Designing E-Catalogue as Promotional Media on Instagram Using Adobe Express Application at Khaw Box Malang

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Abstract: E-catalogue or called an online catalog is a feature used to facilitate visitors in finding collection catalogs that can be accessed in general, especially Instagram. e-catalogue is important for khawbox shops to help encourage customers and attract customers. Previously, the khawbox shop only had an offline catalog, and lacked details for some information so that it did not attract the attention of potential customers. The purpose of this research is to create a promotional media e-catalogue design on Instagram using the Adobe Express application at Khaw Box Malang. This research uses the Action Research method which includes several research procedures, namely planning, action, observation, and reflection. Data collection methods utilized observation, interviews, documentation, and questionnaires. There were 20 respondents consisting of 1 business owner, 2 marketing experts, 2 computer experts, and 15 potential customers. This research uses the EPIC method to measure design effectiveness (Empathy, Persuasion, Impact, and Communication). The results of this study went through 2 cycles and showed an EPIC Rate value of 4.2. This indicates that respondents agree that this e-catalogue is very effective as an advertising media for khawbox shop. This research concludes that e-catalogue can be said to be very effective and feasible to use in helping to develop the Khawbox shop business and become an alternative.

Key Words: E-catalogue, Promotion Media, Adobe Express, Khaw box Malang.

INTRODUCTION

The rapid development of science and technology today is very influential in various fields of business. This encourages business owners to produce products in very large quantities and varied types as well as high and adequate quality. Business people in each industry are competing to get consumers, trying to make what they produce and offer desirable and make these consumers want to buy and then will be bought at the maximum level of purchases with high purchase frequency and produce entrepreneurs the. Supported by the current digital era, namely social media which plays an important role in increasing promotion and sales. according to Lufthi Anggraeni (2018) The total population of Indonesia is 256.4 million people, as many as 130 million people or around 49 percent of them are active users of social media.

There are many ways to promote goods, especially at this time the growth of the internet is spreading widely and large as a tool for accessing information or as a means of communication that cannot be ignored in people's lives at this time. Even producers and consumers as business people greatly benefit from the existence of the internet at this time. Goods and services can be marketed efficiently and practically and make it very easy for consumers to carry out online shopping transactions through internet media and the existence of the internet will make it easier for us to make advertisements a promotional medium.

Khaw Box is a ricebox shop located on Jl Terusan Ikan Nus 1 no 37. It has been established since 2020. The main product offered is rice box chicken. Here also provides Indomie,*fried Fries,* and other drinks. Apart from selling its products in units, Khaw Box also accepts orders in packages for more than 20 people.

Promotional activities carried out by Khaw box use printed catalogs, Word of Mouth and uploads of product photos and production processes through the official account @khawbox_id. However, the Catalog does not explain the details of the product and they only have an offline catalog, this is not efficient for these consumers because consumers do not know what products are being sold on Instagram.

One of the promotional media that can be used by companies to make the company progress is by utilizing social media. Promotional media is divided into two, namely offline and online. Offline media is media that is used out of digital and not on the internet, while online promotional media is a digital space that is used by business people to promote their products digitally or enter internet technology. Therefore, this media is seen as effective in promoting something. The most vigorous online media promotion currently is Instagram using the media *e-catalogue.*

In this study, Khaw Box was chosen as the research object. Khaw box has a menu catalog to make it easier to explain products in detail but is less efficient if you don't have an online catalog or*e-catalogue.* Therefore, this research has an interest in creating an attractive e-catalogue to make it easier for consumers to find Khaw Box products online.

Based on the background above, this thesis takes the title "Making promotional media for e-catalogue designs on Instagram using the Adobe Xpress application at Khaw Box Malang"

METHOD

The data analysis method that will be used in the management of action research research data is descriptive analysis, then measurements will be carried out using the EPIC method to find out the results of the research.

According to Sugiyono (2016: 93) the Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena. In research, this social phenomenon has been specifically applied by researchers, hereinafter referred to as research variables. Then the variables to be measured are translated into variable indicators. Then these indicators are used as a starting point for compiling instrument items which can be in the form of statements or questions.

To measure the effectiveness of the product catalog, data processing will be carried out on the EPIC model. Research is done to get value*empathy, persuasion, impact dan communication* from*e-catalogue* Malang khawbox. In a simple tabular analysis, the data obtained is processed using the formula according to Durianto, et al (2013; 78) in Jatmiko (2018: 3) as follows:

$$P = \frac{fi}{\Sigma fi} \text{x} 100\%$$

Information:

P = Percentage of respondents who choose certain categories

fi = Number of respondents who chose a particular category.

