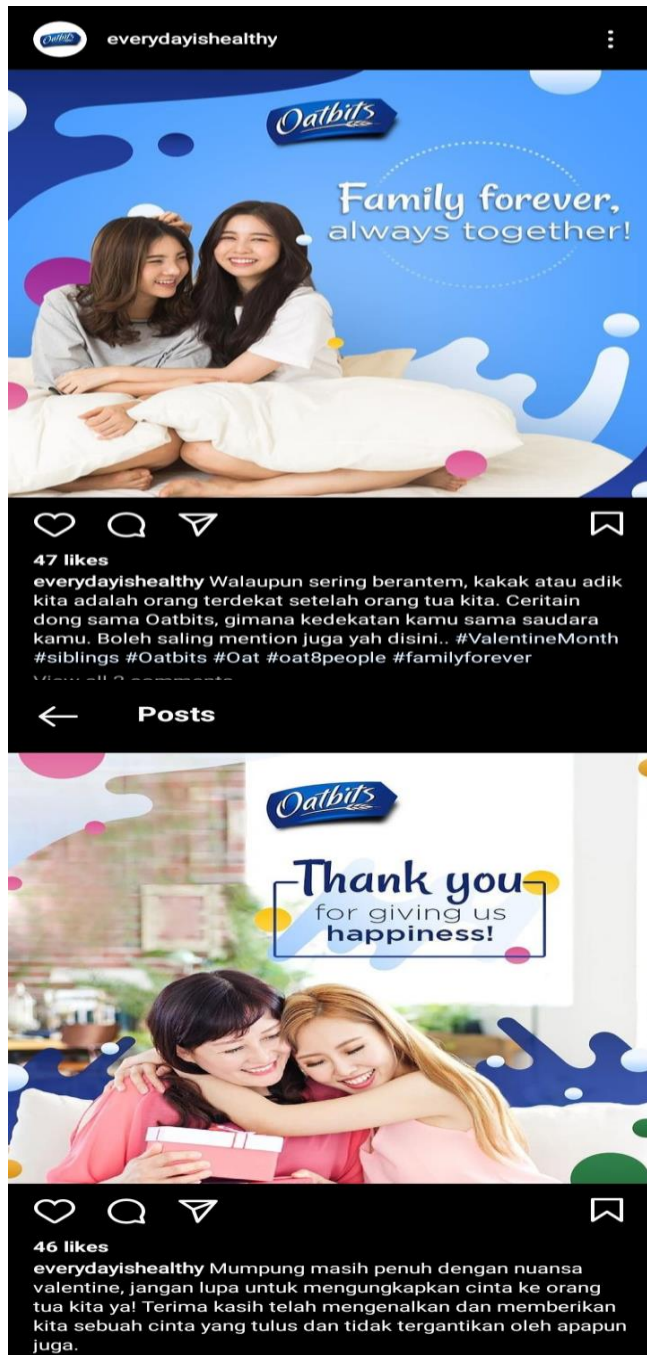


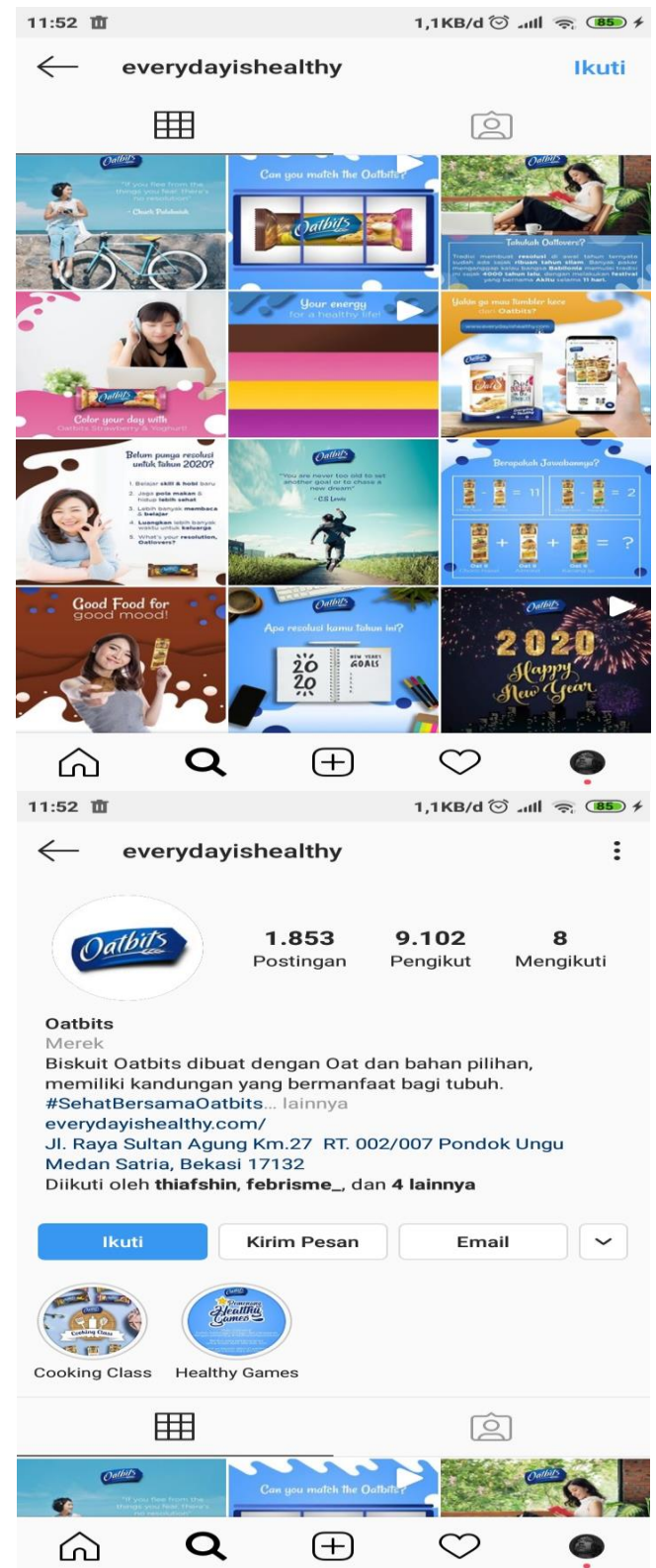
Figure 10. Examples of a post @everydayishealthy Instagram Feed

