

Creating Instagram Feeds as Arts and Culture Weeks Promotional Media with Canva Application and EPIC Method

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Abstract: This study aimed to develop an engaging Instagram feed design to enhance visitor participation at the Cultural Arts Week event. The research employed a case study method with a qualitative approach. The sample consisted of 16 respondents, including the chief executive of Cultural Arts Week, 2 computer experts, 2 graphic design experts, and 11 visitors to the event, all of whom were students at the IPB Vocational School. The effectiveness of the design was assessed using the EPIC method, which evaluates Empathy, Persuasion, Impact, and Communication. The results indicated a score of 4.25 for Empathy, 4.1 for Persuasion, 4.12 for Impact, and 4.27 for Communication, yielding an overall EPIC Rate of 4.18.

Keywords: Instagram; Canva; EPIC Model.

1. Introduction

The act of creating, defined as the process, method, or act of producing something new, plays a crucial role in the realm of digital promotion and marketing [1]. In digital environments, the term "create" is instrumental in the production of visual content designed to capture the audience's attention. Specifically, creating visual content for platforms like Instagram requires a structured and systematic approach to communicate messages effectively and foster engagement with the intended audience. The creation of Instagram feeds involves several stages, including planning, designing, producing, and evaluating, all of which must consider key aspects such as communication objectives, audience characteristics, visual style, and the use of appropriate technologies and platforms to ensure the content meets its intended purpose.

Instagram, a photo and video-sharing application, has become a dominant force in social media since its launch in 2010 by Kevin Systrom and Mike Krieger. This platform allows users to capture, edit, and share photos and videos, and it offers live streaming capabilities along with various other features that facilitate content sharing across multiple social media platforms. Instagram feeds, which display curated photos and videos on a user's profile, are a key feature of this platform. These feeds serve as a visual showcase that can be accessed by followers and visitors alike [2]. The content shared on Instagram is highly diverse, with users posting a wide range of media as long as it adheres to the platform's community guidelines. Beyond personal expression, Instagram is widely used as a promotional medium. Promotional media, defined as tools or facilities employed by individuals or organizations to advertise or publicize something, finds a natural home on Instagram due to its vast user base and visual nature [3].

One notable example of Instagram's utility in promotion is its application in events like Cultural Arts Week, organized by the Cultural Arts Department of the Student Executive Board (BEM) at IPB University Vocational School. This event, which showcases a variety of Indonesian cultural and artistic expressions, is designed to engage students through competitions and performances. To draw in a large audience and ensure the event's success, it is imperative to create promotional content that is both visually appealing and informative. Graphic design applications, such as Photoshop, CorelDraw, and Canva, are typically used to develop this content. In this research, the focus is placed on the Canva application, which has gained widespread popularity due to its user-friendly interface and extensive library of pre-designed templates [4][5].

Canva is an online graphic design tool that enables users to create a wide range of visual content, including posters, presentations, and Instagram feeds. The application provides various free elements and templates that can serve as design references, making it accessible even to those with minimal design experience. Canva's features allow users to create visually appealing and informative designs, making it an ideal tool for creating promotional media for Instagram. However, to maximize the impact of the designs created using Canva, it is essential to apply effective design principles. One such approach is the EPIC method, which stands for Empathy, Persuasion, Impact, and Communication [6]. The EPIC method provides a framework for evaluating the effectiveness of visual content, emphasizing the importance of understanding the audience, crafting persuasive messages, creating content that has a lasting impact, and ensuring clear communication.

The significance of social media, particularly Instagram, in promotional activities has been explored in various studies. For example, research conducted by Nugraha, Safira, and Raditia in 2022 demonstrated that Instagram is a highly effective platform for promoting products and services, significantly influencing consumer behavior and increasing profitability [7]. Similarly, a study conducted by Amalia and Fauzi in 2023 found that visually appealing and informative content on Instagram can greatly enhance user engagement and the overall effectiveness of promotional campaigns [8].

