

Designing Instagram Content for Brand Identity and Brand Awareness of Fashion Products (Case Study of Small and Medium Enterprise Vie Collections)

Original Article

Dian Prasetyo^{1*}, Emmalia Adriantantri², Agung Panji Sasmito³

¹⁻³Digital Business Study Program, Faculty of Industrial Technology, Institut Teknologi Nasional Malang, Indonesia

Email: ¹⁾ diaanpraasetyo@gmail.com, ²⁾ emmalia@lecturer.itn.ac.id, ³⁾ agungpanjisasmito@lecturer.itn.ac.id

Received : 29 December - 2025

Accepted : 18 February - 2026

Published online : 25 February - 2026

Abstract

The development of social media as a digital marketing tool provides opportunities for micro, small, and medium enterprises (MSMEs), particularly in the fashion industry, to build brand identity and increase brand awareness. This study aims to design social media content to strengthen brand identity and enhance brand awareness for Vie Collections MSMEs. The research employs a Research and Development (R&D) method, including needs analysis, product design, expert validation, and product revision. Data were collected through observation, interviews with MSME owners, documentation, and literature studies on branding and digital marketing. The developed products are a Brand Content Kit and a Content Playbook, serving as guidelines for brand identity and social media content management strategies on Instagram. Data analysis used simple qualitative and quantitative descriptive methods, with expert assessment via the Content Validity Index (CVI) method. Results indicate that both the Brand Content Kit and Content Playbook achieved CVI scores in the valid and usable category. The design effectively represents the brand's character, maintains visual and verbal consistency, and has potential to enhance brand recognition and recall through structured social media content. In conclusion, designing Instagram content through the Brand Content Kit and Content Playbook can serve as a strategic solution for Vie Collections MSMEs to build brand identity and increase brand awareness. Further research is recommended to evaluate the effectiveness of implementation over time and to incorporate additional variables for more comprehensive insights.

Keywords: Brand Awareness, Brand Identity, Social Media Content Design.

1. Introduction

The development of digital technology has brought about major changes to the way micro, small and medium enterprises (MSMEs) conduct their business activities, including in the fashion sector, which is one of the most dynamic sub-sectors in Indonesia. Social media no longer functions solely as a means of communication and entertainment, but has evolved into a major channel for marketing and promoting products for MSMEs (Azzuhra & Adlina, 2023). Globally, according to a report by Statusbrew, around 93.79% of businesses have adopted social media as part of their marketing strategy, and around 71% of small businesses use social media specifically for product marketing activities (Statusbrew, 2025). This data shows that the use of social media has become an integral part of digital marketing strategies in various parts of the world, including for MSMEs in Indonesia, and confirms the relevance of social media as a strategic tool for building relationships with consumers and expanding market reach.



According to a survey by the Indonesian Internet Service Providers Association (APJII, 2024), internet penetration in Indonesia has reached 79.5% of the total population, with more than 221 million active users connected digitally. This condition shows that the digital space has become a relevant environment for business activities, including for micro, small and medium enterprises (MSMEs) in the fashion sector. The use of digital channels is increasingly relevant because Rizaty (2024) notes that fashion products are the category with the highest transaction value in Indonesian e-commerce, contributing 64.2% of total national online transactions. This data indicates that the fashion sector has great market potential in the digital realm. Therefore, fashion MSMEs in Indonesia have vast opportunities to build brand identity and increase brand awareness through the use of social media as a communication and marketing channel. However, in practice, many businesses still face limitations in mastering communication design and strategic digital content management, so that the use of social media as a branding tool has not been optimised.

In line with these conditions, the selection of social media platforms is an important aspect of the digital marketing strategy for fashion MSMEs. The social media platform examined in this study focuses on Instagram, as it has a high usage rate and characteristics that are suitable for the fashion industry, which emphasises visual aspects. Based on the Indonesia Social Media Statistics 2025 report by The Global Statistics, Instagram is used by around 84.80% of internet users in Indonesia, with 173.59 million active users. This high number of users makes Instagram one of the main platforms for brand communication and digital marketing activities. Its visual character, aesthetics, and interactive features such as feeds, stories, and reels make Instagram relevant for supporting brand identity and building brand awareness for fashion products.

One fashion SME facing this situation is Vie Collections, a local fashion business focusing on women's clothing. Although the opportunities for fashion SMEs in Indonesia to utilise social media as a digital marketing channel are considerable, based on initial observations, Vie Collections has not yet utilised public social media such as Instagram as its main channel for promotion and brand communication, and still relies on simple uploads via the WhatsApp story feature. This limited use of media has resulted in a narrow and suboptimal audience reach, hindering the brand's opportunities to become more widely known amid increasingly competitive digital market competition. Figure 1.1 below shows documentation of WhatsApp story posts, which have been the only promotional media used by Vie Collections.

Vie Collections' limited use of social media is also related to the lack of a clear and consistent brand identity. The business does not yet have a well-defined visual and verbal identity, such as a logo, colour palette, typography, and tone of voice that can represent the brand's character. As a result, the promotional content presented has not been able to create a strong and distinctive impression in the minds of consumers. This situation has a direct impact on low brand awareness, as consumers find it difficult to recognise, remember, and distinguish Vie Collections from other fashion brands on social media. Without a strong brand identity and consistent communication, digital marketing efforts have not been able to optimally build brand recognition amid increasingly competitive fashion industry competition.

Based on the problems faced by Vie Collections MSMEs, a strategic solution is needed that focuses on structured social media content design based on strengthening brand identity. The solution offered in this study is realised through the development of a Brand Content Kit as a visual and verbal identity guide, and a Content Playbook as a strategic guideline for planning, producing, and publishing social media content. Through these two outputs, Vie Collections is expected to have clear, consistent, and sustainable references in conveying the

character, values, and messages of the brand through the Instagram platform. Thus, brand communication can be managed in a more focused and professional manner, thereby potentially strengthening brand identity and increasing brand awareness among the target audience.

