
Improving Instagram Story Content Using Canva as a Promotional Tool for Kayla Laundry Pandaan Pasuruan

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Abstract— This study aims to improve Instagram Story content for Kayla Laundry using the Canva Pro application. It addresses issues such as limited coverage of laundry service packages, unappealing and non-interactive designs, and inconsistent content updates. Data were collected using action research methods, including interviews, observations, questionnaires, and documentation. The effectiveness of the Instagram Story content as a promotional medium was evaluated using the EPIC Rate, which produced a score of 4.5, indicating high effectiveness. The findings indicate that Instagram Story content can be optimized through live broadcasts and interactive features to effectively communicate the benefits of laundry services and strengthen brand awareness. Consequently, the redesigned content on the @kayla_laundry account, developed using Canva Pro, has the potential to significantly enhance Kayla Laundry's promotional effectiveness. This improvement is reflected in the account's highlights and performance insights. Notably, the @kayla_laundry Instagram account, which initially had only 77 followers, experienced an increase to 182 followers following a higher frequency of Instagram Story uploads by the author.

Keywords: *Instagram Story; Canva Pro; Kayla Laundry*

I. INTRODUCTION

Instagram has emerged as an effective social media platform for businesses to promote their products and services. One of its key features, Instagram Story, serves as a valuable promotional tool. Positioned prominently at the top of the home screen, Instagram Stories are highly visible, making them particularly effective for marketing purposes. Kayla Laundry, a Micro, Small, and Medium Enterprise (MSME), has experimented with various Instagram promotional strategies over the past three years. The owner prefers using Instagram Stories due to their higher audience engagement. In contrast, Reels are less favored because they require time-consuming editing, and feed posts have proven less effective in attracting new audiences. However, several issues persist, including the lack of content related to laundry packages, an unattractive and non-interactive design, and irregular Instagram Story updates. Therefore, this study aims to improve the design of Instagram Story content for Kayla Laundry by utilizing the Canva Pro application.

II. LITERATURE REVIEW

A. Social Media

According to [1][2], the term "social media" comprises two components: "media," which refers to a means of communication, and "social," which relates to the social reality constructed through individuals' collective contributions to society.

B. Instagram

[3] states that "Instagram has a considerable impact on its users, as evidenced by the growing tendency of individuals to present themselves in ways that seek recognition from others".

C. Steps to Create an Instagram Story

The instructions for creating an Instagram Story are based on Instagram's official guidelines. The following is a step-by-step procedure for creating an Instagram Story:

1. Open the Instagram app on your smartphone, then tap the camera icon in the top-left corner or swipe right from any point on your feed.
2. Select the “**Story**” option at the bottom of the screen.
3. Choose a camera mode (photo, video, boomerang, etc.) by holding or tapping the capture button. Alternatively, swipe up to select a photo or video from your gallery.
4. Edit the Story by adding text, stickers, GIFs, filters, or other effects using the icons at the top of the screen. To remove text or stickers, drag them into the trash icon at the bottom.
5. Share the Story by tapping the “**Your Story**” button at the bottom left corner.
6. View the uploaded Story at the top of the feed, marked with a colorful circle around the profile photo.

D. Criteria for a Good Instagram Story

The guidelines for creating engaging and interactive Instagram Stories are based on the best practices recommended by Instagram Business and leading social media experts. The following five dimensions are essential for ensuring an Instagram Story is both compelling and interactive.

1. Introduction dimension: Present real-time updates, customer testimonials, brand identity, product or service benefits, and instructional content.
2. Text dimension: Utilize brand-aligned colors, cohesive color schemes, color blocking techniques, shadow effects, and gradient backgrounds to enhance visual appeal.
3. Sticker’s dimension: Incorporate expressive stickers, location tags, and GIFs to enhance engagement and visual interest.
4. Interaction dimension: Employ features such as live broadcasts, countdowns, questions boxes, polls, real-time comments, and quizzes to foster audience interaction.
5. Creativity dimension: Leverage creative elements to make Stories engaging, unexpected, and enjoyable.

E. Advantages of Canva

According to [4], Canva offers several advantages as an online graphic design platform, including:

1. Canva streamlines the design process for a wide range of materials, including posters, certificates, infographics, videos, and presentations.
2. It provides a diverse selection of customizable templates that can be adapted to the user’s specific needs and preferences.
3. Canva is readily accessible through both web and Android platforms, without the need to download an application.

F. Disadvantages of Canva

According to [4], Canva also presents several disadvantages as an online graphic design platform, including:

1. The requirement for a stable internet connection to operate effectively.
2. Certain features and elements being accessible only through payment, which restricts options for free users.

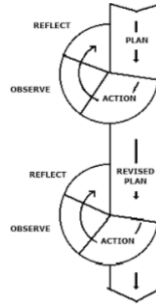
III. RESEARCH METHOD

A. Scope of Research

This study aims to enhance Instagram Story content for Kayla Laundry Pandaan Pasuruan through the use of Canva Pro. It will evaluate the platform's effectiveness in simplifying, expediting, and enhancing the design process, while aligning with the preferences of Kayla Laundry’s customers who prioritize convenience and efficiency. The primary focus will be on promoting laundry package offers.

B. Type of Research

[5] describe action research as comprising four interrelated stages: planning, action, observation, and reflection.



Source: Arikunto (2020:131)

Fig. 1. Kemmis and McTaggart's Spiral Model

The following steps outline the action research cycle designed to improve ineffective practices at Kayla Laundry:

1. Planning: Develop an action plan to address identified issues by preparing Instagram Story content, which includes selecting a color palette, fonts, package images, backgrounds, and other supporting visuals.
2. Action: Implement the plan by designing content on the Canva Pro platform and uploading the finished results to Kayla Laundry's Instagram account.
3. Observation: Document and assess the impact of the implementation using the EPIC instrument, through questionnaires distributed to marketing experts, potential customers, and Instagram Story content design specialists.
4. Reflection: Analyze the observation results from the questionnaires to discuss and revise the approach, facilitating a redesign.

