
	<h1>International Journal of Economics, Accounting, and Management</h1>	
	Vol. 1, No. 1, May 2024 Page 11-20	E-ISSN: 3047-6798 P-ISSN: 3047-678X
	Site : https://jurnal.intekom.id/index.php/ijeam	

Designing Brand Guidelines, Content Pillars, and Content Calendar for UMKM Social Media Using Design Thinking Method

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Article Info	ABSTRACT
<p>Article history:</p> <p>Received May 1, 2024 Revised May 5, 2024 Accepted May 10, 2024</p> <hr/> <p>Keywords:</p> <p>Social Media, Digital Marketing, UMKM, Design Thinking, Brand Guidelines,</p>	<p>Internet users in the era of digitalization are increasing day by day, including UMKM who are also developing, especially in Indonesia. The internet is used as a means of buying and selling, especially through social media. In encouraging sales, UMKM also often use social media as a promotional medium to introduce their products to the wider public or potential buyers. UMKM Anne Klappertaart is one of the UMKM that uses Instagram social media for sales and promotions. However, knowledge and skills in using social media that are not yet optimal mean that promotional efforts via UMKM social media do not run effectively. In this thesis the author uses a qualitative research method by utilizing the Design Thinking method. This research shows that it is important to create brand guidelines and content pillars to make UMKM content more targeted and in line with consumer tastes so that they are interested in viewing and buying UMKM products. Apart from that, it is important to use a content calendar so that the uploaded content does not overlap with one other content. Therefore, the use of brand guidelines, content pillars and content calendars makes it easier for UMKM Anne Klappertaart to manage social media so that in the future Anne Klappertaart can create content independently.</p>
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1. INTRODUCTION

In the current industrial era, especially in Indonesia, the development of Micro, Small and Medium Enterprises (UMKM) can be said to be very rapid. Based on data from the Ministry of Cooperatives and SMEs of the Republic of Indonesia, until 2019 the number of UMKM business units was recorded at 64 million, which is 99.99% of the total business units in Indonesia. Most of the number of UMKM business units, namely around 99%, are dominated by Micro Businesses with a figure reaching 63 million business units. Based on PP no. 7 of 2021, micro businesses themselves are business units that have a net worth of a maximum of 50 million Rupiah and an annual turnover of a maximum

of 300 million Rupiah. The pace of development of UMKM is also demonstrated by the large contribution to Indonesia's Gross Domestic Product (GDP) at a constant price of IDR 7,034.1 trillion in 2019, an increase of 22.9% from the previous year which was IDR 5,721.1 trillion. The latest data shows that in 2022, UMKM in Indonesia will almost reach 100,000 million business units with DKI Jakarta as the largest contributor to UMKM.

UMKM also have various types based on the products offered, starting from goods such as culinary goods, daily equipment, clothing, handicrafts, as well as service products such as laundry, beauty salons, workshops and others. Even though they are diverse, today's UMKM owners can no longer only rely on traditional marketing strategies such as placing physical billboards, brochures and face-to-face promotions with buyers to market their businesses. UMKM owners, regardless of the type of product, can market their business digitally, which in the current era is seen as more effective in reaching a wider range of potential buyers at relatively cheaper costs compared to traditional marketing strategies. Based on survey results from the Indonesian Internet Service Providers Association (APJII), 87.43% of UMKM in Indonesia have used the internet to run their business. Meanwhile, only 12.57% of UMKM do not use the internet. In detail, around 63.59% of Micro Enterprises, 65.04% of Small Enterprises and 72.04% of Medium Enterprises run their businesses using the internet [1].

If you refer to these figures, you can see how the majority of UMKM have actually used the internet as a medium for marketing their products. The use of the internet in question can be in the form of using the internet solely as a means of communicating with buyers, or carrying out digital marketing. Digital marketing or what is generally better known as digital marketing is a relatively new marketing science that has been studied in depth and applied by experts and practitioners of marketing science for at least the last 15 years. Digital marketing is a field that continues to change and develop, both in terms of the types of methods and terms used. In digital marketing itself there are parts or pillars that are essential in its implementation, one example is content [2].