While prior research (e.g., Ahmed, 2025; Christiarini et al., 2025) has established that content influences awareness, few studies provide how-to guides, especially for businesses starting from zero identity. This R&D study addresses that gap by developing and validating a Brand Content Kit and Content Playbook for Vie Collections. Research specifically aimed at developing products in the form of social media content guidelines through the Research and Development (R&D) method, such as Brand Content Kits and Content Playbooks, especially for fashion MSMEs that do not yet have a brand identity from the initial stage, is still relatively limited. Therefore, this study aims to develop a structured social media content design based on brand identity through an R&D approach, resulting in an output that is not only conceptual but also ready to be implemented to strengthen brand identity and increase brand awareness of MSMEs.

Despite the growing importance of social media in digital marketing, there is a clear gap for fashion MSMEs, especially those starting without a defined brand identity. While prior studies have shown that content can influence brand awareness, few provide practical, step-by-step guidelines for businesses beginning from zero identity. Vie Collections illustrates this gap, as it lacks a consistent visual and verbal identity, limiting the effectiveness of its current digital promotion. Existing research also rarely integrates both brand identity development and structured social media content design into a single actionable framework for MSMEs. Consequently, there is a need for applied solutions, such as a Brand Content Kit and Content Playbook, that translate theoretical principles of branding and digital marketing into ready-to-use strategies, enabling small fashion enterprises to build a distinct brand presence and increase audience engagement in highly competitive digital spaces.

Based on this description, this study was conducted to design a solution that is not only conceptual but also applicable and in line with the real needs of Vie Collections MSMEs. The Research and Development (R&D) method was chosen because it allows researchers to develop a product in the form of a systematic and ready-to-use social media content guide through the stages of needs analysis, design, expert validation, and product revision. This approach is considered appropriate because the main problem of the research does not focus on testing the relationship between variables, but rather on the process of developing social media content designs that can strengthen brand identity and increase brand awareness in a sustainable manner. Thus, this study is expected to provide practical contributions to Vie Collections MSMEs as well as serve as an academic reference in the development of social media-based digital branding strategies.

2. Literature Review

2.1. Brand Identity

According to Kapferer (2008), brand identity describes six key elements that shape a brand's identity. These six elements are interrelated and form a unity, consisting of physique, personality, relationship, culture, reflection, and self-image. These elements can be seen from the perspective of the sender (communicator) and the receiver (communicant).

2.2. Brand Awareness

Wardhana (2024) state that brand awareness is consumer awareness of the existence of a brand in its category that distinguishes it from competing brands. Brand awareness plays an important role in consumer decision-making, especially for new and niche brands that focus on building that awareness. Brand awareness has a significant impact on consumer purchasing decisions. Logos are also an important element in building brand awareness.

2.3. Brand Content Kit

A Brand Content Kit is a set of visual and verbal guidelines that serve to maintain brand identity consistency across all communication activities, especially on social media. According to Autor (2025), structured content guidelines help brands create consistency in communication style, in terms of tone of voice, graphic elements, layout, and use of colour and typography. These guidelines usually cover key elements such as logos, colour palettes, typography, visual styles, content templates, and narrative guidelines used to ensure that brand messages are conveyed consistently across various platforms.

2.4. Content Playbook

A Content Playbook is a strategic document that contains comprehensive guidelines on planning, creating, publishing, and managing content on social media to align with branding and marketing objectives. According to Gartner (2025) in its report The Social Media Content Marketing Playbook, a playbook serves as a framework that guides the marketing team to tailor content strategies to audience behavior, digital trends, and brand objectives. This document typically includes content pillars (main themes), a content calendar (publication schedule), content formats (images, videos, reels, carousels), and guidelines for interacting with audiences. As shown in Figure 1, a Content Playbook typically includes content pillars, a content calendar, content formats, and audience interaction guidelines.

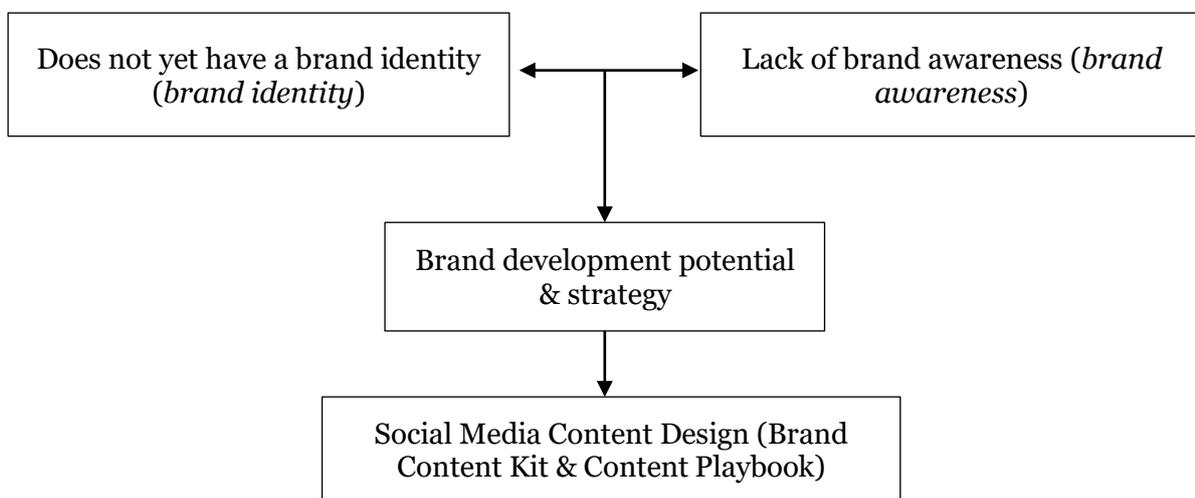


Figure 1. Conceptual Framework
Source: Researcher, 2025

The conceptual framework is a conceptual basis that explains the relationship between theory, previous research results, and the needs that underlie the product development process. In the context of this research, the conceptual framework describes how the theories of social media content design, brand identity, and brand awareness are interrelated and form the basis for designing content products for Vie Collections MSMEs.

The final result of this research process is not a test of the relationship between variables, but rather the development of conceptual and visual products that are applicable. The products developed include:

1. Brand Content Kit, which is a guide to Vie Collections' visual and verbal identity elements, including the logo, primary colours, typography, communication tone, and visual style.
2. Content Playbook, which is a guide to social media content posting strategies that includes main themes (content pillars), presentation style, posting frequency, and content formats (feed, carousel, reels, and stories).

