

## Creating Promotional Instagram Press Releases of Misstika Craft Linked to a Writing Platform

### *Menciptakan Press Release Instagram Misstika Craft yang Terhubung ke Platform Menulis*

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#### ABSTRACT

Misstika Craft is a craft business that intends to thrive internationally. Based on several stages of analysis, the Instagram business of Misstika Craft can potentially become a promotional medium for product knowledge through writing platforms. Therefore, the researchers created promotional Instagram press releases linked to a writing platform as an innovation in promotional media for the business. This research involved the theory of the Press Release Hybrid Genre, which mixes comprehensive business details with supportive promotional elements. Furthermore, the researchers use visual storytelling theory to create video content. This project study attempted to develop a new promotional strategy by merging press releases on Medium.com and video content on Instagram. It adopted Design and Development Research methods. The findings of this study are presented in the form of 13 informative-promotional press releases and 5 Instagram narrative video content. The overall responses to this product were generally positive, with scores of 4.4 for press releases and 4.3 for Instagram video content.

*Keywords:* press release; Instagram; Medium.com; promotional; handicraft; craft business

#### Abstrak

*Misstika Craft adalah bisnis kerajinan yang ingin berkembang secara internasional. Berdasarkan beberapa tahapan analisis, akun Instagram Misstika Craft berpotensi menjadi media promosi terkait pengetahuan produk melalui platform penulisan. Oleh karena itu, peneliti membuat siaran pers promosi Instagram yang terkait dengan sebuah platform menulis sebagai inovasi dalam media promosi untuk bisnis tersebut. Penelitian ini melibatkan teori Genre Hibrida Siaran Pers yang memadukan detail bisnis yang komprehensif dengan elemen promosi yang mendukung. Selanjutnya, peneliti menggunakan teori visual storytelling untuk membuat konten video. Studi ini mencoba mengembangkan strategi promosi baru dengan menggabungkan siaran pers pada konten Medium.com dan video di Instagram. Penelitian ini menggunakan metode Penelitian Desain dan Pengembangan. Temuan penelitian ini disajikan dalam bentuk 13 siaran pers informatif-promosi dan 5 konten video naratif Instagram. Tanggapan keseluruhan terhadap produk ini umumnya positif, dengan skor 4,4 untuk siaran pers dan 4,3 untuk konten video Instagram.*

*Kata kunci:* siaran pers, Instagram, promosi; kerajinan tangan, bisnis kerajinan Bisnis

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## Introduction

Sixty-five million SMEs in Indonesia contribute to 61% of the gross domestic product (GDP). However, only 17.5 million SMEs are familiar with the digital environment and use online marketplaces (Coordinating Ministry of Economic Affairs, 2022). SMEs play an important role in export and import activities, and they collect raw materials from Indonesia's resources as part of the material for the products that SMEs manufacture. However, exports have decreased by 5.76% compared to the previous year (Statistics Indonesia, 2023). Based on the data discussed, SMEs should improve their product marketing in digital platforms that might attract international buyers.

Several SME categories can influence the export sector in Indonesia. One is fashion and craft items, which are easily exposed through cultural festivals, tourism, and exhibitions that generate foreigners. According to the Ministry of Tourism and Creative Industry (2023), the fashion and craft industry has an export potential of around 11-13 trillion in 2023. Because of the data, the researchers chose SMEs that focused on fashion and industry in the Malang area, especially in Karangploso, Malang Regency.

The researchers collaborated with a business establishment named Misstika Craft located in Ngijo, Karangploso, to make the products. This SME produces various craft products, including eco print, wire jewelry, accessories, and crafting supplies. Misstika Craft has a social media account on Instagram with over 1000 followers and has launched a business online through Shopee, TikTok Shop, and is about to discover an international marketplace called Etsy. Etsy is a reputable global marketplace platform that focuses on handicrafts and antique items (Andreani & Mansoor, 2023). Before entering Etsy, the business should be recognized by the audiences and customers through online presence. However, the business failed to catch international attention due to the lack of publications on business activities. Therefore, there is no detailed explanation of the product knowledge and business activities that

Misstika Craft has done. Based on the analysis stages, the researchers decided to make products that combine detailed information through articles and the activeness of Misstika Craft's Instagram business as the new promotional marketing strategy.

The researchers created two combinations of products: press release articles about product knowledge and company activities published on Medium.com. Masumian (2015) states that Medium.com is a popular platform for writing articles and long-form content. This website allowed writers from every background to share their experiences. It will benefit the business, especially Misstika Craft, to communicate the brand through written communication to maintain detailed business publications. The publication on Medium.com cannot be easily recognized by audiences from various platforms.