In general, digital marketing can be applied to various marketing tools connected via the internet, such as websites, email, digital advertising and social media. Of all these means, the author sees social media as one of the means that can be utilized by the general public because of its ease of use and can be done at low cost or even for free. If we observe the phenomenon of UMKM using social media as a marketing medium, it can be seen that the type of content that is often uploaded by UMKM is photos and videos of products that follow current trends. Apart from that, UMKM players often upload testimonials from their customers to increase business credibility in the eyes of consumers.

Social media platforms that are often used in digital marketing are Facebook, Instagram, TikTok and other platforms by creating content that is felt to be closely related to the target market. Content is one of the most important parts of traditional and digital marketing techniques. This is because everything that is on social media or that is the top search subject in search engines on the internet at the moment, whether in text or visual form such as images or videos, is content. One way for this content to reach the desired target buyers is by utilizing the various social media available today. Easy access to the internet directly also makes it easier for individuals and groups to create content and upload it via social media.

However, you need to realize that not all content uploaded by UMKM owners on social media directly gets a good response from potential buyers. Either because the content created is less interesting and does not represent the product being sold. Or because content is uploaded inconsistently and at the wrong time. In this way, we get a poor response or even none at all, so that digital marketing efforts, especially through social media, become ineffective and certainly do not increase sales levels. When creating content until the content is finally uploaded to social media, UMKM players certainly hope that the information or message in the content can be conveyed and of course can be understood by the audience or potential buyers correctly. In this way, potential buyers will see the competitiveness of the product compared to similar products from other brands, and ultimately make a purchase. However, to

achieve all this requires a mature strategy. For content to be said to be successful, it requires building blocks that aim to support the content so that it is right on target and gets a better response.

These constituent pillars are usually called content pillars. Apart from the pillars that make up content, the time factor is also very important to drive the performance of the content or what is known as the content calendar. UMKM owners must also regulate and control what type of content should be released at certain times. Apart from that, to develop UMKM into a brand that is recognized and more widely known, a guideline or guideline is needed that is used as a benchmark in producing content and to maintain the consistency of the content created. The guideline or brand guideline more or less consists of the values adhered to or what kind of image the brand wants to build, the choice of colors and font types associated with the brand, the brand logo, up to the grammar that will be used in the content and other things. . All of the factors previously mentioned in depth can be determined using the design thinking method, which in this process can help solve any problems faced by UMKM owners.

The design thinking method itself is briefly a process that must be followed in designing content. The process in question is empathize, define, ideate, prototype and test. This method can generally effectively help solve problems by understanding the needs of users or potential buyers and creatively redefining the problems they are experiencing. Design thinking provides space to shift the focus, which was initially focused solely on the product you want to sell, to what the needs and desires of potential buyers are [3]. This process will be discussed in more detail in chapter II of this thesis.

As explained above, there are so many details that are ideally important to pay attention to when creating content on social media. Moreover, if the content is commercial or as a form of digital marketing. Based on data released by the Ministry of Cooperatives and Small and Medium Enterprises (Kemenkop UKM), the percentage of UMKM who market their businesses online via social media is still very small compared to the total number of UMKM in Indonesia. This is influenced by several factors such as limited funds, lack of digital skills training, lack of policy support, no business mentors, and inadequate digital infrastructure to carry out digital transformation. Some of the factors above are also felt by UMKM Anne Klappertaart. A home-based micro business in the Tangerang Regency area that sells various types of typical Manado cakes with the main menu being Klappertaart. Initially the author was one of Anne Klappertaart's consumers, but when looking at Anne Klappertaart's UMKM social media, there wasn't much interaction between sellers and buyers that could be found on the social media page. This is because the uploaded content is not optimal in terms of strategy and content design. In fact, the cake products offered by UMKM Anne Klappertaart tend to be delicious and of very good quality. Basically, this business unit has utilized the internet as a medium for communication and promotion. UMKM Anne Klappertaart started marketing her products using social media Instagram since 2018, but the results obtained from promotions via social media can be said to have not been optimal. The following is proof of Anne Klappertaart's use of UMKM social media in the past 90 days.