The selection of these two products was based on the consideration that they not only produce visual assets, but also build a sustainable brand communication system. According to Tuten & Solomon (2023), strategically designed digital content, from brand identity formation to publication scheduling, can increase brand recall and audience interaction. Meanwhile, Mangold and Faulds (2009) emphasise that consistency between brand identity and digital communication strategy is key to creating emotional connections with consumers and expanding market reach. Thus, this design can help Vie Collections communicate its brand identity more effectively and sustainably through social media.

3. Methods

3.1. Research Design

The type of research used is research and development (R&D). The aim is to produce a product in the form of a Brand Content Kit and Social Media Content Playbook for Vie Collections MSMEs. The main focus of this research is to produce content designs that are ready to be implemented by MSMEs as practical guidelines in building digital brand communication.

The research and development (R&D) model used refers to the stages proposed by Sugiyono (2018), with the following steps:

1. Potential and Problem Analysis

Identifying the actual conditions of Vie Collections MSMEs through observation and interviews, where promotional activities are still limited to WhatsApp stories, do not yet have Instagram social media, and do not yet have a brand identity or content guidelines.

2. Data Collection

Collecting information through observation, interviews, literature studies, and visual documentation. The data is used to understand communication needs and the necessary branding elements.

3. Initial Product Design

Designing initial products in the form of a Brand Content Kit and Content Playbook containing visual guidelines and digital content strategies based on brand identity theory (Kapferer, 2008) and brand awareness (Aaker, 1997; Kotler & Keller, 2016).

4. Expert Validation

The designed products were validated by experts who acted as validators to assess the feasibility of the developed products. There were three validators in this study.

Expert validators were selected using purposive sampling, based on considerations of expertise, experience, and relevance of competence to the aspects being assessed. The assessment was conducted using a 1–5 Likert scale, then analysed using the Content Validity

Index (CVI), as proposed by Lynn (1986) and Polit and Beck (2006). The CVI formula for each item (Item-Level CVI / I-CVI):

$$I - CVI = \frac{\text{Number of validators who gave a rating of 4 or 5}}{\text{Number of validators}} \tag{1}$$

The I-CVI criterion is considered valid if it has a value of ≥ 0.78 , while the S-CVI is considered excellent if it reaches a value of ≥ 0.90 . However, an S-CVI/Ave value in the range of 0.80–0.90 can still be interpreted as acceptable content validity (Polit & Beck, 2006). Next, the average of all I-CVI values is calculated to obtain the S-CVI/Ave (Scale-Level CVI) to determine the overall validity of the instrument scale. The formula for S-CVI/Ave (Scale-CVI Average) is:

$$S - CVI/Ave = \frac{\sum I - CVI}{\text{Number of items}} \tag{2}$$

The CVI interpretation criteria is written in the following table 1:

Table 1. CVI Score Criteria

CVI value	Interpretation
≥ 0.90	Highly Valid
0.80 – 0.89	Valid
0.70 – 0.79	Sufficiently Valid
< 0.70	Needs Revision

Source: Polit and Beck (2006)

1. Product Revision

The product revision stage is carried out based on the assessment results and suggestions from expert validators so that the product design becomes more feasible and relevant for implementation by MSMEs.

2. Limited field trials

The content design results are implemented on a limited basis for 1-2 weeks through a newly created Instagram account for Vie Collections. The aim is to gauge audience acceptance of the content and test the application of the Brand Content Kit and Content Playbook guidelines.

3. Evaluation of results

Evaluate the results of implementation through analysis of Instagram social media metrics (impressions, reach, engagement rate) and interviews with SME owners and several users to assess the extent to which the product design helps build brand identity and brand awareness. For comparison, the Instagram reach and interaction results are compared with the number of viewers of the Vie Collections WhatsApp story before implementation, in order to see the difference in effectiveness between limited promotional media and public social media. The results of this evaluation are used as a basis for refining the product design to suit the needs of MSMEs.

4. Finalisation of the Final Product

This research produced two main outputs, consisting of:

- a. Brand Content Kit, a guide to the visual and verbal identity of the Vie Collections brand, covering logo design, colour palette, typography, tone of voice, and visual mood board.

- b. Content Playbook, a guide to social media content strategy (themes, content types, communication style, upload formats, schedules, and digital messaging flow).

Both products are the result of a development process using R&D methods designed as strategic guidelines for Vie Collections in building a strong brand identity and consistently increasing brand awareness through digital media.

3.2. Research Instruments

Research instruments are tools used to collect and assess data at every stage of development. In this R&D study, instruments were used for:

- a. Data Analysis

Data analysis in this research aims to process and interpret data obtained from the needs analysis, product design, and expert validation stages. As this research uses the Research and Development (R&D) method and only reaches the product design stage, data analysis focuses on simple qualitative and quantitative descriptive analysis of the expert validation results.

The analysis was conducted to ensure that the developed products, namely the social media content design (Brand Content Kit and Content Playbook), were in line with the needs of Vie Collections MSMEs and suitable for use as a reference for social media content management.

- b. Initial Data Analysis (Needs Analysis)

This analysis was conducted in the initial stage to identify the potential and challenges faced by Vie Collections MSMEs in relation to digital communication, brand identity, and brand awareness. Data was obtained through direct observation, in-depth interviews with business owners, and visual documentation of the promotional media used.

- 1) Data Sources:

Data from observations and interviews were analysed using descriptive qualitative methods to identify key issues in Vie Collections' communication and branding strategies, including the promotional media used, obstacles in establishing a visual identity, and owners' perceptions of brand image and communication.

- 2) Analysis Techniques:

Data was analysed using qualitative descriptive analysis, through the following steps:

- a) Data reduction – selecting data relevant to content requirements.
- b) Data presentation – grouping observation and interview results into several main themes, such as visual style, posting frequency, audience interaction, and brand identity.
- c) Drawing conclusions – determining key issues and content design development requirements.

- c. Data Analysis of the Initial Product Design Stage

This stage analyses the suitability of the initial design of the Brand Content Kit and Content Playbook with branding theory, visual communication design, and social media content strategy. The analysis is conducted qualitatively by comparing the product design with Kapferer's (2008) visual function theory, Aaker's (1996) brand identity concept, and Tuten & Solomon's (2023) content strategy.