If the results of cycle 1 are satisfactory, the research concludes. If not, it proceeds to the next cycle.

C. Questionnaire Development

There are two types of questionnaire development: the checklist questionnaire and the EPIC questionnaire.

- 1) *Checklist for Effective Instagram Story Content*: This questionnaire will be distributed to two design experts, specifically those specializing in Instagram Story content design. It will be developed based on established criteria for creating high-quality Instagram Stories.
- 2) *EPIC Model*. This questionnaire will be distributed to various respondents, including two marketing experts and ten potential customers. It will be developed based on the EPIC model, which focuses on Empathy, Persuasion, Impact, and Communications).

D. Data Analysis Method

- Likert Scale

The Likert scale is a measurement tool used to assess attitudes, opinions, or perceptions toward social phenomena. It consists of a questionnaire with statements and five or seven response options, each representing varying levels of agreement or disagreement. Participants select the response that most accurately reflects their opinion, with each option assigned a specific value (e.g., 5, 4, 3, 2, 1).

- Simple Tabulation Analysis

"Simple tabulation analysis involves organizing data into tables to summarize frequencies, percentages, and averages. This process can be performed using basic statistical formulas or software such as Excel and SPSS" [6].

$$P = \frac{fi}{\sum fi} \times 100\%$$

Information:

- P = Percentage of respondents selecting a particular category
 fi = Number of respondents selecting a specific category
 Σfi = Total number of respondents

- **Weighted Average**

The weighted average refers to a measure of a data set in which each value is assigned a different weight [6]. Each questionnaire response is given a weight, and the average score is then calculated based on these weighted values.

$$X = \frac{fi \times Wi}{\Sigma fi}$$

Information:

- X = Weighted average
 fi = Frequency
 wi = Weight

- **EPIC Rate**

The EPIC Rate measures advertising effectiveness through four dimensions: empathy, persuasion, impact, and communication. It indicates the percentage of respondents who recall the advertisement and key information such as the brand name, product, and core message [7]. To evaluate the effectiveness of Instagram Story content, the EPIC Rate will be calculated following simple tabulation and weighted average analysis.

$$\text{EPIC Rate} = \frac{XE+XP+XI+XC}{4}$$

Information:

- XE = Total score of Empathy
 XP = Total score of Persuasion
 XI = Total score of Impact

- XC = Total score of Communications
 4 = Total number of dimensions in EPIC

The following table presents the range of decision scales used in the EPIC Model.

STE	TE	CE	E	SE
1	1,8	2,6	3,4	4,2-5

Information:

- 1,0 - 1,8 = Very ineffective
 1,8 - 2,6 = Ineffective
 2,61- 3,4 = Moderately effective
 3,41 - 4,2 = Effective
 4,21 - 5 = Very effective

IV. IMPLEMENTATION OF ACTION RESEARCH AND DATA PRESENTATION

The research involved distributing questionnaires to three respondent groups: two design experts, two marketing experts, and ten potential consumers. The design experts consisted of final semester students with relevant backgrounds in design, while the marketing experts were alumni of the D4 Marketing Management program at the State Polytechnic of Malang. The potential consumers consisted of both students and working professionals. Two types of questionnaires were employed: the first was a checklist administered to design experts, focusing on criteria

for effective content; the second was based on the EPIC Model and distributed to marketing experts and potential consumers to assess Empathy, Persuasion, Impact, and Communication.

A. Checklist of Good Instagram Story Content

The results of the Checklist for Good Instagram Story Content were used to evaluate whether the designs met established quality criteria. The researcher conducted two distribution cycles. In the first cycle, feedback from two design experts identified areas requiring improvement. The checklist comprised five dimensions and twenty assessment items.

B. EPIC Model Questionnaire Results

The second questionnaire, based on the EPIC Model, measured the effectiveness of Instagram Story content created using Canva Pro. Testing was conducted only in the first cycle, as the results were deemed satisfactory from a marketing standpoint. Calculations using the weighted average and EPIC Rate indicated high effectiveness, with a score of 4.5 on the EPIC Rate scale (ranging from 4.21 to 5.00). The questionnaire was completed by 12 respondents, comprising 2 marketing experts and 10 potential customers. Due to the positive outcomes, further testing was considered unnecessary, though the findings present opportunities for future research on Kayla Laundry.

V. CONCLUSION AND SUGGESTION

A. Conclusion

The study on enhancing Instagram Story content for Kayla Laundry Pandaan Pasuruan using Canva Pro identified several key issues, including limited expertise in creating interactive designs, a lack of structured content, and infrequent content updates. Data were collected through observations, interviews, and questionnaires, utilizing an action research approach that encompassed the stages of planning, action, observation, and reflection. The findings indicated that 100% of respondents in the second cycle rated the Instagram Story designs positively, while the EPIC model assessment in the first cycle yielded a score of 4.5, reflecting a high level of effectiveness. Consequently, the use of Canva Pro significantly enhanced the promotional impact of Kayla Laundry's Instagram Stories. A tangible outcome of the study was the growth of the Instagram account @kayla_laundry, which saw an increase in followers from 77 to 182 following the increased frequency of Instagram Story posts by the researcher.

B. Suggestion

To further enhance its Instagram Stories, Kayla Laundry should consistently create content using the provided templates and establish a regular posting schedule, ideally posting daily between 9 AM and 4 PM to optimize engagement. Additionally, providing staff with training on effective content design for Instagram Stories would help bridge existing knowledge gaps in interactive design.

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