$\sum fi$ = Number of respondents.

Average Score

Each respondent's answer to the question in the questionnaire is given a weight. How to calculate the average score according to Durianto, et al (2013: 78) in Jatmiko (2018: 3) as follows:

$$x = \frac{\sum fi \cdot wi}{\sum fi}$$

Information:

X : Weighted Average

fi : Frequency

we : Bobot

Epic rate

After getting the results from a simple tabular analysis and the average score to find out whether advertising through social networks is effective or not, the data is recalculated to find out where the ad is positioned through the epicrate model scale range, which can be seen in the image below:

$EPICrate$
$$= \frac{X \, Empathy + X \, Persuasion + X \, Impact + X \, Communication}{4}$$

The following is the range of decision scales from the EPIC model
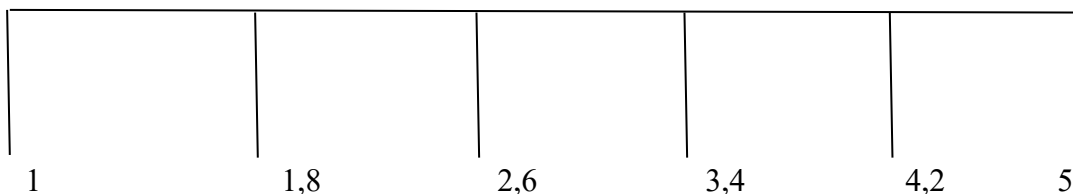

Figure 1. EPIC Rate
Source: Durianto (2003:79) in Jatmiko (2018 7:4)

Description of the scale:

1-1.8 : Very Ineffective

1.9- 2.6 : Not Effective

2.7-3.4 : Quite Effective

3.5 – 4.2 : Effective

4.3 – 5 : Very Effective

RESULT AND DISCUSSION

Result
Result Cycle I

1. Empathy Dimension

Table 2. Empathy Dimension Cycle 1

Statement		STS 1	TS 2	N 3	S 4	SS 5	Score Rate per Item	Skor Rata-rata per Indicator	Presentase STS	TS	N	S	SS	Total
Empathy	1	0	0	5	10	5	4	3.975	0%	0%	25%	50%	25%	100%
	2	0	2	3	9	6	3.95		0%	10%	15%	45%	30%	100%

Source : Processed data (2023)

$$X_{Empathy} \text{ item } 1 = \frac{(3.5)+(4.10)+(5.5)}{20} = 4$$

$$X_{Empathy} \text{ item } 2 = \frac{(2.2)+(3.3)+(4.9)+(5.6)}{20} = 3,95$$

$$X_{Empathy} = \frac{(4+3,95)}{2} = 3,975$$

From the results of calculating the average score above, it shows that the Empathy dimension is 3.975. So if the position is in the EPIC Model scale range, namely:
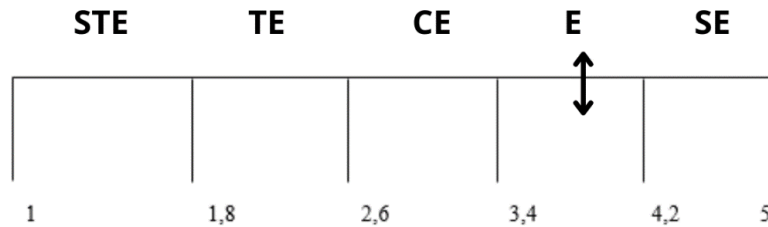

Figure2. Epic Rate Rmpathy Dimension Cycle I
Source : Processed data (2023)

The table above shows that respondents stated that the Khaw box e-catalog was an effective design, namely to strongly agree as many as 5 respondents, agree as many as 10 respondents and neutral as many as 5 respondents. Then, the table above also shows that respondents are quite interested in the design of the e-catalog khaw box, that is, 6 respondents strongly agree, 9 respondents agree, 3 are neutral and 2 disagree.