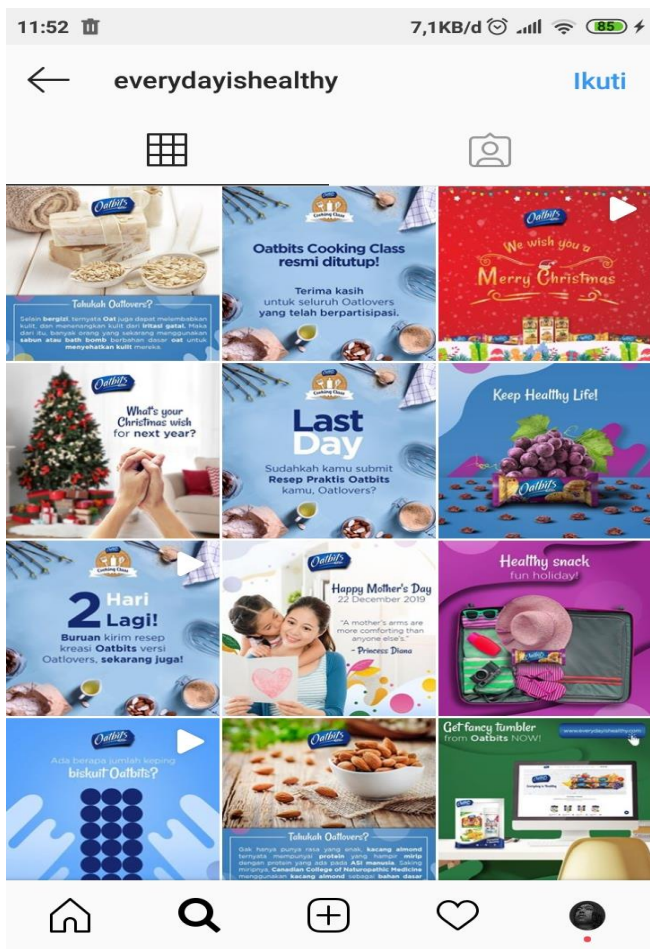
Source:

<https://www.instagram.com/everydayishealthy/>

There are two results of our design work, namely social media content and Oatbits Website Header, this time we will show the results of social media

advertising work. The visual/design results that are done by us from PT. Idea Imaji Persada is a logo cooking class (Oatbits event).