Based on the data obtained, it can be seen that in the 90 day period, Anne Klappertaart's UMKM Instagram was less active and therefore did not receive much attention via social media. Therefore, as a micro business unit, business actor Anne Klappertaart has limited digital capabilities and does not have a business mentor to encourage this business unit to carry out a comprehensive digital transformation. Paying attention to these things, even with easy access to the internet, especially social media, not all UMKM players have sufficient skills and knowledge to be able to create content that really drives the level of sales of their products. You can see how other UMKM social media pages that offer products similar to Anne Klappertaart's UMKM tend to have maximum interaction between sellers and buyers. This is because there is a gap in knowledge and skills in managing social media so that the content produced is more targeted. After a brief discussion with the owner of this UMKM, the author learned that the owner has the desire to be able to master better social media management skills in terms of branding, especially the factors that make up content. Starting from these thoughts, the author wants to examine in more depth how designing brand guidelines, content pillars and content calendars using the

design thinking method on social media by Anne Klappertaart can help this UMKM business unit in running its business online.

2. METHOD

In this research, the method that will be used is a research method with a qualitative approach. Qualitative research aims to discuss how something looks from different points of view [4]. The qualitative approach produces data in descriptive form in the form of spoken words and observed behavior. Through this approach, the author can explain and describe a phenomenon that occurs based on its plot as well as build arguments and compile this research using various kinds of data that are narrative or explanatory and also descriptive [5].

Through research with a qualitative approach, researchers can explain a phenomenon and problem in more detail. Then, the findings obtained during the research can be studied in more depth. This approach allows the author to pay attention to various aspects as a whole and in detail related to a problem that exists in society. It also allows the writer to convey a view of an event from the reader's point of view and can explain the researched facts in more depth to the reader. In conducting this qualitative research, the author also used the design thinking method which consists of several phases such as empathy, define, ideate, prototype, and testing.

In this research, the author made observations on Anne Klappertaart's Instagram to get a general idea of the situation on that account. After that, the author also made observations on competitor Anne Klappertaart's Instagram account to get content ideas and see what trends were currently running, especially among UMKM in the food sector. The competitors observed were Tekakla Klappertaart, She Found Cakes, The Bake House, and Els Cakery. These four competitors both sell food products, namely cakes, and are domiciled around Jakarta and Tangerang. After observation, the author conducted interviews to obtain more complete information to assist this research. Interviews were conducted with Mrs. Anne as the owner of Anne Klappertaart, several expert practitioners in the field of digital marketing and social media content, and users, in this case Anne Klappertaart consumers who have followed Anne Klappertaart's Instagram.

2.1 Data collection

There are two types of data collected in this research, namely secondary data and primary data. At the secondary data collection stage, the author also conducted a literature study regarding Content on Social Media, Brand Guidelines, Design Thinking Methods, and Micro, Small and Medium Enterprises in Indonesia. The author uses written data sources such as books, articles, journals, printed and online newspapers. Print reading sources were obtained from the Padjadjaran University Library, while online reading sources were obtained from official sites related to the topic.

To obtain primary data, the author used a field study technique (field research) where the author visited UMKM Anne Klappertaart and conducted interviews with credible sources who were directly involved in the UMKM which was the object of this research, in this case namely the owner of UMKM Anne Klappertaart, a practitioner expert as well as potential buyers from UMKM Anne Klappertaart. This interview stage is part of the design thinking method, namely empathy, where the researcher begins the research by exploring the problems being faced by UMKM.

2.2 Source Criteria

Supporting informants are individuals who provide additional information that functions to complete the analysis and discussion in qualitative research. Sometimes, additional informants provide information that is not disclosed by the main informant or key informants. In other words, they can provide perspectives and data that enrich understanding of the research topic. However, qualitative

research does not always follow the informant criteria above, it can be readjusted to the research being conducted [6].