1. **Persuasion Dimension**

Table 3. Persuasion Dimension Cycle 1

Statement		STS	TS	N	S	SS	Score Rate per Item	Skor Rata-rata per Indicator	Presentase					Total
		1	2	3	4	5			STS	TS	N	S	SS	
Persuasion	1	0	0	3	11	6	4.15	4.15	0%	0%	15%	55%	30%	100%
	2	0	0	4	9	7	4.15		0%	0%	20%	45%	35%	100%

Source : Processed data (2023)

$$X_{persuasion} \text{ item } 1 = \frac{(3.3)+(4.11)+(5.6)}{20} = 4.15$$

$$X_{Persuasion} \text{ item } 2 = \frac{(3.4)+(4.9)+(5.7)}{20} = 4.15$$

$$X_{Persuasion} = \frac{(4,15+4,15)}{2} = 4.15$$

From the results of calculating the average score above, it shows that the Persuasion dimension is 4.15. So if the position is in the EPIC Model scale range, namely:
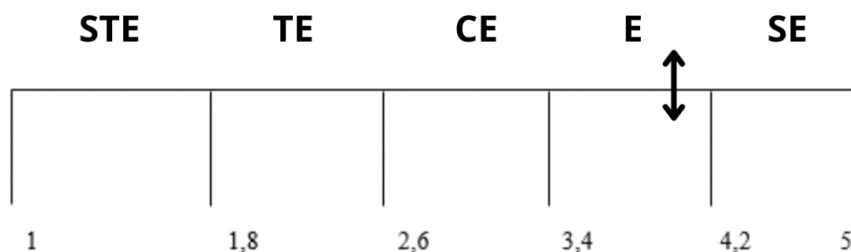
Figure 3. Epic Rate Persuasion Dimension Cycle I
Source : Processed data (2023)

The table above shows that respondents stated that the Khaw box e-catalog made respondents want to make purchases, namely to strongly agree as many as 6 respondents, agree as many as 11 respondents and neutral as many as 3 respondents. Then, the table above also shows that the e-catalog khaw box design makes respondents aware of quality products, namely to strongly agree as many as 7 respondents, agree as many as 9 respondents and neutral 4.

2. Impact Dimension

Table 4. Impact Dimension Cycle 1

Statement		STS	TS	N	S	SS	Score Rate per Item	Skor Rata-rata per Indicator	Presentase					Total
		1	2	3	4	5			STS	TS	N	S	SS	
Impact	1	0	0	0	14	6	4.3	4.175	0%	0%	0%	70%	30%	100%
	2	0	0	3	13	4	4.05		0%	0%	15%	65%	20%	100%

Source : Processed data (2023)

$$X_{Impact} \text{ item } 1 = \frac{(4.12)+(5.6)}{20} = 4.3$$

$$X_{Impact} \text{ item } 2 = \frac{(3.3)+(4.13)+(5.4)}{20} = 4.05$$

$$X_{Impact} = \frac{(4,3+4,05)}{2} = 4.175$$

From the results of calculating the average score above, it shows that the Impact dimension is 4.175. So if the position is in the EPIC Model scale range, namely:
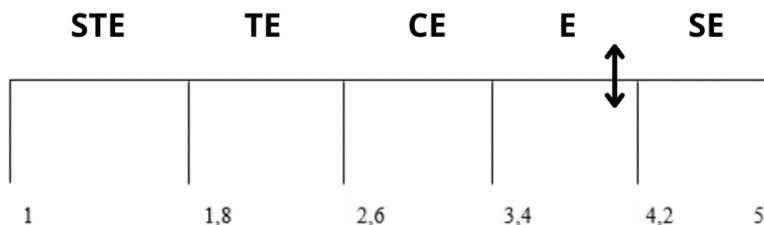

Figure 4. Epic Rate Impact Dimension Cycle I
Source : Processed data (2023)

The table above shows that respondents stated that the Khaw box e-catalog made respondents understand the product, that is, 6 respondents strongly agreed and 14 respondents agreed. Then, the table above also shows that the khaw

box e-catalog design made respondents buy products, namely to strongly agree with as many as 4 respondents, agree as many as 13 respondents and neutral 3.

4. Communication Dimension

Table 1. Communication Dimension Cycle 1

Statement		STS	TS	N	S	SS	Score Rate per Item	Skor Rata-rata per Indicator	Presentase					Total
		1	2	3	4	5			STS	TS	N	S	SS	
Communication	1	0	0	3	11	6	4.15	4.3	0%	0%	15%	55%	30%	100%
	2	0	0	2	7	11	4.45		0%	0%	10%	35%	55%	100%

