

IMPLEMENTATION OF DESIGN AND SOCIAL MEDIA STRATEGIES TO INCREASE KOPI NGASO FOLLOWERS

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Abstract

Small businesses like Kopi Ngaso often struggle with inconsistent social media branding, limiting their digital reach. This study examines how structured internships can optimize design and content strategies to address this gap. The research objectives are to (1) strengthen Kopi Ngaso's brand identity through visual consistency, (2) improve social media engagement via planned content, and (3) evaluate the internship model's dual benefits for students and businesses. The research used a mixed-method approach included SWOT analysis, content calendar implementation, and performance tracking. Students collaborated on design (Canva) and platform (Instagram/TikTok) optimization. The strategy increased followers by 45%, enhanced customer interaction, and established a cohesive brand aesthetic. Interns gained practical skills in digital marketing. The study highlights the value of integrating academic training with real-world UMKM needs, offering a scalable model for similar businesses. Future research could explore long-term loyalty effects and AI tools for efficiency.

Keywords: Strategy, Design, Social Media, Followers

INTRODUCTION

Internship Practice Program is a learning activity that is carried out directly in a real work environment. This program aims to provide experience practical to students, so they can understand how to apply theories that have been studied on the bench lectures in the industrial world or institutions related. By participating in this program, students have the opportunity to develop technical and non-technical skills, such as the ability communication, teamwork, problem-solving, and adaptation to a professional work culture. In addition, the internship program also plays a role in building network professionals who can help students in finding future job opportunities. Through interaction with professionals in their fields, students can gain new insights, understand ethics work, and increase competencies needed in global competition.

As student Management Department at the Faculty of Economics, Solo Christian University of Technology (UKTS), I participated in an internship program as step for to obtain experience real in the world of work. On this occasion, I undergo an internship at Kopi Ngaso, a company in the Food & Beverage (F&B) industry in Surakarta that focuses

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on the concept of mobile coffee. Through this internship program, I hope to deepen my understanding regarding company management, effective marketing strategies, and technique making the right digital design with the food and beverage sector. This experience is an opportunity for I For apply theories learned in lectures in a real business environment, while developing useful practical skills. For a future career.

A consistent design strategy is essential in building a strong brand identity for Kopi Ngaso. According to Wheeler (2017), visual elements such as logos, colors, typography, and design layouts play a significant role in creating a recognizable and memorable brand image. For Kopi Ngaso, maintaining design consistency across both offline and digital media strengthens customer recall and reflects professionalism, thereby expanding audience engagement. Additionally, an attractive and uniform design enhances the brand's appeal and reinforces its unique identity in the competitive F&B market.

Effective social media management is a key communication channel for Kopi Ngaso. Kaplan and Haenlein (2010) emphasize that successful social media strategies rely on relevant, interactive, and well-scheduled content. Kopi Ngaso leverages platforms like Instagram and TikTok to showcase its unique mobile coffee service and local branding. Proper social media management helps build a loyal community and strengthens customer engagement. Furthermore, Solis (2015) highlights the importance of aligning visual design with brand storytelling, which Kopi Ngaso achieves through consistent templates, color schemes, and messaging, creating a cohesive and professional impression.

Implementing a content calendar is crucial for maintaining consistency and promotional effectiveness. Tuten and Solomon (2017) note that content calendars help organize upload schedules, balance content types, and respond quickly to trends. For Kopi Ngaso, this approach ensures sustained audience communication and maximizes promotional opportunities. Additionally, the internship program benefits students by providing real-world experience in social media and design strategies, preparing them for high-competition work environments. Through hands-on tasks and networking, students gain practical skills and insights, contributing both to their career development and Kopi Ngaso's growth. Clear goals and structured internships aim to deliver positive impacts for both the brand and future professionals.

The current study introduces novel contributions to existing research by (1) addressing the specific challenges of small businesses (UMKM) like Kopi Ngaso through practical internship applications, contrasting with prior general branding studies (Kaplan & Haenlein, 2010; Wheeler, 2017); (2) integrating visual consistency (Landa, 2014) with localized storytelling for enhanced engagement, advancing beyond broader social media management discussions (Tuten & Solomon, 2017); and (3) demonstrating the dual impact of a hands-on mentorship model that simultaneously improves brand performance and student skills (Hudson et al., 2016), offering a replicable framework for academia-industry collaboration—an underexplored dimension in earlier work.

RESEARCH METHODS

The internship at Kopi Ngaso followed a structured approach to address branding and social media needs. The process began with direct observation and interviews with the business owner to assess current challenges and expectations, ensuring strategies aligned with real needs (Kotler & Keller, 2016). A SWOT analysis was then conducted to evaluate Kopi Ngaso's digital positioning, guiding content and design strategies tailored to the market (Kaplan & Haenlein, 2010).

Next, a content strategy was developed, including weekly themes, content categorization (promotional, testimonial, educational, interactive), and consistent design templates to strengthen brand perception (Landa, 2014; Lobana & Pujar, 2021). Students actively participated in content creation and trained the team in tools like Canva and social media features (Hudson et al., 2016).

Finally, performance was evaluated by tracking metrics such as followers, engagement, and impressions before and after implementation. Continuous monitoring ensured strategy effectiveness and sustainability, supporting data-driven decisions for future marketing efforts (Chaffey & Ellis-Chadwick, 2019). This hands-on approach enhanced both Kopi Ngaso's digital presence and the interns' practical skills.