Despite the recognized effectiveness of Instagram as a promotional tool, there remain challenges related to the strategies and methods used to create visual content that maximizes audience engagement. Previous research has primarily focused on the general use of Instagram for promotion, without delving into specific techniques or tools for content creation, such as Canva. Additionally, while the EPIC method has been acknowledged for its potential to enhance the effectiveness of promotional content, its integration with graphic design applications like Canva has not been thoroughly examined. This study seeks to address these gaps by investigating the combined use of Canva and the EPIC method in creating Instagram feeds specifically tailored for promoting Cultural Arts Week. This research contributes to the existing body of knowledge by examining the use of Canva in creating Instagram feeds as promotional media for Cultural Arts Week, with the application of the EPIC method. The combination of Canva's design capabilities with the EPIC method is anticipated to yield a more effective strategy for developing visual content that is not only attractive and persuasive but also capable of increasing audience engagement and influencing their perceptions, attitudes, and behaviors regarding the event.

Furthermore, this study aims to fill the gap left by previous studies that focused primarily on general metrics of engagement and participation, without thoroughly examining the impact of specific design methodologies on audience perception. By analyzing the effectiveness of Instagram feeds created using Canva and evaluated through the EPIC framework. This research is essential for understanding the role of Canva in creating Instagram feeds as promotional media for Cultural Arts Week. Through the application of the EPIC method, the study aims to develop effective strategies for crafting visual content that not only attracts and persuades but also enhances audience engagement. The primary objectives of this research are to explore the process of designing Instagram feeds using Canva, assess the impact of these designs on the target audience's perceptions and behaviors, and offer practical recommendations that can be applied to similar promotional efforts in the future. This study is expected to make significant contributions to the field of digital marketing and social media promotion by providing a detailed analysis of how Canva and the EPIC method can be used together to create effective promotional content. The findings will be of particular value to organizations and individuals seeking to improve their social media presence and promotional strategies through the use of visually engaging content on platforms like Instagram.

2. Research Method

This research uses a qualitative approach with a case study method to deeply explore the use of the Canva application and the implementation of the EPIC (Empathy, Persuasion, Impact, and Communication) method in creating Instagram feeds for the promotion of Cultural Arts Week. The first stage began with analyzing the need for visual content for the promotion of Cultural Arts Week through in-depth interviews with the event organizing committee. Then the design preferences, concepts, and information to be conveyed through Instagram feeds were explored. Next, the learning stage related to the use of the Canva application and applying the EPIC (Empathy, Persuasion, Impact, and Communication) method in designing Instagram feeds was carried out by exploring Canva's features that can be utilized to create attractive visual content and by promotional needs.

The second stage is the design of Instagram feeds using Canva based on the results of the needs analysis and the application of the EPIC (Empathy, Persuasion, Impact, and Communication) method. Implement EPIC (Empathy, Persuasion, Impact, and Communication) principles, such as empathy towards the audience, effective persuasion, expected impact, and clear communication in the design process [15]. The third stage is to conduct a limited trial by distributing the Instagram feed design that has been made to the target audience via Instagram. Then qualitative data collection was carried out through an online survey that was distributed to the Cultural Arts Week committee, the design division in the Cultural Arts Week event, and visitors to the Cultural Arts Week event to find out their perceptions, attitudes, and behaviors towards the feeds design, as well as the effectiveness of event promotion.

The last stage is to analyze the qualitative data to evaluate the effectiveness of using the Canva application and the implementation of the EPIC (Empathy, Persuasion, Impact, and Communication) method in creating Instagram feeds as promotional media for Cultural Arts Week. The result of the research will also recommend a more effective strategy for similar organizations or events in promoting their activities through attractive and interactive visual content on Instagram. The research was conducted from April 16, 2024, to April 17, 2024, with the help of data collection from questionnaires conducted for 2 days. The research location was IPB Vocational School in Bogor, West Java.

3. Result and Discussion

3.1 Results

The distribution of questionnaires about feed design has been carried out based on the EPIC (Empathy, Persuasion, Impact, and Communication) method in evaluating the effectiveness of feed design as a promotional medium. The EPIC (Empathy, Persuasion, Impact, and Communication) method is an approach used in the creation of visual content, especially for promotional or marketing purposes. The EPIC method has been proven effective in creating visual content that is attractive, and persuasive, and can increase audience engagement with the promoted product or event [6][7]. This method focuses on four main aspects, they are:

- 1) Empathy is an aspect that emphasizes the importance of understanding the characteristics, preferences, and interests of the target audience. By understanding audience empathy, the visual content created can

better suit their tastes and needs. Making adjustments to the content can increase the emotional state of the audience so that they are interested in understanding the content and feel emotionally connected to the event being promoted.