The next combination is the converted media from article press releases into Instagram Reels video that can make it easier for audiences to access either writing or summarize press releases in video format. Instagram can be defined as a top social media platform with 1.628 active users with interaction features that can manage the advertising or business account through several contents (Data Reportal, 2023). By combining writing and visual communication, Misstika Craft can be recognized by the audiences with a new promotional marketing strategy and did the content trial before entering the Etsy marketplace in the future.

## Literature review

### Press release hybrid genre

Press releases are short writings which replicate news items and distributed to the journalist community for publicity. Due to maintaining the company's image and reputation through third-party endorsement, using a mix of informative and promotional aspects, making them perfect press release with the concept of "hybrid genres" (Catenaccio, 2008).

Some structures that a press release hybrid genre should follow are press/news release caption (frame), headline, summary of

main points, “for immediate release” formula, lead, justifying the product or service, detailing the product/service, explicit promotional component, boilerplate description(s), contact details, and company logo. These structures are used for printed press releases.

The researchers adapted Catenaccio structures for online press releases, and some of the printed press release structures were not included in the product, such as the news release caption, summary of main points, and “for immediate release” formula. Furthermore, the contact details and company logo were not included in the press release due to the product's concept of being promoted on social media Instagram.

### **Visual Storytelling**

Visual storytelling is a technique for creating a visualization that communicates a message through visual elements, including photos, videos, animations, comics, and more (Cahyadi, 2023). This theory becomes a reference for making Instagram Reels Video. There were 5 points of Visual Storytelling related to video production, which are: (a) communicate the message with strong visual element, (b) provoke emotion and involvement, (c) direct attention, and focus, (d) make complex information easier to understand, and (e) create visual identity.

### **Instagram Marketing**

Instagram is an effective marketing medium for brands, specifically for young people that filters both traditional and digital advertising approaches. Brands could communicate with consumers and provide memorable media through channels that they may see on Instagram, such as Instagram Story, Reels, Live, and Feeds. Brands can add attractive content using images, videos and copywriting, such as captions and subtitles. Several media on Instagram can be used to connect with consumers on an emotional level and relate more to their preferences. This shift towards visual marketing can express the brand social strategy through Instagram. By using Instagram marketing, business can gain real connections from the products distributed, increased engagement, and potentially

monetize their accounts through sponsored content and ads content managements.

### **Previous Research**

The first research is entitled “Information and Promotion Genre Regarding Korean Content in Netflix Press Release”. This study examined Catenaccio's structure on press releases for the Korean content of the Netflix article website. This study reveals a hybrid genre that combines informative and promotional aspects in chosen articles uploaded on Netflix website. This structure, encompassing caption/headline, summary, lead, product/service/event details, and company descriptions, helps readers and writers understand modern communication through writing platforms in business fields.

The second research about “How Does Bending the Genre of Press Release with Promotional Elements Correlate with gained Media Coverage”. This research examined the impact of promotional elements on press releases and media coverage, focusing on the theory of informative-promotional press releases genres. This study suggested that hybridization on press release can be crucial for public perception. It can influence the audience when they see the information through press release with promotional technique.

The third research about “The Application of Storytelling in Promotion through Story Feature in Instagram”. The study explores a brand's use of storytelling on Instagram stories through a qualitative and phenomenological approach. It demonstrates that storytelling effectively interacts with audiences through questions, photos, and interactive information, along with the persuasive strategy that emotionally connects with specific audiences. This study can help businesses improve their advertising content on Instagram.

### **Methodology**

This study is a Design and Development Research that aims to produce the product with design, development and evaluation from empirical studies (Richey & Klein, 2007). There were 5 stages that this study should go through, such as analysis, design, develop-

ment, implementation, and evaluation which applied from ADDIE model. This is the research procedure adopted in this study.



Figure 1. Design and Development Stages of product using ADDIE model

### Research Setting

This research was conducted at Misstika Craft in Malang Regency, East Java. The location on Griya Permata Alam KB-32, Ngijo, Karangploso, Malang Regency. The main place to research in the Karangploso and Singosari area, due to the schedule of business daily.

### Respondents

The participants of this study consist of 48 respondents targeted to the business owner, expert validators, and informants with a background as English department students and handicraft workers. 2 experts assessed this study, which validates the language field of the content and social media marketing for Instagram content.

### Data Collection

This study uses mixed qualitative and quantitative methodology for calculating the audience's understanding of the contents. The expert validation and field-testing process is explained in average scores and percentages. There were 3 methods of data collection in this study, including observations, interviews and distributing of the questionnaire.