RESULTS AND DISCUSSION

After stage implementation, A few change significant can be observed in the management of Kopi Ngaso's social media. The use of Instagram makes it easier. Customers can view information at Kopi Ngaso such as the complete menu, location information and options. Online ordering can now be easily accessed through one link available at

Instagram. This is proven to increase efficiency and improve experience customers in interacting with Kopi Ngaso. The following is a description of the implementation of the internship at Kopi Ngaso.



Figure 1. Discussion with the Supervisor of Kopi Ngaso

In this picture 1, the practitioner looking for information about ngaso coffee and the supervisor gave direction for create a design with a theme and colors that match Kopi Ngaso.



Figure 2. Creating Designs And Tiktok With The Kopi Ngaso Team

In this picture 2, the practitioner create a design using canva and make tiktok, On because ngaso coffee doesn't have tiktok yet for means promotion. During monitoring, Partners report that they feel helped and with the presence of promotion tiktok make coffee drunk better known more.



Figure 3. Make Content For Kopi Ngaso Design Needs

In picture 3, the practitioner makes content for design and video needs on the Kopi Ngaso Instagram with supervision from the supervisor so that the content produced is in accordance with the theme at Kopi Ngaso . Consistent application of design and content is also evident give positive impact towards the level increase followers at kopi ngaso.

Previous customers had difficulty in finding Information. These results show that design can be a very useful tool in increasing followers and optimizing business processes. for UMKM such as Kopi Ngaso . The following is the final result of the display Instagram coffee ngaso.



Figure 4.
Appearance Instagram Coffee Ngaso

In terms of involvement Consumer, Analysis to Activities on social media Kopi Ngaso show existence improvement significant in interaction customers. After implementation of visual design strategies and planning more content consistent, Kopi Ngaso Instagram account start accepts more many, comments on the upload, as well as response to features interactive such as polls and Q&A on Instagram Story.

The increase is also reflected from amount increased followers in a way significant in two months activity internship, and numbers Engagement Rate that increases along with with increasing quality and relevance published content. The following is an analysis of Instagram:

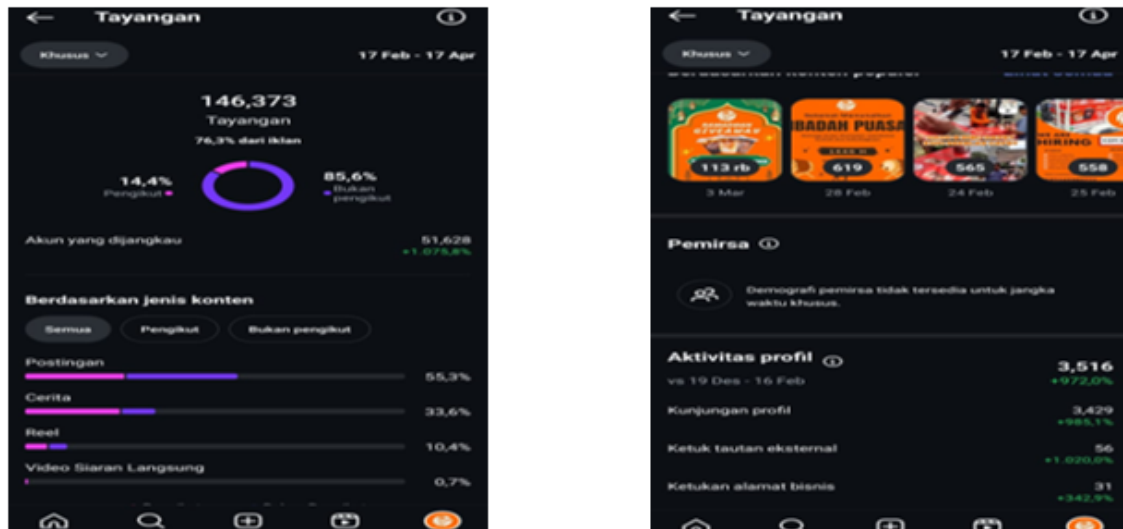


Figure 5 .
Ngaso Instagram Daily Analysis

Next, Strengthening visual design strategies and social media content proven to be very helpful in increase quality Coffee Ngaso Communication with its consumers. Consistent and aesthetic design capable create more brand identity professional and easy recognized. Previously, content that was not structured and random visuals make Kopi Ngaso social media accounts not enough interesting and difficult build stable engagement.

Implementation of harmonious design templates with brand character and planning calendar content weekly, Help Coffee Ngaso Team For convey information Promotions, New Menu, Up to the story behind product in a way more interesting and focused. This is impact direct to improvement interactions on social media like number of Likes, Comments, Shares, and responses positive from follower.

In general, Overall, Activities apprenticeship This show that proper use of design and content strategies give impact positive to social media management

and interactions with consumers. These results show that solution simple However appropriate target, such as visual consistency and storytelling content, Can optimize the potential of UMKM such as Kopi Ngaso in reach, attract, and retain customers in the digital era today This.

CONCLUSION

The student internship program at Kopi Ngaso successfully enhanced the brand's social media management and visual design strategy, with a structured content approach and consistent branding leading to increased Instagram followers, stronger digital identity, and improved customer engagement through a more professional and accessible online presence. Moving forward, future research could explore the long-term effects of branding consistency on customer loyalty, compare platform effectiveness (Instagram vs. TikTok vs. Facebook), analyze user-generated content's role in growth, assess AI tools

for social media efficiency, and study digital ordering behavior shifts—all of which could optimize small business marketing strategies while advancing industry knowledge in digital branding.

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