For the Brand Content Kit, the analysis covers the suitability of the logo, colour palette, typography, visual mood board, graphic elements, and tone of voice with the character of fashion MSMEs. Each element is assessed in terms of aesthetics, consistency, readability, and relevance to the brand identity to be built. The Brand Content Kit is designed to visualise the Vie Collections brand identity, which includes visual and verbal elements. Therefore, the tools used focus on graphic design, colour exploration, typography, and layout.

Meanwhile, in the Content Playbook, the analysis is conducted on content pillars, content formats (feed, carousel, story), visual style guidelines, caption frameworks, hashtag strategies, and publishing SOPs. The analysis ensures that all components are in accordance with digital branding rules, the use of short video content, and the effectiveness of the content strategy on brand awareness. The Content Playbook focuses on digital communication strategies, upload scheduling, and the style of brand messaging on social media. Therefore, the tools used are oriented towards content planning, social media management, and performance analysis.

d. Expert Validation Analysis

The initial product design was validated by three experts: two graphic design experts and a digital marketing/social media strategist. Validation was conducted using a Likert scale 1–5 assessment sheet, which was compiled based on research variable indicators: brand identity indicators and brand awareness indicators. Data from the expert validation sheet (Likert 1–5) was processed descriptively and quantitatively using the following steps:

1. Calculating the average score for each assessment aspect.
2. Interpreting feasibility based on the following categories:
 - a. 5.00 = Very Feasible
 - b. 4.00 = Feasible
 - c. 3.00 = Fairly Feasible
 - d. 2.00 = Less Suitable
 - e. 1.00 = Not Suitable
3. Calculating the CVI (Content Validity Index) to assess the level of agreement among experts regarding product suitability.

To ensure that the product design is in line with theory and user needs, this study also used a number of supporting validation and documentation tools.

e. Data Analysis in the Product Revision Stage

This stage analyses product improvements based on expert validation results. A comparative descriptive analysis is conducted between the initial and revised versions of the product design based on the following aspects:

- a) Readability and appropriateness of visual messages.
- b) Clarity of guidelines and systematics in the Content Playbook.
- c) Integration of visual elements and brand communication tone.

The final product is a Brand Content Kit and Content Playbook design that is ready to be used by Vie Collections MSMEs as a guide in managing social media content strategically and consistently.

4. Results and Discussion

4.1. Expert Validation Results Using the Content Validity Index (CVI)

Expert validation was conducted to assess the suitability of the Brand Content Kit and Content Playbook developed for Vie Collections MSMEs. The assessment was carried out by three validators with expertise in graphic design and digital marketing/branding. The method used in this validation was the Content Validity Index (CVI), which aims to determine the level of suitability of each indicator with the design objectives. The assessment scale used a range of 1–5, with a score of 5 (highly feasible) and 4 (feasible) categorised as relevant, while scores of 1–3 were categorised as irrelevant.

4.2. Item Content Validity Index (I-CVI) calculation

There were three validators in this study, so the minimum I-CVI (Item Validity Index) value was 1.00 (all experts agreed). A value of 0.67 (or 2 out of 3 validators stating that the item is essential) for an item in the study by Wilson et al. (2012) indicates that the item is invalid and must be revised.

a. Brand Content Kit Validation Results

Table 2. Results of Expert Validation Assessment of Brand Content Kit

Indicators	Validator Score	I-CVI	Category
Consistency of logo, colours, typography, layout, and mood board	4, 4, 4	1,00	Highly Valid
Consistency of tone of voice, tagline, and brand message	4, 4, 4	1,00	Highly Valid
Integration of visual and verbal elements	4, 4, 4	1,00	Highly Valid
Clarity of message, readability, and visual appeal	4, 4, 3	0,67	Needs Revision
Integration of visual style with communication style	5, 4, 5	1,00	Highly Valid
Brand recognition (ease of recognising the brand)	5, 4, 4	1,00	Highly Valid

Based on Table 2, most indicators in the Brand Content Kit obtained an I-CVI value of 1.00, indicating full agreement among validators on the suitability of these indicators. One indicator obtained an I-CVI value of 0.67, indicating that this indicator needs to be revised and requires minor improvements.

b. Content Playbook Validation Results

Table 3. Results of Expert Validation Assessment of the Content Playbook

Indicator	Validator Score	I-CVI	Category
Clarity of content pillars	4, 3, 4	0,67	Needs Revision
Consistency of content style	5, 4, 4	1,00	Highly Valid
Appropriateness of content format	4, 5, 5	1,00	Highly Valid
Publishing SOP (schedule and evaluation)	4, 3, 4	0,67	Needs Revision
Brand recall	4, 3, 5	0,67	Needs Revision
Engagement awareness	4, 3, 4	0,67	Needs Revision
Top of mind awareness	4, 3, 4	0,67	Needs Revision

The results of the Content Playbook validation in the Table 3 show that indicators related to content style and media format achieved a high level of agreement, while indicators related to long-term strategy and cognitive impact on the audience still require refinement.

c. Calculation of Scale Content Validity Index (S-CVI/Ave)

Based on the results of the Content Validity Index (CVI) calculation, an S-CVI/Ave value of 0.85 was obtained, which is in the valid category. These results indicate that, in general, the Brand Content Kit and Content Playbook Vie Collections have met the feasibility indicators and can be used as supporting media to enhance the brand identity and brand awareness of Vie Collections MSMEs.

However, the validation results also show that several indicators obtained an I-CVI value of 0.67, indicating the need for minor revisions to optimise the product. These minor revisions were compiled based on direct comments and suggestions from the validators, both in terms of visual, verbal, and content strategy aspects.

d. Minor revisions to the Brand Content Kit

Based on validator input, minor revisions to the Brand Content Kit focused on visual clarity, brand identity consistency, and strengthening the symbolic meaning of the brand, with the following details:

1. Logo Design Improvement

The validator suggests that the butterfly image element in the logo be moved closer together or positioned to the right of the letter 'V' in the logotype. This adjustment aims to improve the visual cohesion of the logo, strengthen readability, and clarify the relationship between the symbol and the brand name.

2. Tagline Reformulation

The tagline was reformulated by selecting a phrase that is more practical, concise, and easy to use in both visual and verbal communication contexts. This change is intended to strengthen audience recall of the brand and ensure that the tagline can be applied consistently across all Vie Collections communication assets.