The data collection of observation was divided into two phases, which were online and offline observation. The researchers conducted an online observation by looking at all Misstika Craft social media accounts. Misstika Craft Instagram has an engaged audience; therefore, it serves as a reference for researchers in this study who intend to use

Instagram as a product promotion medium. This phase continues with offline observation which conducted the meeting with the business owner and collected the information about the product knowledge, business activities, and business needs.

The researchers conducted an interview within the offline observation with business owner of Misstika Craft. During the interview, the researchers learned about company milestones that explain about their journey also the business needs related to product in this study. Interview was using open-ended questions to gather thorough information and better understanding about fashion and craft industries. This study also included the questionnaire through Google Form comprising two sections scoring of press releases and Instagram Reels content. This questionnaire was used for field testing targeted to the business owner, expert validators, and informants.

### Product Specification

There were 2 products made in this study: press releases and Instagram Reels videos. The press releases were written in English and the Instagram Reels were written in English and Indonesia. There are 13 press releases in total covering product knowledge, business activities, and product making. Moreover, there were 5 articles which were converted into 5 Instagram Reels. The audience can access the Misstika Craft Medium Account through the Instagram bio and highlight that named as 'Article Medium in the Misstika Craft Instagram account.

## DEVELOPMENT RESULTS

### Analysis

In this stage, the researchers analyzed their online presence platforms, such as WhatsApp, Instagram, and TikTok, which provided detailed information about business products and activities. Following this stage, the business owner was also introduced to Medium.com as the writing platform for press releases and was asked about the business journey. At that time, the owner emphasized the importance of gaining awareness through

articles or English content. This is helping the business to gain potential customers through writing publications on Medium.com. Also, as the detailed information for international customers before entering Etsy marketplace.

Afterward, this study must also analyze the efficient use of social media for publishing the article through the business account. Through the activeness, followers, and previous post, the researchers chose Instagram as the promotional media due to the high engagement rates in Instagram Reels. Therefore, the researchers used the posted media converted into 5 Instagram Reels and 13 Instagram Story and Highlights as the platform for accessing each press release hyperlink.

**Design**

In this stage, the researchers created a list of themes and titles related with business activities, product knowledge, and product making from Misstika Craft. Also, the researchers considered using Catenaccio’s press release hybrid genre structure as the reference for making the press releases. The researchers also made a Medium account for Misstika Craft to continue producing articles in long term.

Moreover, the researchers also made the design for Misstika Craft’s Instagram feeds. It served as the color palette, typography, and Instagram layout. The color palette comprised brown, yellow, and cream. The Misstika Craft logo was included into the content to raise audience awareness. The thumbnails were created using two fronts: Montserrat and Telegraf. In addition, the design includes an Indonesian-language voiceover and captions for video content. The voice over was persuasive, emphasizing the product’s potential and information. The caption structure was made up of a hook, content, a call to action, and relevant hashtags.

**Development**

In this stage, the researchers created 13 articles for Misstika Craft that containing 8357 words including the title, contents, photo caption, and boilerplate description. The articles were posted 2-3 times per day, ensuring the audience could access the article

link through Instagram Story and Highlight. The article was submitted to language validator to review 5 chosen articles that have been converted into Instagram Reels. Press releases were scored with a Likert Scale, analytical review using psychometric reviews. As a result, the majority statements for scoring the press releases were strongly agreed with scores 92 out of 100. This score related to the press release’s structure, use of lead, product justification, and product detailing.

Afterwards, the researchers also continue to make Instagram Reels based on business owner requests in the design stage. 5 video contents uploaded on Misstika Craft Instagram account converted from 5 article chosen. The video content consists of thumbnails, video compilation, and include with English subtitles and Indonesian voice over. The video content was submitted to the content validator to review the Instagram Reels. As a result, the majority statements for scoring the Instagram Reels were positive, with scores 82 out of 100. This score related to the understanding of video contents and video editing.

**Implementation**

In this stage, the researchers conducted a questionnaire to gather feedback and suggestions for press releases and Instagram Reels from informants, including business owners, handicraft workers, and random informants interested in English promotional media and handicrafts. The questionnaire received 48 responses with the majority of English students (58.3%) and respondents aged from 25 years old until above 40 years old. Here is the field-testing table of press releases and Instagram Reels based on the highest percentage.

