



Check for updates

Optimizing Lerak product marketing content through feed content design strategies and motion graphics on social media platforms: a design thinking approach

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ABSTRACT

The increasing competition in eco-friendly product marketing has driven the need for innovative digital promotion strategies, particularly on social media platforms. Lerak, a traditional natural detergent, requires an effective communication approach to enhance public awareness and market reach. This study aims to optimize social media marketing content for Demibumi's lerak products by focusing on feed and motion graphics design strategies across Instagram, Facebook, and YouTube. Employing a qualitative method with a design thinking approach, the research followed five key stages: problem identification, audience analysis, idea generation, prototyping, and evaluation. Data were gathered through observation, content analysis, and feedback from target audiences. The results indicate that combining educational visual elements with storytelling in both static feed designs and short-form video content (reels) significantly improves visual appeal, audience engagement, and promotional efficiency. Educational infographics increased user retention, while narrative-driven videos fostered emotional connection and brand trust. The study concludes that a well-structured design strategy integrating informative content and compelling narratives can enhance the effectiveness of social media campaigns for eco-friendly products. The strategic contribution of this research lies in offering a replicable creative content model that integrates design aesthetics, brand storytelling, and audience relevance, serving as a reference for sustainable product marketing in digital environments.



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1. Introduction

Eco-friendly products have increasingly become the top choice for communities concerned with sustainability and environmental impact. One local product that promotes sustainable values is Demibumi's lerak—a natural detergent made from the soapberry fruit (*Sapindus rarak*). Lerak is known as a traditional herbal plant long used by Indonesians, especially in Java, as a natural cleaning agent for washing textiles, clothes, and jewelry. In addition to its cleansing properties, lerak also offers antibacterial and antifungal benefits and is environmentally friendly, as it does not produce harmful chemical waste that could pollute groundwater or aquatic ecosystems [1]. Demibumi, as a hyperlink producer of lerak, revitalizes this local wisdom by packaging lerak in more practical forms, such as liquid soap, bar soap, or powder sachets, making it more accessible to modern consumers. The product offers an alternative to synthetic detergents, which typically contain surfactants, phosphates, and artificial fragrances known to be harmful to the environment. Furthermore, lerak provides additional benefits such as gently cleaning clothes without damaging the fabric fibers, reducing water pollution through biodegradable organic waste, and preserving ecosystem health by minimizing the use of

chemical-based cleaners [2]. However, despite its various advantages, the marketing of Lerak products, particularly Demibumi, faces several challenges. One major issue is the low consumer awareness regarding the benefits and functions of lerak as an eco-friendly detergent alternative. Based on observational data, Lerak sales remain relatively low compared to Demibumi's other product lines. This suggests that although Lerak has notable potential as an environmentally friendly cleaning agent, consumer understanding of its utility and advantages is still limited. In addition, low sales indicate that many consumers do not fully comprehend how to use Lerak or the potential benefits it offers compared to more widely known conventional cleaning products. Many consumers are unfamiliar with how to use lerak or are even unaware of its availability in the market. Interviews with several Demibumi consumers revealed that 85% had only discovered that lerak could be used as a natural cleanser after it was introduced by the Demibumi brand. However, many of them still expressed doubts about its effectiveness. There is also a prevailing perception that natural-based products are often seen as less effective than mass-produced commercial products, which have long dominated the market through aggressive advertising and strong brand presence.

According to an interview with the brand owner, Demibumi's marketing efforts are still mostly confined within environmentally conscious community circles, limiting the brand's market reach. While the brand engages in promotional strategies such as participating in exhibitions and collaborating with environmental communities, these efforts are not yet supported by optimized digital marketing—especially through social media. Yet, social media platforms are currently the primary channels for reaching wider audiences, particularly younger generations who are highly active on Instagram, TikTok, Facebook, and YouTube [3]. Another challenge faced is the lack of creative and educational content that can effectively convey the added value of Demibumi's lerak products. Observations on Demibumi's Instagram account show that the content tends to rely on direct promotion (*hard selling*) without building compelling narratives or educating the audience on the importance of using eco-friendly products. As a result, audience engagement on social media tends to be low, and the brand's message often fails to capture attention. Moreover, competition from similar products, both local and international, intensifies the difficulty for Demibumi to maintain its brand presence and expand its market share. According to Maharani (2023) [4], social media audiences are more attracted to content that is entertaining and engaging rather than direct promotional content. This indicates that marketing strategies that focus solely on *hard selling* are less effective in building audience engagement on digital platforms.