Therefore, to ensure optimal achievement of research objectives and results that are in line with the researcher's expectations, this research will pay attention to several criteria in determining sources. By considering convenience for researchers as well as adjusting for time and costs, the method for selecting sources that will be used is purposive sampling where the author can determine who meets the criteria and can provide the appropriate information needed in the research. The following are the interviewee criteria based on the sampling technique that has been chosen:

1. The owner of UMKM Anne Klappertaart is Mrs. Anne who has founded and manages all operational activities and marketing activities of UMKM.
2. The employee from UMKM Anne Klappertaart is Mrs. Sarikem who is the only employee who helps Mrs. Anne in cooking product orders
3. Chief Marketing Officer of Wani Group Indonesia, namely Rebecca Pamela, who is a digital marketing practitioner.
4. Digital marketing practitioner and teacher, namely Yoshua Mailoa.
5. Oni Women's Chief Marketing Officer and Bonbu's Key Opinion Leader Specialist, Olivia Henson.
6. Mrs. Beauty, Mrs. Joy, and Mrs. Debby who are Anne Klappertaart consumers.

3. RESULTS AND DISCUSSION

3.1 Design Thinking

As a method that is user-centric or in this case customer, this method can help Anne Klappertaart to further understand what consumers need so that later they can provide a general idea of what kind of content can be created, the time period for uploading content so that Anne's Instagram account Klappertaart can attract more potential consumers on social media. In using this method the author has carried out five stages of the process, namely Emphatize, Define, Ideate, Prototype, and Testing which are explained in more depth as follows.

3.1.1 Empathize

The empathize process is a process where the author places himself to experience the experience as a consumer. This is done so that the author can empathize more deeply and have a firm understanding of what consumers need. Empathy can help us put aside personal assumptions and focus more on the consumer's perspective and needs.

At this stage, the author did two things to get to know more about Anne Klappertaart's problems. First, the author made direct observations of Anne Klappertaart's Instagram account where the author tried to see the account from the perspective of a potential consumer. Second, the author conducted interviews with core, key and supporting sources, namely Mrs. Anne as the owner of Anne Klappertaart, then Mrs. Rebecca, Mrs. Olivia and Mr. Yoshua as experts and practitioners in the field of digital marketing. Interviews were conducted so that the author could understand more deeply the obstacles that occurred and what could be a solution for Anne Klappertaart based on expert opinions. Apart from that, the author also interviewed Beauty, Joy and Debby as consumers who follow Anne Klappertaart's Instagram account.

3.1.2 Define

The define process is a process where the author groups the information obtained and determines what the main problems are. After interviewing sources at the empathize stage, the experts said that the things that need to be considered in developing an Anne Klappertaart account is the identity of the Anne Klappertaart brand, especially amidst the many accounts on Instagram that also offer the same product, a differentiating factor is needed that can attract attention. potential consumers. Apart from that, it is

important to determine the time for uploading content and consistency in the size and colors used, this can form a habit that consumers can remember.

Based on observations and discussions with various sources, the author defines the main problem with this Instagram account as "How can Anne Klappertaart's Instagram content show activity and a variety of more interesting content so that potential consumers become interested in seeing complete information about Anne Klappertaart products?"

3.1.3 Ideate

After defining the problem from the previous stage, the author brainstormed with Mrs. Anne and key sources, namely expert practitioners who have a background in the field of digital marketing, more specifically Social Media Marketing. The following are the results of the brainstorming results:

1. In the brand guidelines, you must include everything from the logo, fonts, colors, to mockups of the content that will be used.
2. Additionally, incorrect usage of logos, fonts, and colors should be noted to prevent future misuse.
3. Anne Klappertaart had to change the logo that was being used because it did not reflect the persona she wanted to show.
4. The main color and derivative colors used are earth tones, namely brown and brown derivatives because they can reflect the elegant and homey brand persona.
5. The type of writing used can be varied and divided into two, namely italic and straight. Italics for elegant titles and straight writing for words used in the content.
6. Each content photo to be uploaded can be made with a frame to add variety to the content and show consistency in each upload.
7. Create a new menu that includes prices that comply with brand guidelines.
8. Create several variations of content, for example trivia content which can invite more engagement. For example, BTS content from cake making, facts about cake making at Anne Klappertaart and much more.
9. The content pillars created can touch at least two content pillars.
10. The content calendar created must contain complete information, namely the content that will be uploaded, what time, include major holidays, and who will upload the content.

