Visual Branding Instagram @ElevateWoman.id

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The creative economy industry continues to grow and increase. Indonesia has been able to compete with foreign parties and innovate in the creative economy to become the third largest in the world after the United States with Hollywood, and South Korea with K-Pop

In the creative industry, UNESCAP data in 2018 noted that 55% of the drivers were women. However, only a few women have the opportunity to reach the top of the pyramid as leaders in their industry. Even in numbers, only 1 in 10 creative directors are women.

The ElevateWoman program is a program that screens the top 50 participants into 20 finalists. At this stage, the 20 best businesses will receive a mentorship program before entering the pitching stage, and have the opportunity to get investment from investors, consisting of Putri Tanjung (CEO of CXO CT Corp), Ajeng Sekar Putri (CFO of BRI Ventures), Aldi Haryopratomo (Co- Founder of Mapan), Gita Wirjawan (Founder of Ancora Group), and Setyanto Hantoro (CEO of Telkomsel).

WOMAN IN CREATIVE INDUSTRY

Visual Branding

Visual branding is a visual aspect of branding in general that affects customer perception through visual elements such as color, typography, shape, image and so on. There are three main reasons why the right visual branding can help companies build successful brands, namely first impressions- where first impressions are important to shape how new customers perceive a brand

Instagram Influencer is content creators on Instagram who build communities about certain topics and niches, who often share information, real moments of themselves and product reviews, is generally liked by Instagram users and gains a lot of followers.

Elevate Woman is a program that encourages women to become leaders in the creative industries. The tagline in this program "Bring More Women into the Room" is an effort to attract more women to dare to appear as business leaders, especially in creative industries, such as fashion, broadcasting, games and others, which are generally dominated by male leadership.Women need to be given the same space and opportunity to work and excel in all lines, including in the industrial sector. The opportunity to become a leader is open to anyone, both men and women.

From the 20 posts on Instagram during the registration period (8-22 March 2021) the researchers divided them into 3 major sections (based on the advertising function, to inform; to persue and to reinforce). From each section, the researcher took one post with the most likes, which showed the audience's interest in the program.
a. Informing section (8-10 March): initial post explaining about the ElevateWoman.id program program. Bagian ini terdapat 3 konten (2 gambar, 1 video). Dari ketiga konten tersebut, jumlah like terbanyak terdapat pada postingan gambar 1.2.
b. The persuasion section (11-15 March): builds the trust of young creative entrepreneurs by featuring a number of investors involved in the program;
c. Affirmation section (8-22 March): confirming through supporting information, reminders and a number of quotes that encourage the audience to be involved in this program

DESCRIPTIVE QUALITATIVE USING A SEMIOTIC SOCIAL THEORY

Information Section

Brand logo:
Logo type: Elevate woman/ logo gram: flower silhoutte
Colour: Blue grey
Ilustration: 3 women with 3 different caracters shown by their hairs color and type
Text:
""We're looking for the Next Leaders in Creative Industri. Get the oppotunity to pitch your business and get invested by: Putri Tandjung, Gita Wirjawan, Ajeng Sekar Putih, Aldi Haryopratomo, Setyanto Hantoro."

The Persuasion Section

Brand logo:
Not too big, below the investor picture
Colour: Light Blue
Text:
The Investor: Putri Tanjung
Ilustration:
Image: The photo of investor and the Icon of woman with the red hair

AffirmationSection

Brand logo:
Not too big, below the icon picture
Colour: Light Blue
Text:
Keep steps of being woman leader
Ilustration:
Icon of woman with dark skin colour

Tone colour & Composition

Those tone colour of content are using monochromatic colour schemes that created by combining different tones, shades and tints of a specific hue. This is A solution for this is adding a strong neutral colour such as black or white to keep the diversity.

Light blues are relaxing and calming to look at, while brighter blues represent refreshness and friendliness and light greys that can be used instead of white, and dark greys are the perfect substitute for black.