- 2) Persuasion is an aspect that involves information provided by Instagram content to strengthen or characterize the event so that it can provide an overview of the effectiveness of feeds in attracting target audiences [13]. At this stage, it can provide an idea of how high the audience's interest is in participating or getting involved with the promoted event.
- 3) Impact is an aspect that focuses on creating visual content that has a positive impact on audience perception. The visual content created must be able to increase the audience's knowledge of the promoted event [13]. Creating content that is appropriate and contains clear information about the event being promoted.
- 4) Communication is an aspect that emphasizes the importance of conveying clear and effective information in visual content. It can be realized by using easy-to-read typography, structured layout, and visual elements that support the delivery of information visually [13].

The aspects used to measure feeds on the @pekansenibudaya.24 account were then distributed through a questionnaire and given to 16 respondents shown in Table 1.

Table 1. Aspects of Feed Effectiveness Measurement

No	Dimensions	Instrument	Question Number
1	Empathy	Do you feel that the feeds on the @pekansenibudaya.24 Instagram account successfully capture the essence and uniqueness of Pekan Seni Budaya events in a way that you are interested in and emotionally connected to?	1
		How far do you feel that the feeds on the @pekansenibudaya.24 Instagram account understand and describe your desires or interests related to cultural arts festivals?	2
		Do you feel the feeds on the @pekansenibudaya.24 Instagram account succeed in creating empathy with its audience?	3
2	Persuasion	How effective are the feeds on the @pekansenibudaya.24 Instagram account in getting your interest or involvement in the promoted activities or events?	4
		How far do you feel motivated to participate after viewing the feeds on the @pekansenibudaya.24 Instagram account?	5
		Do you believe the feeds on the @pekansenibudaya.24 Instagram account are successful in getting their audience to take certain actions?	6
3	Impact	Do you feel the feeds on the @pekansenibudaya.24 Instagram account provide information that is useful or helpful to you?	7
		How far do the feeds on the @pekansenibudaya.24 Instagram account influence your views or attitudes toward the promoted topics or activities?	8
		Do you feel the feeds on the @pekansenibudaya.24 Instagram account have a significant impact on you or others?	9
4	Communication	How clear and understandable are the messages presented in the feeds on the @pekansenibudaya.24 Instagram account?	10
		Do you feel the feeds on the @pekansenibudaya.24 Instagram account succeed in communicating well with its audience?	11
		How far do you feel the feeds on the @pekansenibudaya.24 Instagram account successfully communicate the intended message?	12

As for the range of decision scales in the EPIC Model are used as an assessment of the answers given [15]. The scale is shown in table 2.

Table 2. EPIC Measurement Scale Range

Criteria	Scale
Very Ineffective	1,00 - 1,80
Ineffective	1,81 - 2,60
Neutral	2,61 - 3,40
Effective	3,41 - 4,20
Highly Effective	4,20 - 5,00

The next is the results obtained from the questionnaire that has been distributed to respondents, then data processing is carried out from all the answers that have been given. The number of respondents who filled out the questionnaire was 16 people. Based on data from 16 respondents, 100% of respondents are students of IPB University Vocational School. This illustrates that all respondents know about the Cultural Arts Week event. The following is an overview of the object of research by demographics and the results of respondent data processing.