Table 1. Field Testing Result of Article on Medium.com

No	Article Categories	Title of the article	Responses		The whole article
			Photo and Caption	First paragraph	
1.	Line Print Products	Agree (50)	Agree (57.1)	Agree (47.9)	Agree (58.3)
2.	Accessories Products	Agree (58.3)	Strongly Agree (47.9)	Agree (60.4)	Strongly Agree (45.8)
3.	Recapitulation of Misstika Craft Activities	Strongly Agree (50)	Agree (47.9)	Agree (58.3)	Agree (56.3)
4.	Misstika Craft Event	Strongly Agree (50)	Strongly Agree (62.5)	Strongly Agree (47.9)	Agree (54.2)
5.	Productive with Misstika Content	Strongly Agree (50)	Strongly Agree (57.1)	Agree (52.1)	Agree (52.1)
TOTAL AVERAGE SCORE				4.3/5.0 (Strongly Agree)	

Table 2. Field Testing Result of Instagram Reels

No.	Statements	Responses
1.	Video explain eco print product of Misstika Craft	Agree (62.5)
2.	Video explain recapitulation of Misstika Craft activities	Agree (56.3)
3.	Video explain accessories product of Misstika Craft	Strongly Agree (47.9)
4.	Video explain Misstika Craft event	Agree (54.2)
5.	Video explain 'Productive with Misstika' content	Agree (54.2)
6.	Video thumbnail explain the product	Strongly Agree (30)
7.	Video subtitle explain the product/business activities	Strongly Agree (52.1)
TOTAL AVERAGE SCORE		4.4/5.0 (Strongly Agree)

Most respondents agreed that the press releases were understandable with most of the percentages around 47.9% - 62.5% per statement. The press releases explaining well about eco print products, accessories, recapitulation of Misstika Craft activities, Misstika Craft events, and the article related with 'Productive with Misstika' content. The average score for each article was 4.3/5.0, indicating agreement in the mean scores of the Likert scale. Also, regarding the responses to Instagram Reels, most respondents gave an average score of 4.4/5.0 for all components served in the video content. The video content effectively communicated Misstika Craft business activities and supporting information such as captions, subtitles, and voice-over provided valuable insights.

### Evaluation

In this stage, the researchers got some feedback and suggestions through questionnaire. The suggestions are divided into 'suggest to action and 'encourage suggestion'. The respondents appreciated the article's explanation about business activities, however, there are some parts that the researchers should revise before being uploaded on Medium.com and Instagram. For the press releases, it was suggested to improve the use of words in article, highlighting the object, and adding more related photos that make the audiences understand the context. Afterwards, the respondents also gave some suggestion regarding the video content such as, rechecking the product information, having good shots and camera stability, and acknowledging the audience with understandable statements about the product or business activities of Misstika Craft.

### DISCUSSION

The study examines the implementation of Medium.com and Instagram Reels as promotional media for Misstika Craft. The

researchers prepared 13 press releases about business activity, product knowledge, and the creation of products. To help the audience, the researchers also prepared 5 different Instagram Reels based on the articles on Medium. The study intended to create bilingual content for SME and discover new marketing approaches using Medium.com and Instagram.

The press releases were divided into 3 categories: basic publicity releases, product releases, and featured articles. Furthermore, the Instagram Reels material was built adopting the Visual Storytelling theory which emphasize several features in video editing such as transitions, supporting images, emotion, intonation, and call-to-action messages. The video focused on the audience's needs and customer interest in the products.

Instagram marketing was also considered in this study during the creation of article in Medium.com and converting them into Instagram Reels on Misstika Craft's account. Instagram has been considered useful for business branding because of its broad audience and the use of visual and written information such as captions, copywriting, videos, and Instagram Stories. Instagram branded content may convince users to respond or interact with it, which helps advertise Misstika Craft's products.

### Conclusion

This research aimed to create an Instagram Press Release linked to Medium.com using the ADDIE model. The process involved five stages: analysis, design, development, implementation, and evaluation. The researchers observed the business and interviewed the business owner to ensure their needs were met. This study was developed with expert validators and the business owner.

The researchers created articles based on product data and participated in several events such as Ramadhan activities and Car Free Day. The researchers also prepared five videos from the articles uploaded on Medium.com, with English voice-over and Indonesian subtitles. Two expert validators were chosen for the development stage: language and content validators. This study was implemented with

observation, interviews, and questionnaires for field testing, and the results were evaluated. The final product of this study was a combination of Medium.com articles and Instagram Reels videos, introducing the business in detail written and visual communication.

The product aimed to create bilingual content for SMEs, supporting Mistika Craft in managing content and opening opportunities for international markets. This research was useful for students interested in English for Business Communication that implemented press releases and Instagram video content.

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