While the composition that is consistently used is symmetrical, between the left and right parts are always balanced. The symmetrical composition creates a formal impression

The use of the word "Woman Leader" refers to women's leadership. Where women are actually considered capable of taking part in development. Research on Women's Empowerment in Increasing Household Economic Income in Rumbai Pesisir District, Pekanbaru City (Rita Wiyati, Sri Maryanti, M. Thamrin, 2018) shows the results of PPM are products produced by partner groups have product names, PPIRT numbers and more attractive packaging for can be marketed to minimarkets, with an increase in sales turnover of almost 50%. That is, if women have the opportunity to work and are supported by the right partner groups, women leaders can be more creative, innovative and can help the community, especially housewives in the partner group so that women can participate in increasing their income through product diversification. processing and creating attractive packaging (Wiyati, et al, 2018).

REPRESENTATION OF FEMALE LEADERS THROUGH VISUAL BRANDING
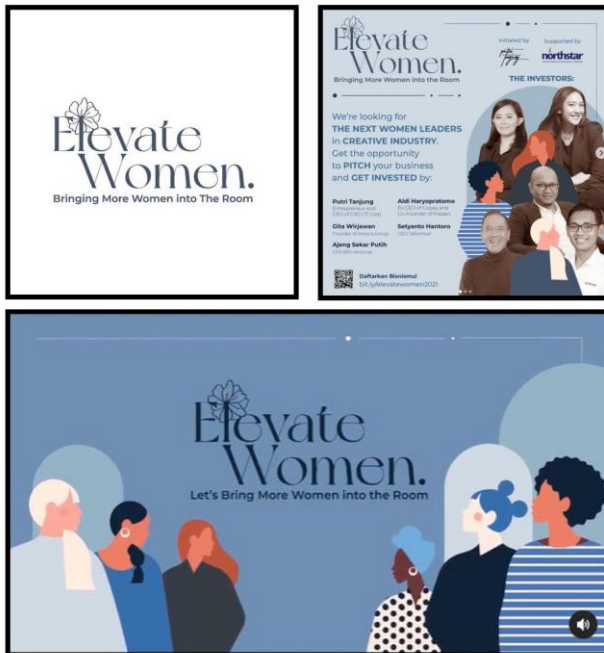ELEVATEWOMAN

Figure 1.4 is the content with the highest number of likes that highlights the figure of Putri Tandjung. Aside from being the biggest investor in this program, Putri Tandjung's fame as one of the presidential staff who has had high flying hours in the creative industry has triggered interactions on Instagram social media related to the ElevateWoman program. This proves that Instagram influencers have proven to be very effective in reaching audiences through Instagram. Because they are able to build relationships with followers and are experts in creating high quality content. Instagram influencers can help a brand communicate with their audience using customized messages and increase brand awareness, promote a specific product or event, or drive engagement, marketing so that it can help brands reach their Instagram audience.

PUTRI TANDJUNG AS AN INSTAGRAM INFLUENCER THAT TRIGGERS INTERACTION

In design principles, composition is one of the important parts that can make the reader understand the content of the message and feel what the author wants to convey. The composition describes visual identity, is to business what faces are to people, and although it was once relatively simple to create different marks for competing businesses, the advance of capitalism has challenged designers to craft distinction in highly saturated worldwide markets. (David Airey, Identity Designed: The Definitive Guide to Visual Branding). Personality can be a vehicle for self-expression that allows individuals to show their own personality. Brand personality is also the "base of friendship" between brands and customers (Aaker, 1996). The balanced and consistent composition of the content on ElevateWoman illustrates the seriousness of working together to build women into an equal opportunity space and be able to grow the trust of the audience.

COMPOSITIONS THAT VISUALIZE THE MESSAGE AND TOUCH THE HEART

Conclusion

The results show that the power of visual branding on ElevateWomen's Instagram content is a message that represents that women have the ability to become leaders. Women's ability to build and maintain long-term relationships, ability to communicate effectively, sensitivity to cultural differences and appropriate behavior, organizational skills, and non-threatening and non-aggressive behavior. Putri Tandjung's presence as an influencer has an impact on followers in the @ElevateWoman program which benefits investors for the Putri Tanjung event - as well as supporting Putri Tandjung's popularity and personal branding as a millennial woman, event initiator and observer of women's equality in the creative industry. The composition of the visual display in @ElevateWoman social media which is dominant with pastel colors and light blue-purple, simple illustrations, a mix of flowers and women, close to the typical female character in the creative industry, who is loyal and persistent

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Thank you

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