**Figure 11.** Screenshot of @everydayishealthy Instagram display  
Source:

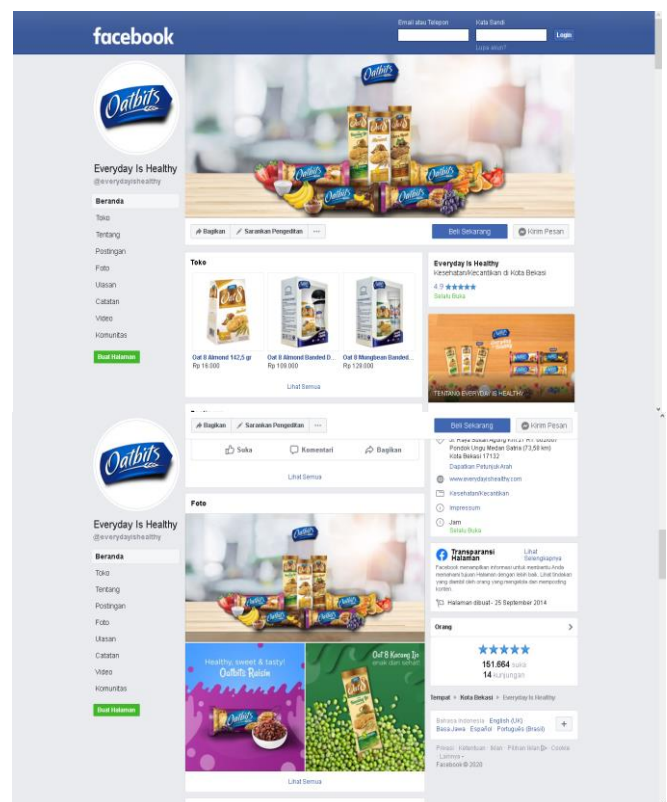
<https://www.instagram.com/everydayishealthy/>



**Figure 12.** The design of the @everydayishealthy Instagram feed for promotional media for Oatbits products  
Source:

<https://www.instagram.com/everydayishealthy/>

2. @everydayishealthy Facebook



**Figure 13.** Screenshot of @everydayishealthy Facebook Display  
Source:

<https://www.facebook.com/everydayishealthy>

In the third week, Oatbits usually holds a cooking class event, which is a cooking competition for the public where this competition gives freedom to use any food by including the Oatbits ingredients in it. The design of the Oatbits cooking class logo on [www.everydayishealthy.com](http://www.everydayishealthy.com) designed using a flat design style while the website header uses a flatlay style (the position where the photo is taken from above).



**Figure 14.** Cooking Class Oatbits logo

Source:

<https://www.facebook.com/everydayishealthy>



**Figure 15.** The design results of the Oatbits Cooking Class header for Facebook @everydayishealthy

Source:

<https://www.facebook.com/everydayishealthy>

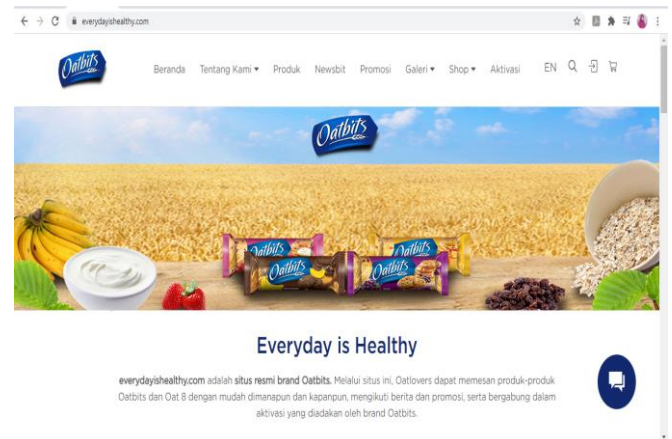
### 3. “Every Day is Healthy” Website



**Figure 16.** Results of header design for “Everyday is Healthy” website

Source: <https://everydayishealthy.com/>

The header of website design from [www.everydayishealthy.com](http://www.everydayishealthy.com) is always updated every month, with the intention of making the website memorable to live and continue to be productive, as well as to introduce product variants from the Oatbits brand to consumers.



**Figure 17.** Example of how the Header on the website “Everyday is Healthy”

Source: <https://everydayishealthy.com/>

### Conclusion

The conclusion that can be drawn from the design of digital promotional media for Oatbits products for social media and the “Everyday is Healthy” website are:

- Website design process: [www.everydayishealthy.com](http://www.everydayishealthy.com) and social media content Instagram and Facebook @everydayishealthy are expected to increase the number of consumers of Oatbits products from PT. Agel Langgeng.
- Designing Instagram social media content made in accordance with the Editorial Planning of PT. Idea Imaji Persada using Adobe Illustrator software is able to get the results of image processing or interesting designs.
- We as a graphic designer has a lot of knowledge and learning from PT. Idea Imaji Persada, especially in making digital media promotion website: [www.everydayishealthy.com](http://www.everydayishealthy.com) and social media content Instagram or Facebook @everydayishealthy.

### References

- [1] Gitosudarmo, Indriyo. 2000. Manajemen Pemasaran. Yogyakarta: BPFE.
- [2] Langgeng, PT. Agel. 2021. Tentang Kami. <https://everydayishealthy.com/about-us/>.
- [3] Refsiyuwandi, Fanca. et al. 2019. Rancang Visual Konten Media Sosial Produk Oatbits Di PT. Idea Imaji Persada Bandung. Internship Report, Widyatama University, Bandung.
- [4] <https://www.instagram.com/everydayishealthy/>.
- [5] <https://www.facebook.com/everydayishealthy>.