3. Visual Hierarchy Optimisation

To improve message clarity and audience focus, a visual hierarchy overhaul is required, particularly in the placement of titles, main visuals, and supporting information. This step aims to enable the audience to grasp the main message quickly and effectively.

e. Minor revisions to the Content Playbook

In the Content Playbook, minor revisions are more focused on aspects of publication strategy, content readability, and strengthening the cognitive impact on the audience, with the following explanations:

1. Preparation of Upload Schedule and Content Frequency

The validator highlighted that the upload schedule and content frequency were not clearly displayed. Therefore, it is necessary to add a content calendar that includes the posting schedule, upload frequency, and content type to support consistent brand communication.

2. Strengthening the Relevance of Content Themes to the Customer Journey

The validator recommends that each content theme, such as Product Showcase, Styling Inspiration, and Engagement Content, be explicitly mapped to the customer journey stages (awareness, consideration, conversion, and loyalty). This approach will make the content not only visually appealing, but also serve as a strategic instrument in building brand loyalty.

3. Standardisation and Deepening of Tone of Voice

Although the tone of voice used is in line with the brand's character, more detailed standardisation is needed for each platform and content format. Revisions are directed at developing a tone of voice matrix that includes the main style of language, the brand's distinctive diction choices, and clear communication boundaries.

4. Strengthening Non-Visual Brand Recall Elements

The current content strategy is still considered to be heavily reliant on visual strength. Therefore, it is recommended to develop distinctive and repetitive verbal elements, such as signature phrases, specific storytelling patterns, and consistent caption structures. This step aims to build the audience's cognitive memory of the brand.

5. Differentiating Content to Build Top of Mind Awareness

To enhance Vie Collections' position as a local fashion brand that is first remembered by the audience, content needs to highlight the brand's differentiating values. Revisions are directed towards developing content based on the story behind the product, emotional narratives relevant to the audience's lifestyle, and community-based content.

4.3. Product Revision Based on Expert Validation

The product revision stage was carried out after obtaining expert validation results using the Content Validity Index (CVI) method. These revisions were minor, considering that the S-CVI/Ave value of 0.85 indicated that the product was valid and suitable for use. The revisions focused on improving visual and verbal aspects, as well as content strategy, so that the final product would be more optimal and consistent with the objectives of enhancing the brand identity and brand awareness of Vie Collections MSMEs.

Product revisions are carried out by considering all comments and suggestions from validators, both on the Brand Content Kit and Content Playbook components, as explained below.

4.3.1. Brand Content Kit Product Revision

Revisions to the Brand Content Kit focused on strengthening the visual and verbal identity to make it more consistent, recognisable, and clearly differentiated.

a. Logo Design Revision

During the Vie Collections logo design revision stage, color adjustments were made by increasing the contrast level to improve readability, strengthen visual appeal, and reinforce brand character. The revision refers to the main color palette consisting of burgundy, wheat, and peach glow. Burgundy was used as the dominant color in the logotype to represent an elegant and classy impression, while wheat and peach glow served as supporting colors and accents to maintain a warm and feminine feel. In addition to color aspects, visual composition adjustments were also made by moving the butterfly symbol closer to and positioning it to the right of the letter “V”. This change aims to improve the integration between the symbol and the logotype, clarify the visual structure, and facilitate consistent application of the logo across various communication media.



Figure 2. Revised Logo Design Results

Source: Researcher, 2025

Figure 2 shows the final logo with a more proportional and integrated composition. The letter “V” uses Higuen Elegant Serif typography as the main element that represents the brand's initials while strengthening its visual identity. The minimalist butterfly wing element is placed on the right side of the letter “V” as a symbol of growth, transformation, and beauty. The dominance of burgundy in the logotype, combined with wheat and peach glow accents, creates a more contrasting, elegant look that is consistent with the brand's positioning.

b. Tagline Revision

The original tagline, ‘Wear Your Everyday Elegance,’ was reformulated by replacing phrases with words that are easier to use and understand by the audience, without losing the essence of the Vie Collections brand character. The tagline revision aims to clarify the brand positioning, highlight the differentiation of Vie Collections from its competitors, and strengthen audience recall of the brand. Therefore, the final tagline, ‘Everyday Elegance,’ was chosen because it represents the character of the Vie Collections brand, which emphasises

elegance while remaining practical and comfortable for everyday use. This tagline is simple, memorable, and flexible for application across various brand communication media.

4.3.2. Product Content Playbook Revision

The revision of the Content Playbook focuses on strategic aspects, particularly content management, communication consistency, and strengthening brand recall and top-of-mind awareness.

a. Reorganising the Upload Schedule and Content Frequency

Content publication scheduling is established as a strategy to optimise audience reach and interaction on social media. This is based on research findings that show that upload times have a significant influence on audience engagement levels. Working hours, particularly 10:00 a.m. to 5:00 p.m. on Mondays, Wednesdays, and Fridays, tend to generate higher interaction because they coincide with the active hours of social media users.

On visual platforms such as Instagram, posting times between 11:00 a.m. and 1:00 p.m. as well as in the afternoon until early evening are also considered effective because they coincide with users' break times and free time (Priadana & Murdiyanto, 2020). Additionally, consistency in posting frequency, which is at least three times per week, plays a crucial role in maintaining brand visibility because social media algorithms tend to prioritise active and regular accounts (Feitosa & Mosconi, 2022).

Based on these considerations, Vie Collections established a content calendar with a structured posting schedule that includes the day and time of posting, weekly posting frequency, and the type of content published to maintain a consistent and relevant brand presence.

b. Revision of Standardisation and Deepening of Tone of Voice

The standardisation and deepening of tone of voice was carried out to ensure the consistency of Vie Collections' brand messaging across various platforms and content formats. Although the communication style used was in line with the brand's character, more detailed guidelines were needed to ensure that every message conveyed was uniform, easily recognisable, and capable of building emotional closeness with the audience.

In the context of brand communication, tone of voice not only reflects language style, but also represents the brand's personality in interacting with the audience. Therefore, Vie Collections has established structured tone of voice standards so that brand messages can be applied consistently in both visual and verbal content.