Based on observations of Demibumi's Instagram feed content, Fig 1, the majority of posts focus on providing information about lerak as an eco-friendly soap and detergent. However, these posts often lack strong storytelling, compelling educational elements, or emotionally resonant content that could engage the audience. Visually, Demibumi's content tends to employ a monotonous design style, with subdued color tones and unremarkable visual elements, making the posts easily overlooked among users' feeds. As a result, the posts appear static and less engaging, leading to limited audience responses in the form of comments, likes, or shares. Furthermore, Demibumi's feed lacks consistency in its posting schedule, which affects audience expectations regarding content updates. This inconsistency can be detrimental, especially considering that Instagram's algorithm favors accounts with regular and sustained engagement. Irregular posting patterns risk decreasing the organic reach of the content. Also, accounts that are consistently active, produce high-quality content, and routinely engage with their audience are prioritized by Instagram's algorithm [5]. Conversely, accounts that post infrequently or inconsistently are likely to experience a decline in reach, as the algorithm perceives them as less relevant. These findings underscore that maintaining content consistency and relevance is crucial for sustaining organic visibility on the Instagram platform.

Based on an interview with Ms. Jessica Halim (Co-founder of Demibumi), it was revealed that the online sales of Demibumi's lerak products remain relatively low, ranging between 11 to 40 units per month. This number is significantly lower compared to Demibumi's other products, such as the alum-based deodorant, which sells approximately 688 units per month with a cumulative total of 10,000 units sold; reusable cloth menstrual pads (menspad), with total sales of around 2,100 units; and the Senja shampoo bar, which averages 74 units per month. This low

sales figure highlights challenges in promotional efforts, largely due to time constraints and limited human resources. As is common in small or micro enterprises, business owners are often required to perform multiple roles simultaneously—ranging from production and marketing to distribution—resulting in an unfocused and overstretched workload [6]. Consequently, promotional activities tend to be conducted only during specific events or sales occasions.

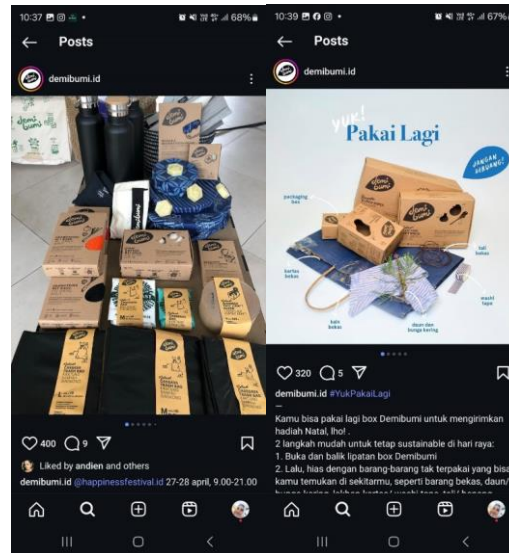


Fig. 1. Content feeds on Demibumi Instagram.

In this context, optimizing social media marketing content becomes a critical strategy for Demibumi to enhance audience awareness and engagement with its *lerak* products. Social media is not merely a promotional tool; it is a platform for storytelling, audience education, community-building, and cultivating emotional connections with consumers [7]. Therefore, content must be strategically designed with a deep understanding of the needs and characteristics of the target audience. One measure adopted by Demibumi to address the human resource limitations in content creation and distribution is the use of a content calendar. This tool assists the team in planning a structured posting schedule, ensuring promotional activities continue despite limited manpower. Through this approach, Demibumi can maintain consistency in social media content publication, which is a key factor in supporting platform algorithm performance and increasing organic reach. This study employs a qualitative method with a design thinking approach to develop social media marketing content for Demibumi's *lerak* product. Design thinking is selected as the methodology due to its problem-solving orientation rooted in human-centered design, which emphasizes user needs and experiences as the foundation for solutions. The process consists of five stages: empathize, define, ideate, prototype, and test. The application of design thinking in content development has been shown to enhance audience engagement and brand communication effectiveness [8].

In the empathize stage, the research explores a deep understanding of Demibumi's target audience, including their behavior on social media, product knowledge, motivations, and challenges in using eco-friendly products. The define stage identifies the specific problems faced in content marketing. The ideate stage generates creative ideas for relevant and educational social media content, which are then realized in the prototype stage through visual content design and captions. The test stage is conducted to evaluate and obtain audience feedback. The implementation of design thinking in digital marketing strategies has proven to produce innovative, user-oriented solutions that enhance the performance of small and medium enterprises (SMEs) [9]. This approach is expected to result in content that is visually engaging, educational, and capable of building an emotional connection with the audience, positioning Demibumi's *lerak* as a recognizable symbol of sustainable living. The study also emphasizes the importance of crafting creative messages that go beyond highlighting product features to communicate value and positive impact—such as storytelling about the origins of *lerak*, the

harvesting process that supports local farmers, and user testimonials. Appealing visual content, including aesthetic photography, tutorial videos, and educational infographics, is key to increasing engagement [10]. By optimizing content, Demibumi is expected to boost awareness and adoption of eco-friendly products while serving as a model for other SMEs in leveraging social media as an effective promotional platform.