3.1.4 Prototype

At this stage, the author creates a prototype for brand guidelines, content pillars, content, and content calendar based on the brainstorming that has been done previously. The brainstorming stage was carried out via Zoom and Whatsapp Group with Mrs. Anne and expert practitioner resource persons

3.1.5 Testing

The final stage in the design thinking process is uploading the prototype content that has been created. Before that, the author of course had to provide each document to key sources, namely expert practitioners and the main source, namely Mrs. Anne. The interviewees did not have specific comments because they felt that the prototype content was in accordance with the initial instructions. After that, the author uploads the content to Instagram according to the schedule set in the content calendar. The following is a view of Anne Klappertaart's Instagram after the author changed Anne Klappertaart's branding concept.

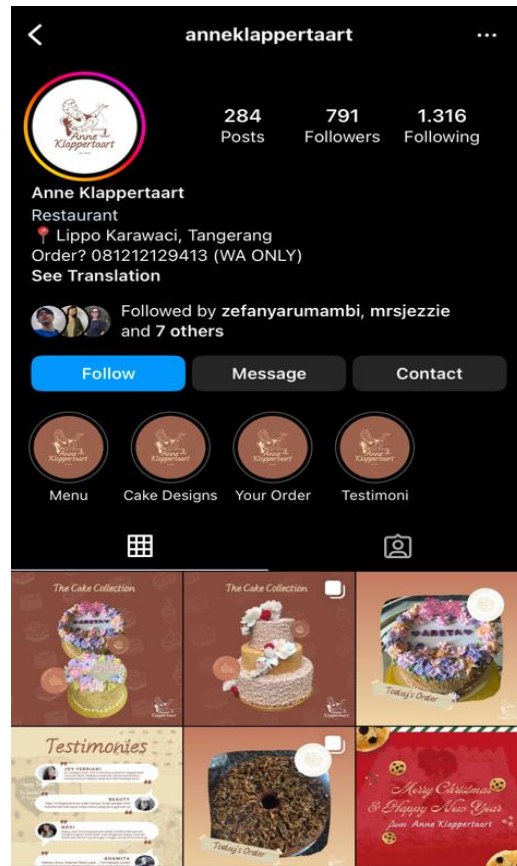


Figure 1. Anne Klappertaart's New Instagram Appearance

It can be seen that the content on Anne Klappertaart's Instagram is neater after establishing a concept that has been discussed together. The colors used better reflect the persona that has been established by Mrs. Anne, as the owner of Anne Klappertaart. The author replaced the previously created logo. Apart from that, the author changed the cover of the highlights so that the colors are more uniform and easier to look at. After making changes and uploading content on Anne Klappertaart's Instagram, there was an increase in follower activity on Anne Klappertaart's Instagram as shown in the following data.



Figure 2. Anne Klappertaart's Instagram Reach Data

The following is reach data from Anne Klappertaart's Instagram. It can be seen that Anne Klappertaart's Instagram managed to reach around 357 accounts. Apart from that, it is proven that Anne Klappertaart's Instagram account has reached 126 new accounts with content uploads made so far. Anne Klappertaart's Instagram also reached 231 follower accounts. Apart from Instagram reach, my impressions on Anne Klappertaart's Instagram also increased by 191%, successfully reaching 2,628 accounts in total.

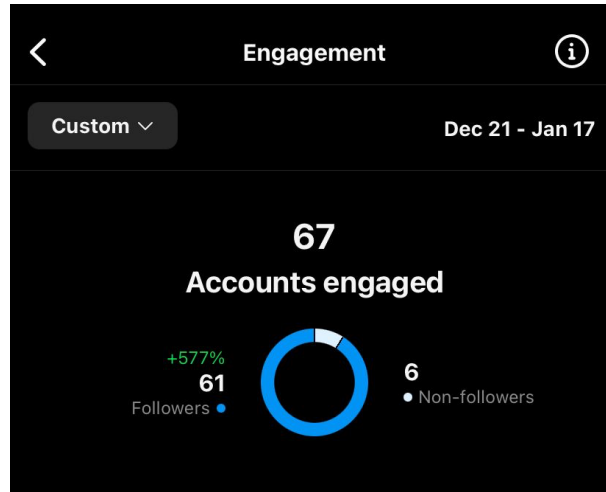


Figure 3. Anne Klappertaart's Instagram Engagement Data

Apart from reach and impressions, insight data from Anne Klappertaart's Instagram shows that the engagement obtained has increased by 577% from accounts that are already followers of this Instagram page.