Table 4. Vie Collections Tone of Voice Standardisation Matrix

Elements	Description	Examples of Application
Style of Language	Friendly, warm, and communicative	'Look neat without hassle, ready to accompany your day.'
Emotional Nuances	Gentle, positive, and supportive	'This collection is designed to make you feel comfortable and confident.'
Diction Choices	Simple, feminine, and non-technical	Neat, soft, comfortable, simple, elegant
Sentence Structure	Short and lightly persuasive sentences	'Suitable for wearing anywhere.'
Personal Approach	Using the audience's point of view	'This style is ready to accompany your activities.'

Source: Researcher, 2025

Based on Table 4 of the Vie Collections Tone of Voice Standardisation Matrix, these communication style guidelines (Do's and Don'ts) have been compiled as further guidance to

ensure that the standardised tone of voice is applied consistently in all forms of brand communication. These guidelines serve to direct the style of message delivery so that it remains consistent with the character of everyday feminine fashion and is easily understood by the audience. Table 5 outlines the communication style restrictions for Vie Collections, highlighting positive, clear, and feminine messaging while avoiding overly formal, technical, or aggressive language.

Table 5. Communication Style Restrictions (Do's and Don'ts)

Do's	Don'ts
a) Use positive and supportive language	a) Using overly formal or stiff language
b) Keep messages simple and clear	b) Using technical terms that are difficult to understand
c) Consistently use a feminine and elegant style	c) Using an overly aggressive or hard-selling communication style

Source: Researcher, 2025

4.3.3. Revision of Non-Visual Brand Recall Element Reinforcement

Strengthening non-visual brand recall elements is done to ensure that Vie Collections is not only remembered through visual appearance, but also through consistent verbal and cognitive aspects. In the context of digital brand communication, brand recall does not always depend solely on visuals, but also on message repetition, style of language, and communication patterns that are easily recognisable by the audience.

Table 6. Vie Collections Non-Visual Brand Recall Elements

Non-Visual Elements	Form of Implementation	Objectives
Signature Phrases	Consistent taglines and derivative phrases	Strengthen the audience's verbal memory
Storytelling	Narratives of daily life and dressing experiences	Build emotional associations
Caption Structure	Repetitive and consistent messaging patterns	Facilitate recognition of communication styles

Source: Researcher, 2025

Table 6 presents the non-visual brand recall elements for Vie Collections, showing how signature phrases, storytelling, and consistent caption structures are used to strengthen audience memory, build emotional connections, and facilitate recognition of the brand's communication style. Strengthening non-visual brand recall elements enables Vie Collections to build stronger brand memory through verbal and cognitive approaches. With consistent phrasing, storytelling patterns, and caption structures, audiences are expected to recognise the brand even without visual stimuli, thereby supporting the continuous formation of brand recall and top-of-mind awareness.

4.3.4. Content Differentiation to Build Top of Mind Awareness

Content differentiation is an important strategy in building top of mind awareness, which is when a brand becomes the first choice that comes to mind for audiences in a particular category. In the context of local fashion brand competition, content differentiation is necessary so that Vie Collections is not only recognised visually, but also remembered through its unique values, narratives and communication experiences.

In Vie Collections' content strategy, differentiation focuses not only on product aesthetics, but also on strengthening brand values and emotional closeness with the audience.

This approach is carried out by developing content that highlights the brand's identity in a consistent manner that is relevant to the audience's lifestyle.

Table 7. Vie Collections Content Differentiation Strategy

Differentiation Focus	Content Format	Objectives
Product Story	Storytelling about the design and philosophy of the collection	Create product uniqueness and added value
Emotional Narrative	Daily content and dressing experiences	Build closeness and relevance
Community Content	Testimonials and user-generated content	Strengthen audience relationships and loyalty

Table 7 presents Vie Collections’ content differentiation strategy, showing how storytelling, emotional narratives, and user-generated content are used to create product uniqueness, build audience engagement, and strengthen brand loyalty. Content differentiation that focuses on brand value, emotional narratives, and community engagement is an effective strategy in building top-of-mind awareness. Through this approach, Vie Collections hopes to create a strong and memorable brand position in the minds of its audience, thereby supporting the brand's long-term sustainability.

4.4. Limited Field Trial

The limited field trial stage was conducted as the first step in implementing the product design results in the form of a Brand Content Kit and Content Playbook in the real context of Vie Collections MSMEs. This trial aimed to determine the level of acceptance, understanding, and potential effectiveness of the product design in supporting brand identity formation and increasing brand awareness through social media.

The limited field trial began with the creation of a Vie Collections Instagram social media account, given that the MSME did not previously have an official presence on either platform. The creation of this account was an important step as a direct implementation of the design that had been carried out. The social media account was prepared with a consistent visual identity, including the use of a logo, profile photo, a brief bio, and an account name adjustment to align with the Vie Collections brand identity. Figure 3 illustrates the Instagram social media profile of Vie Collections, showing the current state of its digital branding and content strategy.

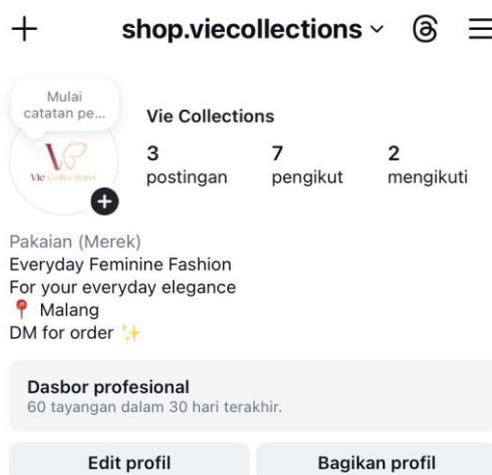


Figure 3. Instagram Social Media Vie Collections

Source: Researcher, 2025

Once the account was active, limited field testing continued with limited implementation of social media content for a period of 1–2 weeks. The content tested focused on the carousel format and was published on the Instagram platform, as shown in Figure 4. The carousel format was chosen for its ability to convey the brand narrative in a gradual, structured and visual manner, making it suitable for the initial stage of brand identity introduction.