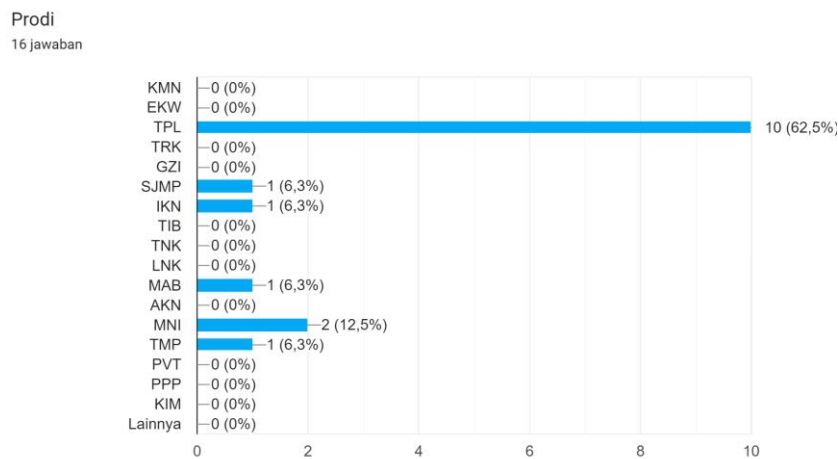


Figure 1. Origin of respondent's study program

Table 3. Data processing results

No	Dimensions	Instrument	Frequency				
			1	2	3	4	5
1	Empathy	Do you feel that the feeds on the @pekansenibudaya.24 Instagram account successfully capture the essence and uniqueness of Pekan Seni Budaya events in a way that you are interested in and emotionally connected to?	0	0	1	8	7
		How far do you feel that the feeds on the @pekansenibudaya.24 Instagram account understand and describe your desires or interests related to cultural arts festivals?	0	0	1	12	3
		Do you feel the feeds on the @pekansenibudaya.24 Instagram account succeed in creating empathy with its audience?	0	0	1	10	5
2	Persuasion	How effective are the feeds on the @pekansenibudaya.24 Instagram account in getting your interest or involvement in the promoted activities or events?	0	0	1	9	6
		How far do you feel motivated to participate after viewing the feeds on the @pekansenibudaya.24 Instagram account?	0	0	3	8	5

		Do you believe the feeds on the @pekansenibudaya.24 Instagram account are successful in getting their audience to take certain actions?	0	0	4	10	2
3	Impact	Do you feel the feeds on the @pekansenibudaya.24 Instagram account provide information that is useful or helpful to you?	0	0	0	9	7
		How far do the feeds on the @pekansenibudaya.24 Instagram account influence your views or attitudes toward the promoted topics or activities?	0	1	1	10	4
		Do you feel the feeds on the @pekansenibudaya.24 Instagram account have a significant impact on you or others?	0	1	3	9	3
4	Communication	How clear and understandable are the messages presented in the feeds on the @pekansenibudaya.24 Instagram account?	0	0	2	8	6
		Do you feel the feeds on the @pekansenibudaya.24 Instagram account succeed in communicating well with its audience?	0	0	1	10	5
		How far do you feel the feeds on the @pekansenibudaya.24 Instagram account successfully communicate the intended message?	0	0	1	9	6

The next stage, testing the validity of the questionnaire that has been filled in by respondents [15]. This stage aims to check whether the respondent data received is valid or not valid. Where:

$r\text{-count} > r\text{-table} = \text{valid}$

$r\text{-count} < r\text{-table} = \text{invalid}$

By using a significance of 5%, an r-table of 0.195 was obtained.

Table 4. Validity calculation results

Validity Count Result			
Item Number	r - count	r-table	Validity
1	0,709	0,195	Valid
2	0,624	0,195	Valid
3	0,905	0,195	Valid
4	0,827	0,195	Valid
5	0,678	0,195	Valid
6	0,773	0,195	Valid
7	0,699	0,195	Valid
8	0,817	0,195	Valid
9	0,748	0,195	Valid
10	0,814	0,195	Valid
11	0,885	0,195	Valid
12	0,883	0,195	Valid

Based on the table above, the validity test that has been carried out shows the results that the data obtained is valid because the r-count value is greater than the r-table value. The next stage is testing the reliability of the questionnaire using the Cronbach's Alpha statistical test [15]. The questionnaire is said to be reliable if the answers given by the respondents are consistent with each question, by giving the Cronbach's Alpha value > r-table.

Table 5. Cronbach's Alpha test results

Cronbach's Alpha	r-table	Results
1,091	0,195	Reliable

The questionnaire distributed to respondents is reliable because based on Cronbach's Alpha test results it is greater than the r-table value of 0.195. The next step is to analyze all the answers that have been given by the respondents, in this stage every data from each category is calculated and measured using the EPIC Model scale.