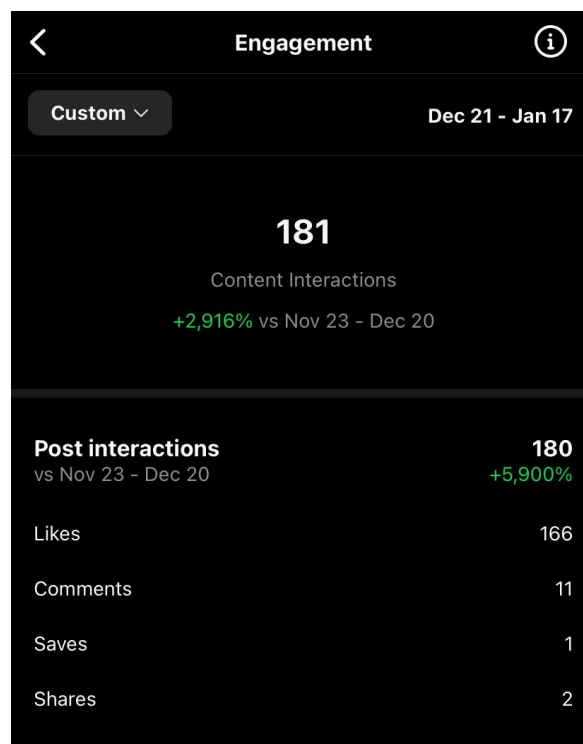


Figure 4. Anne Klappertaart's Instagram Engagement Data

It can be seen from the data obtained from Anne Klappertaart's Instagram that she managed to reach 180 interactions from her content. This figure shows growth of 2,916% from the previous month. From the data above, it is evident that the content uploaded is more targeted, resulting in higher reach, impressions, engagement and content interactions than the previous month.

Apart from that, the author also re-interviewed the initial source who became an additional source as Anne Klappertaart's consumer. The author uses feedback-capture-grid tools to get more structured answers from sources. Overall, Ms. Joy likes the new content that has been created. Mrs. Joy gave the idea that the content created could be added to songs from Instagram to make it more interesting. Looking at the responses from additional sources, overall they felt that the content created was quite interesting and more varied than usual. Apart from that, the brand guidelines that have been created are quite complete so that the harmony in content creation is even more focused, especially since the rules for using each design element such as logo, color and typography have been added. Based on the interview above, it can also be concluded that Anne Klappertaart can add variations to her Instagram content and use various features on Instagram to make the content more attractive to potential consumers who are viewing Anne Klappertaart's account.

4. CONCLUSION

Based on the research that has been carried out, it can be concluded that by using user-centric design thinking methods, expert practitioner opinions at each stage, as well as direct responses from Anne Klappertaart consumers who have followed Anne Klappertaart's Instagram, produce content that is more targeted to what they want. seen by consumer Anne Klappertaart. Apart from that, with assistance in the form of input and discussions with several expert practitioner sources, the creation of brand guidelines, content pillars and content calendars is also more focused. Brand guidelines can be the basis for creating content for Anne Klappertaart which can also be used if you want to create content on different platforms in the future. By creating brand guidelines, the resulting content can better reflect the persona that describes Anne Klappertaart.

The content pillars chosen, namely conversational, educational, promotional and entertainment, are also considered suitable for the brand because Anne Klappertaart still has to reach a wider audience. Interviews with several Anne Klappertaart consumers also further illustrate that the content created is right on target, so that in the future we can create the same content as the prototype that has been created. The content created must still touch the pillars that have been determined while still paying attention to Anne Klappertaart's target market.

The Calendar content created also contains important information for content scheduling so that the content is more neatly arranged and does not overlap between one content and another. Content scheduling uses data provided by Anne Klappertaart's Instagram, so incoming engagement is also higher because follower activity from Anne Klappertaart's Instagram is at its peak.

Thus, it can be said that creating content pillars and content calendars using the design thinking method can help UMKM Anne Klappertaart in managing her Instagram account as a media for marketing her products and can help Anne Klappertaart to create content independently.

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