Figure 4. Implemented Carousel Content
Source: Researcher, 2025

The implemented carousel content in the figure 4 displays a series of interconnected visuals, starting with brand introduction, emphasising the product's character and feminine style, to the delivery of the tagline 'Everyday Elegance' and a subtle call to interact. Each slide is designed with consideration for visual hierarchy and brand identity consistency, including the use of calm colours, elegant serif typography, product visuals that emphasise femininity, and light and relatable verbal messages.

In addition to being a medium for testing brand identity implementation, this stage also involves MSME owners directly in assessing the ease of use of the guidelines that have been compiled. This involvement aims to ensure that the Brand Content Kit and Content Playbook are not only conceptually feasible, but also applicable and easy to use by SME owners with limited time and design capabilities. Through this limited field test, an initial picture was obtained regarding the ability of the designed product to help Vie Collections build a consistent brand identity and increase audience visibility and interaction on social media.

4.5. Evaluation of Results

The evaluation stage is the result of field testing of the implementation of Vie Collections' Instagram content, which was conducted over a period of 1–2 weeks. The evaluation aims to assess the extent to which the designed products, namely the Brand Content Kit and Content Playbook, are able to support the strengthening of brand identity and increase brand awareness.

The evaluation is carried out through an analysis of Instagram social media metrics, including impressions, reach, and engagement rate, as indicators of audience exposure, reach, and interaction with the content published during the trial period. The metric data was obtained from the Instagram Insights feature and used to observe audience response to the application of the designed content format. Figure 4.20 shows an example of the Vie Collections Instagram Insights display during the implementation period.

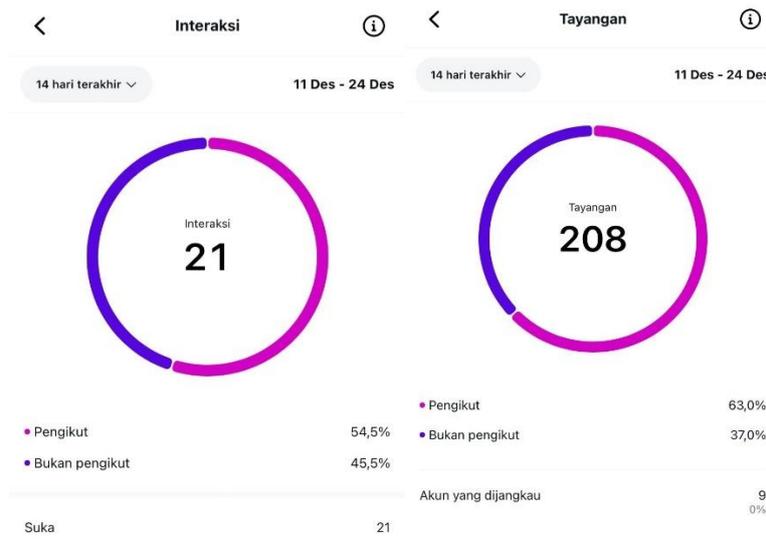


Figure 5. Analysis of the performance of Instagram Vie Collections social media
 Source: Researcher, 2025

The performance analysis of Vie Collections' Instagram social media in the Figure 5 was conducted based on interaction and view data over the last 14 days (11–24 December). This evaluation includes indicators such as impressions, reach, engagement rate, and audience interaction in the form of likes, comments, and shares.

1. Impressions dan Reach

The number of impressions recorded during the observation period was 208. The audience distribution shows that 63.0% of impressions came from followers, while 37.0% came from non-followers. This data indicates that the published content not only reached the internal audience, but also began to gain exposure to new audiences outside the account's follower base.

Meanwhile, the number of accounts reached was recorded at 9 accounts. The limited reach value indicates that content distribution is still in the early stages of testing. This is reasonable considering that the account has not been publishing intensively and continuously, so the potential reach can still be increased through consistent uploads and content format optimisation.

2. Audience Interaction

The total interactions obtained during the evaluation period were 21 interactions, all of which were likes. Based on audience sources, interactions came from 54.5% of followers and 45.5% of non-followers. Although there were no comments or shares, the existence of interactions from non-follower audiences indicates that the content has initial appeal to users outside of the account's followers.

3. Engagement Rate

The engagement rate is calculated by comparing the total interactions to the number of impressions as follows:

$$\text{Engagement Rate} = (21 / 208) \times 100\% \approx 10.1\%$$

An engagement rate of ±10.1% is considered quite high for an SME account in the early stages of testing. This figure shows that even though the number of views and reach are still limited, the audience exposed to the content tends to respond positively.

4. Comparison with Previous Promotional Media

For comparison, WhatsApp Vie Collections story data prior to implementation showed viewer numbers ranging from 92 to 105 viewers per upload, as shown in Figure 5. Although

WhatsApp story viewer numbers were relatively higher, as shown in the figure 6, their reach was limited to personal contacts and did not reach a wide new audience.



Figure 6. Reach of WA Vie Collections Story Uploads

Source: Researcher, 2025

Conversely, the use of Instagram as a public social media platform allows Vie Collections content to reach non-followers and build brand exposure more openly. This shows that Instagram has greater potential in supporting brand awareness compared to personal network-based promotional media.

Based on these evaluation results, it can be concluded that the Brand Content Kit and Content Playbook have met the initial eligibility criteria and are relevant for use by Vie Collections MSMEs. The findings at this evaluation stage will then be used as a basis for making minor improvements before the product is finalised.

4.6. Finalisation of Results

The product finalisation stage is the final stage in the Research and Development (R&D) process in this study. This stage is carried out after the product has undergone limited field testing and evaluation of the results, as well as considering suggestions and input from expert validators. The finalisation aims to refine the Brand Content Kit and Content Playbook so that they have an optimal level of feasibility, comprehensibility, and applicability for Vie Collections MSMEs.

The product finalisation process is carried out with reference to the results of field evaluations, which include indicators of content comprehensibility, ease of application, brand identity consistency, and input from expert validators, which are used as a basis for making minor improvements to the visual, structural, and narrative aspects of the developed product. This approach ensures that the product is not only practically feasible but also meets conceptual and academic standards.

Refinements to the Brand Content Kit focused on strengthening visual identity consistency, particularly in the application of logos, colour palettes, typography, and optimising visual hierarchy in content design. These improvements were made to enhance the clarity of the main message, strengthen audience focus, and maintain harmony between visual elements and the feminine and minimalist character of the Vie Collections brand. Figure 7 presents the final results of the Vie Collections Brand Content Kit product design.