Table 6. EPIC Model test results

Category	1	2	3	Result	Description
Empathy	4,37	4,12	4,25	4,25	Highly Effective
Persuasion	4,31	4,12	3,87	4,1	Effective
Impact	4,43	4,06	3,87	4,12	Effective
Communication	4,25	4,25	4,312	4,27	Highly Effective
EPIC Rate:				4,18	Effective

The results of the EPIC Rate test get a value of 4.18. The value that has been obtained when compared to the EPIC measurement scale, the value is in the effective range, which is between 3.41 - 4.20. Based on the EPIC Model indicator, the value obtained shows the effectiveness of the Instagram Feeds on the @pekansenibudaya.24 account.

3.2 Discussion

The results of the study using the EPIC (Empathy, Persuasion, Impact, and Communication) method provide a detailed evaluation of the effectiveness of Instagram feed designs as promotional media for Cultural Arts Week. The EPIC method, known for its application in the creation of persuasive and engaging visual content, has proven to be a valuable tool in assessing how well the Instagram feeds connect with and influence the audience.

The Empathy dimension focuses on the extent to which the Instagram feeds resonate with the audience by understanding their characteristics, preferences, and interests. The data reveals a high level of effectiveness in this dimension, with an average score of 4.25, categorizing it as "Highly Effective." This suggests that the Instagram feeds on the @pekansenibudaya.24 account successfully captured the essence and uniqueness of the Cultural Arts Week events, making the audience feel emotionally connected. The high empathy score indicates that the content was well-tailored to the tastes and needs of the target audience, thus enhancing their emotional engagement with the event.

In the Persuasion dimension, which evaluates how effectively the feeds motivate the audience to participate in the promoted activities, the study recorded an average score of 4.1, placing it within the "Effective" range. This result indicates that while the feeds were generally successful in persuading the audience to take action or get involved in the events, there may still be room for improvement. The slightly lower score in Persuasion compared to Empathy suggests that while the audience felt emotionally connected to the content, the motivational aspects of the feeds could be strengthened further to drive higher levels of participation.

The Impact dimension measures the extent to which the visual content positively influences the audience's perception and knowledge of the event. With an average score of 4.12, categorized as "Effective," the feeds were found to significantly enhance the audience's understanding and attitude toward Cultural Arts Week. This indicates that the content was successful in delivering clear and informative messages that helped improve the audience's awareness of the event. However, similar to the Persuasion dimension, there is a slight gap that could be addressed to further maximize the impact of the feeds on audience perception.

The Communication dimension, which assesses the clarity and effectiveness of the messages conveyed through the visual content, received the highest score among all dimensions, with an average of 4.27, placing it in the "Highly Effective" category. This result highlights the strength of the Instagram feeds in conveying information clearly and effectively, using well-structured layouts, readable typography, and visual elements that support the overall communication goals. The high score in this dimension underscores the importance of clear communication in creating engaging and persuasive promotional content.

The overall EPIC Rate score of 4.18 indicates that the Instagram feeds on the @pekansenibudaya.24 account are effective promotional tools. This score falls within the "Effective" range, suggesting that the feeds are generally successful in achieving their intended goals of attracting, engaging, and influencing the audience. The high scores in Empathy and Communication suggest that the content was particularly strong in connecting with the audience and delivering clear messages. However, the slightly lower scores in Persuasion and Impact indicate areas where the content could be further optimized to enhance audience engagement and the overall impact of the promotion.

The reliability and validity tests conducted on the questionnaire data further support the robustness of these findings. The Cronbach's Alpha test, with a result of 1.091, far exceeds the threshold value of 0.195, confirming that the questionnaire responses were consistent and reliable. Similarly, the validity test results, where all r-count values surpassed the r-table value, validate the accuracy and relevance of the data collected. These tests ensure that the conclusions drawn from the EPIC Model analysis are well-founded and reflective of the true effectiveness of the Instagram feeds.

The findings of this study have important implications for the use of Instagram as a promotional medium, particularly for cultural and artistic events like Cultural Arts Week. The high effectiveness scores in Empathy and Communication highlight the importance of creating content that is not only visually appealing but also deeply resonant with the audience's interests and needs. To further enhance the effectiveness of promotional content, future efforts should focus on improving the Persuasion and Impact dimensions. This could involve incorporating more compelling calls to action, providing additional incentives for participation, or enhancing the informational content to further educate and influence the audience. The use of the EPIC method to evaluate the Instagram feeds for Cultural Arts Week has provided valuable insights into the strengths and areas for improvement in the current promotional strategy. By leveraging these findings, organizers can refine their content creation processes to produce even more effective promotional materials that not only attract but also deeply engage and motivate their target audiences.