Source : Processed data (2023)

$$X_{\text{Communication}} \text{ item 1} = \frac{(3.3)+(4.11)+(5.6)}{20} = 4.15$$

$$X_{\text{Communication}} \text{item 2} = \frac{(3.2)+(4.7)+(5.11)}{20} = 4.45$$

$$X_{\text{Communication}} = \frac{(4,15+4,45)}{2} = 4.3$$

From the results of calculating the average score above, it shows that the Communication dimension is 4.3. So if the position is in the EPIC Model scale range, namely:
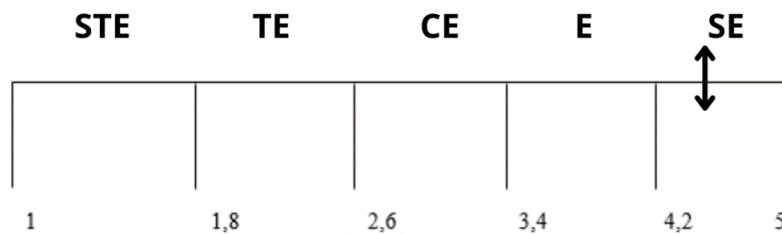

Figure 1. Epic Rate Communication Dimension Cycle I
Source : Processed data (2023)

The table above shows that respondents stated that the Khaw box e-catalog respondents understood complete and detailed information, namely for 6 respondents strongly agreed, 11 respondents agreed and 3 respondents neutral. Then, the table above also shows that the e-catalog khaw box design makes respondents understand, that is, 11 respondents strongly agree, 7 respondents agree and 2 are neutral.

Reflection

At this reflection stage, a review and evaluation of the khawbox e-catalog design were carried out based on the results of the processed questionnaire. Although the results of the evaluation of the EPIC questionnaire obtained were effective, from these results there were several suggestions from respondents so that the khawbox e-catalog design could be improved to make it even better. With the suggestions in the EPIC cycle I questionnaire, the design of Instagram feeds will continue in cycle II.

Result Cycle II

1. Empathy Dimension

Table 2. Empathy Dimension Cycle 2

Statement		STS	TS	N	S	SS	Score Rate per Item	Skor Rata-rata per Indicator	Presentase					Total
									STS	TS	N	S	SS	
		1	2	3	4	5								
Empathy	1	0	0	5	10	5	4	4.125	0%	0%	25%	50%	25%	100%
	2	0	0	2	11	7	4.25		0%	0%	10%	55%	35%	100%

Source : Processed data (2023)

$$X_{Empathy}\ item\ 1 = \frac{(3.5)+(4.10)+(5.5)}{20} = 4$$

$$X_{Empathy}\ item\ 2 = \frac{(3.2)+(4.11)+(5.7)}{20} = 4.25$$

$$X_{Empathy} = \frac{(4+4,25)}{2} = 4.125$$

From the results of calculating the average score above, it shows that the Empathy dimension is 4.125. So if the position is in the EPIC Model scale range, namely:
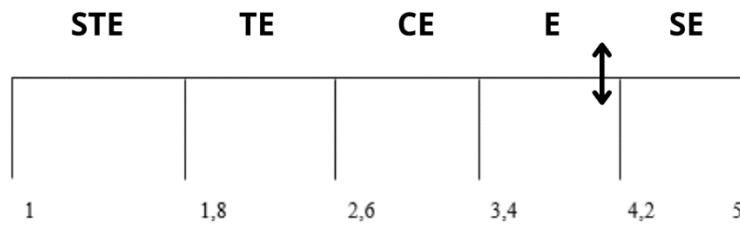

Figure 6. EPIC Rate Empathy Dimension Cycle 2
Source : Processed data (2023)

The table above shows that respondents stated that the Khaw box e-catalog was an impressive design, five respondents strongly agreed, 10 respondents agreed and five respondents were neutral. Then, the table above also shows that respondents were interested in the design of the e-catalog khaw box, that is, seven respondents strongly agreed, 11 respondents agreed, and two respondents were neutral.

2. Persuasion Dimension

Table 7. Persuasion Dimension Cycle 2

Statement		STS	TS	N	S	SS	Score Rate per Item	Skor Rata-rata per Indicator	Presentase					Total
									STS	TS	N	S	SS	
		1	2	3	4	5								
Persuasion	1	0	0	0	11	9	4.45	4.35	0%	0%	0%	55%	45%	100%
	2	0	0	2	11	7	4.25		0%	0%	10%	55%	35%	100%

Source : Processed data (2023)

$$X_{persuasion}\ item\ 1 = \frac{(4.11)+(5.9)}{20} = 4.45$$

$$X_{Persuasion}\ item\ 2 = \frac{(3.2)+(4.11)+(5.7)}{20} = 4.25$$

$$X_{Persuasion} = \frac{(4,45+4,25)}{2} = 4.3$$

From the results of calculating the average score above, it shows that the Persuasion dimension is 4.3. So if the