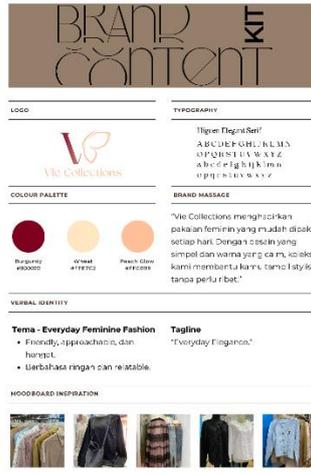


Figure 7. Final Results of the Vie Collections Brand Content Kit Product Design
Source: Researcher, 2025

Meanwhile, improvements to the Content Playbook focused on adjusting the guide flow, simplifying the technical steps for content creation, and emphasising examples of content format application and publication scheduling. These adjustments were made based on expert input and field evaluation results to make the guide easier to understand, more systematic, and more applicable for MSME owners with limited time and design capabilities.



Figure 8. Final Results of the Vie Collections Content Playbook Product Design
Source: Researcher, 2025

After undergoing a refinement process based on expert evaluation and validation, the Brand Content Kit and Content Playbook were established as the final products of the research (see Figure 8). These final products have undergone limited field testing and are considered applicable and ready for use by Vie Collections MSMEs as guidelines for independent

Instagram content management. The existence of these products is expected to support the strengthening of brand identity and the continuous improvement of brand awareness, while also providing practical solutions for SMEs in managing brand communication on social media in a more focused and consistent manner.

5. Conclusion

The conclusion of this study shows that the design of Instagram content for Vie Collections MSME fashion products, through the development of a Brand Content Kit and Content Playbook, was successfully carried out based on an analysis of MSME needs, product characteristics, and Instagram audience behaviour. The design encompasses the brand's visual and verbal identity, colour scheme, typography, visual style, and main content formats such as Feed, Information Carousel, and Instagram Story, resulting in structured, consistent content that aligns with the feminine-elegant character of Vie Collections, creating a professional and recognisable visual appearance for the Instagram account. The implementation of the design through trial content publication on the Vie Collections Instagram account showed an increase in visual consistency, clarity of brand character, and ease of audience recognition and recall of the brand. Audience interaction results and comparisons with previous promotional media (WhatsApp stories) confirmed that Instagram is more effective in strengthening brand identity and increasing brand awareness for Vie Collections MSMEs.

While the implementation trial confirmed improvements in consistency and recognition, this study was limited by the duration of the testing period and a focus on awareness metrics. Future research could therefore extend the timeline and incorporate variables such as engagement rates or conversion to purchase to measure longer-term business impact; and for academics and educational institutions, this research can be used as an academic reference in the development of branding studies and social media content design, as well as learning materials or case studies in courses related to digital marketing and visual communication design.

6. References

- Aaker, J. L. (1997). Dimensions of brand personality. *Journal of Marketing Research*, 34(3), 347–356. <https://doi.org/10.1177/002224379703400304>
- Ahmed, W. (2025). *The Role of Social Media Marketing in Enhancing Brand Development and International Sales: A Study on Women-Led Digital Enterprises in Bangladesh*. Itä-Suomen yliopisto.
- APJII. (2024). *APJII Jumlah Pengguna Internet Indonesia Tembus 221 Juta Orang*. <https://apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang>
- Autor, C. (2025). *Content Style Guide Tips for 2026*. DesignRush.
- Azzuhra, A., & Adlina, H. (2023). The Effects of Brand Ambassador, Social Media Marketing, and Advertising Campaign of Somethinc Product on Purchase Intention: (Study on Somethinc Users in Medan City). *Journal of Humanities, Social Sciences and Business*, 3(1), 231–244. <https://doi.org/10.55047/jhssb.v3i1.872>
- Christiarini, R., Natalya, N., & Purwianti, L. (2025). Social Media Marketing and Brand Loyalty in the Indonesian Fashion Market: Mediating Role of Consumer Brand Engagement and Brand Awareness. *Journal of Enterprise and Development (JED)*, 7(3), 595–610.

- Feitosa, M., & Mosconi, M. (2022). The influence of social media algorithms on brand visibility and customer engagement for new ventures. *Journal of Technology in Entrepreneurship and Strategic Management*, 1(2), 5–15.
- Gartner. (2025). The Social Media Content Marketing Playbook. Gartner. <https://www.gartner.com/en/documents/7228530>
- Kapferer, J.-N. (2008). *The new strategic brand management: Creating and sustaining brand equity long term*. Kogan Page Publishers.
- Kotler, P., & Keller, K. L. (2016). Marketing Management (15th Editi). *England: Pearson Education Limited*.
- Lynn, M. R. (1986). Determination and quantification of content validity. *Nursing Research*, 35(6), 382–386.
- Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357–365.
- Polit, D. F., & Beck, C. T. (2006). The content validity index: are you sure you know what's being reported? Critique and recommendations. *Research in Nursing & Health*, 29(5), 489–497.
- Priadana, A., & Murdiyanto, A. W. (2020). Analisis Waktu Terbaik untuk Menerbitkan Konten di Instagram untuk Menjangkau Audiens Analysis of the Best Time to Post a Content in Instagram to Reach the Audiences. *JURNAL*, 1410(1), 59–70.
- Rizaty, M. A. (2024). *Hasil Survei Jenis Barang yang Paling Banyak Dibeli Responden Indonesia pada 2024*. DataIndonesia. Id.
- Statusbrew. (2025). 80+ Key Social Media Statistics To Keep An Eye On [2025]. <https://statusbrew.com/insights/social-media-statistics>
- Sugiyono. (2018). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. In *Bandung: CV. Alfabeta*. CV.Alfabeta.
- Tuten, T. L., & Solomon, M. R. (2023). *Social media marketing*. Sage publications limited.
- Wardhana, A. (2024). Brand Management In The Digital Era–Edisi Indonesia. *Eureka Media Aksara*, 36.
- Wilson, F. R., Pan, W., & Schumsky, D. A. (2012). Recalculation of the critical values for Lawshe's content validity ratio. *Measurement and Evaluation in Counseling and Development*, 45(3), 197–210.