4. Related Work

This research is grounded in the findings of several prior studies that highlight the significance of social media, particularly Instagram, as a promotional tool. Nugraha, Safira, and Raditia (2022), in their study titled "Utilization of Instagram as a Promotional Media for Teraskita Hotel Jakarta," demonstrated that the strategic use of Instagram can substantially enhance brand awareness and capture the attention of the target audience. Their research underscores the pivotal role of visually appealing content in fostering audience engagement and emphasizes the necessity of a well-crafted visual strategy to maximize the effectiveness of promotional efforts on Instagram [7]. Similarly, the study by Amalia and Fauzi (2023) further reinforces the importance of tailoring visual content to align with the preferences and expectations of the target audience. Their work highlights that content strategies, which are closely aligned with audience interests, significantly contribute to increased engagement on social media platforms like Instagram [8]. This finding is critical for understanding the dynamics of social media engagement and the role of visual content in influencing audience behavior.

Research exploring the use of graphic design applications, such as Canva, for promotional content creation also provides valuable insights. Amalia and Fauzi (2023) investigated the application of Canva in creating Instagram content for restaurant promotion. Their study found that Canva's user-friendly interface and extensive range of templates enable the efficient production of visually attractive content, which is crucial for effective promotion [8]. Similarly, Firrizqi and Fauzi (2023) examined the optimization of Instagram feeds as a business promotion tool, highlighting Canva's potential in facilitating the creation of compelling visual content that drives business success [9]. These studies collectively suggest that Canva is a powerful tool for marketers looking to enhance the visual appeal of their promotional materials.

In addition to these findings, other studies have focused specifically on the promotion of art events through social media. Sudirman and Maharani (2022) explored strategies for promoting art events via Instagram, emphasizing the platform's effectiveness in reaching and engaging audiences for cultural events [4]. Kirana (2024) extended this exploration by examining the role of social media in promoting Art and Culture Exhibitions, providing further evidence of Instagram's utility in the cultural promotion sector [14].

The integration of the EPIC (Empathy, Persuasion, Impact, and Communication) method with graphic design applications has also been the subject of recent research. Nugraha, Safira, and Raditia (2022), along with Amalia and Fauzi (2023), explored the use of the EPIC method in conjunction with Canva for the promotion of art events on social media. Their research demonstrated that the EPIC method offers a robust framework for developing visual content that is not only visually appealing but also persuasive, thereby enhancing audience engagement [7][8]. The combination of Canva's design capabilities with the structured approach of the EPIC method allows for the creation of content that resonates deeply with the audience, effectively communicates the intended message, and fosters a stronger connection with the promoted event.

This current research builds upon these earlier studies by specifically investigating the use of Canva in combination with the EPIC method for the creation of Instagram feeds to promote Cultural Arts Week. The goal is to develop a strategy that leverages the strengths of both Canva and the EPIC method to produce visual content that is both attractive and persuasive, thereby enhancing audience engagement and

participation. By evaluating the effectiveness of the generated content through the EPIC framework—focusing on empathy, persuasion, impact, and communication—this research aims to contribute a nuanced understanding of how visual content strategies can be optimized for promotional success in cultural events.

5. Conclusion

This research concludes that the creation of visual content for promoting the Cultural Arts Week event through Instagram feeds, using the Canva application, effectively enhances audience engagement and the overall impact of promotional efforts. The effectiveness of this approach was validated through the application of the EPIC (Empathy, Persuasion, Impact, and Communication) method, which demonstrated the design's success in capturing audience interest and fostering meaningful interaction. The findings highlight the importance of thoroughly understanding the target audience, applying persuasive design principles, and ensuring clear and effective communication in the creation of visual content. These elements are essential for developing attractive and interactive content that resonates with the audience and encourages participation. This research not only contributes valuable insights into the field of social media promotion but also offers practical strategies that can be adopted by other organizations or events aiming to enhance their promotional activities through platforms like Instagram. The study underscores the potential of combining design tools such as Canva with structured evaluation methods like EPIC to achieve more effective and impactful promotional outcomes.

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