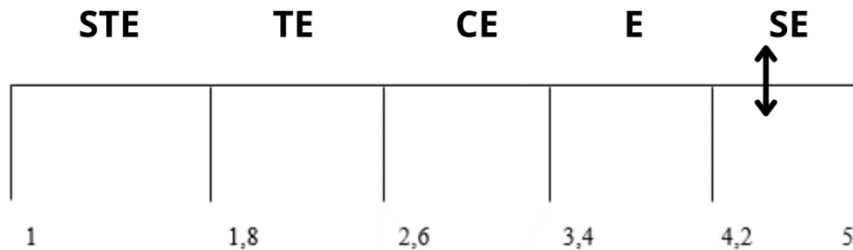position is in the EPIC Model scale range, namely:

Figure 7. EPIC Rate Persuasion Dimension Cycle 2
Source : Processed data (2023)

The table above shows that respondents stated that the Khaw box e-catalog made respondents want to make purchases, namely to strongly agree as many as nine respondents and agree as many as 11 respondents. Then, the table

above also shows that the e-catalog khaw box design makes respondents aware of quality products, namely to strongly agree as many as 7 respondents, agree as many as 11 respondents and neutral 2 respondents.

3. Impact Dimension

Table 3. Impact Dimension

Statement		STS	TS	N	S	SS	Score Rate per Item	Skor Rata-rata per Indicator	Presentase					Total
		1	2	3	4	5			STS	TS	N	S	SS	
Impact	1	0	0	0	14	6	4,3	4.325	0%	0%	0%	70%	30%	100%
	2	0	0	0	13	7	4.35		0%	0%	0%	65%	35%	100%

Source : Processed data (2023)

$$X_{Impact} \text{ item } 1 = \frac{(4.14)+(5.6)}{20} = 4.3$$

$$X_{Impact} \text{ item } 2 = \frac{(4.13)+(5.7)}{20} = 4.35$$

$$X_{Impact} = \frac{(4,3+4,35)}{2} = 4,325$$

From the results of calculating the average score above, it shows that the Impact dimension is 4.325. So if the position is in the EPIC Model scale range, namely:
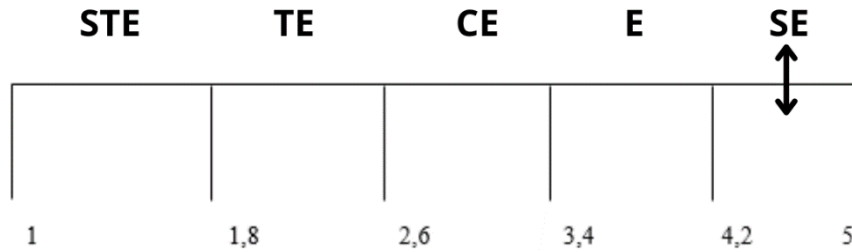
Figure 8. EPIC Rate Impact Dimension Cycle 2
Source : Processed data (2023)

The table above shows that respondents stated that the Khaw box e-catalog made respondents understand the product, that is, 6 respondents strongly agreed and 14 respondents agreed. Then, the table above also shows that the khaw box e-catalog design made respondents buy products, namely to strongly agree as many as 7 respondents and agree as many as 13 respondents.

4. Communications Dimension

Table 9. Communication Dimension Cycle 2

Statement		STS	TS	N	S	SS	Score Rate per Item	Skor Rata-rata per Indicator	Presentase					Total
		1	2	3	4	5			STS	TS	N	S	SS	
Communication	1	0	0	0	13	7	4.35	4.4	0%	0%	0%	65%	35%	100%
	2	0	0	2	7	11	4.45		0%	0%	10%	35%	55%	100%

Source : Processed data (2023)

$$X_{Communication} \text{ item } 1 = \frac{(4.13)+(5.7)}{20} = 4.35$$

$$X_{Communication} \text{item } 2 = \frac{(3.2)+(4.7)+(5.11)}{20} = 4.45$$

$$X_{Communication} = \frac{(4,35+4,45)}{2} = 4.4$$

From the results of calculating the average score above, it shows that the Communication dimension is 4.4. So if the position is in the EPIC Model scale range, namely:
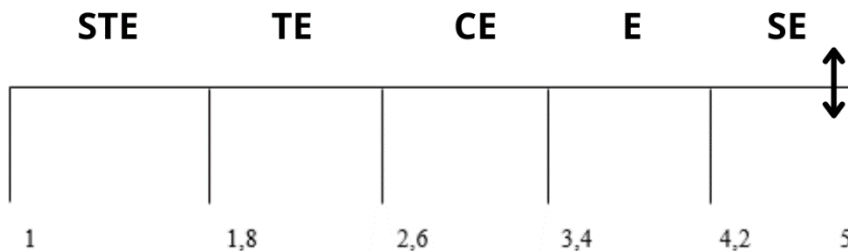

Figure 9. EPIC Rate Communication Dimension Cycle 2
Source : Processed data (2023)

The table above shows that respondents stated that the Khaw box e-catalog respondents understood complete and detailed information, namely to strongly agree as many as 13 respondents and agree as many as 7 respondents. Then, the table above also shows that the e-catalog khaw box design makes the respondents understand, that is, 11 respondents strongly agree, 7 respondents agree and 2 respondents are neutral.

Discussion

From the results of the cycle II the questionnaire that ware distributed to all respondents, consisting they are of the owner, 2 design experts, 2 marketing experts and 15 consumers using the EPIC questionnaire. Based on the results of presenting action research data, the results show that the e-catalogue design meets the criteria. When measuring effectiveness, the design went through cycle II because in cycle I there were several suggestions from respondents to improve the e-catalog to make it better. The EPIC Model has 4 dimensions, the first is the Empathy dimension which informs whether consumers like an advertisement and describes how consumers see the relationship between an ad and their personality (Durianto in Suryaningsih and Nugraha, 2028). The average EPIC scores on measuring design effectiveness in cycle I and cycle II for the Empathy dimension were 3.975 and 4.125. The results increased by 0.15 from these two cycles included in the EPIC rate scale range of 3.4-4.2 in the effective category, meaning that the e-catalogue made gave a good and interesting impression to Khaw box Malang respondents.

Second, the dimension of Persuasion. The persuasion dimension informs about what an advertisement can provide to increase or strengthen the character of a brand, so that advertisers gain an understanding of the impact of advertising on consumer desires to buy and obtain an overview of the ability of an advertisement to develop the attractiveness of a brand (Durianto in Suryaningsih and Nugraha, 2018). The results of the average value of EPIC on measuring design effectiveness in cycle I and Cycle II for the Persuasion dimension are 4.15 and 4.3. Yield increased by 0.15. For cycle I this includes the EPIC rate scale range of 3.4 – 4.2 effective categories and for cycle II this includes the EPIC rate scale range of 4.2 – 5 categories very effective meaning that the e-catalogue made makes respondents want to buy the product and ensure that quality.

Third, the dimensions of Impact. The Impact dimension is assessed whether it can capture consumer attention and increase brand recognition (Durianto in Suryaningsih and Nugraha, 2018). The results of the average EPIC values for measuring design effectiveness in cycle I and cycle II for the Impact dimension are 4.175 and 4.325. Yield increased by 0.15. For cycle I includes the EPIC rate scale range of 3.4-4.2 effective categories and cycle II includes the EPIC rate scale range of 4.2-5 very effective categories meaning that this e-catalogue makes respondents understand the product and are willing to buy Khaw box products .

Fourth, is the dimension of Communication. The Communication dimension provides information about the consumer's ability to remember the main messages conveyed, consumer understanding, and the strength of the impression left by the statement (Durianto in Suryaningsih and Nugraha, 2018). The results of the average value of EPIC on the measurement of design effectiveness in cycle I and cycle II for the Impact

dimension are 4.3 and 4.4. Both cycles are included in the EPIC rate scale range of 4.2-5 very effective categories, meaning that this e-catalogue provides complete, detailed and easy-to-under

CONCLUSION

Khaw Box is a ricebox located on Jl Terusan Ikan Nus 1 no 37 Malang. It was established in 2020 by Reinaldi Charbela. The main product offered is Rice Box chicken. Here also provides Indomie,fried Fries*,* and other drinks. Khaw box uses online promotional media via Instagram, but Khawbox still needs an e-catalog. Therefore, to overcome this problem, a promotional media in the form of the Malang khawbox e-catalog will be created.

This study uses the EPIC Model data analysis method, the EPIC Model is useful for measuring the effectiveness of e-catalogue designs before they are published on Instagram and is carried out in II cycles. The study result was based on distributing questionnaires to 20 respondents for cycle I, namely obtaining an average score of EPIC rate of 4.15 and the results of the research on distributing EPIC questionnaires for cycle II of 4.2. Both fall into the category of very effective.

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