2. Method

This study adopts a qualitative approach using the design thinking method as the primary framework to optimize social media marketing content for Lerak products. The design thinking approach is selected for its ability to explore problems in a creative and collaborative manner, with a strong focus on developing solutions that are oriented toward the needs of the target audience. The research process consists of five main phases (Fig. 2):

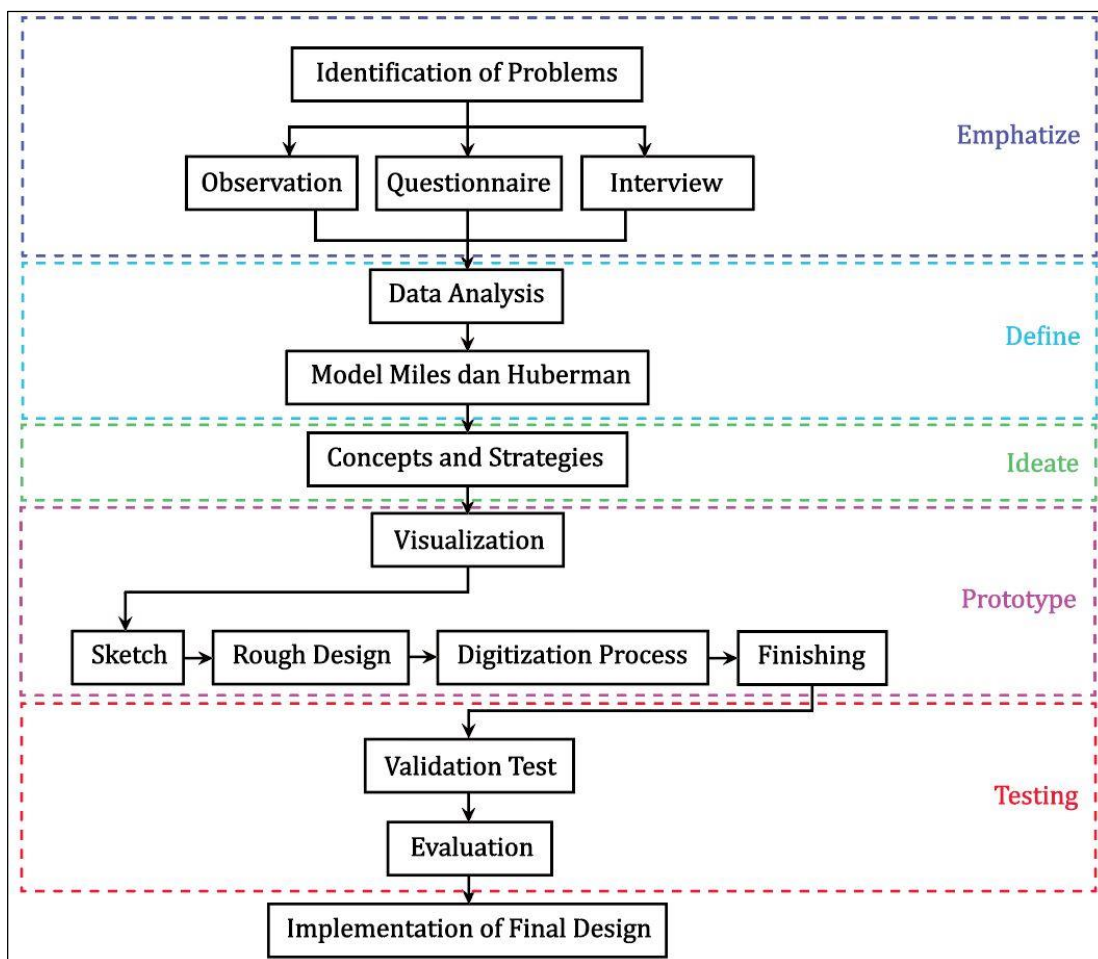


Fig. 2. Research Stages

- Empathize: Data collection was conducted through observation and in-depth interviews with the brand owner, consumers, and selected social media followers of Demibumi using purposive sampling. This phase aimed to understand their needs, visual preferences, and perceptions of the Lerak product.
- Define: The findings from the empathize phase were analyzed to formulate the core problems related to content development.
- Ideate: Various creative ideas were generated for visual content on Instagram, Facebook, and YouTube, tailored to the characteristics of the target audience.
- Prototype: Several content designs were developed into digital mockups to visualize and assess the feasibility of their implementation across Instagram, Facebook, and YouTube platforms.

- **Test:** The content prototypes were published on Demibumi's social media platforms and tested in real time by monitoring audience responses, such as the number of likes, comments, shares, and other insights over a specific period.

The data collection process involved in-depth interviews with the brand owner, consumers, and Demibumi's social media followers to gain a comprehensive understanding of their needs, preferences, and perceptions of the lerak product marketing content. In addition, direct observation of the existing visual content published on Demibumi's social media platforms was carried out. A literature review related to design thinking, digital marketing strategies, and current trends in social media visuals was also conducted to support the development of relevant and effective content. All collected data were analyzed qualitatively to derive in-depth insights for optimizing visual content strategies.

3. Results and Discussion

Social media marketing has become one of the key strategies in supporting business growth, including within the small and medium enterprise (SME) sector, particularly for those engaged in environmentally friendly products. Lerak, as a natural detergent alternative, holds significant potential for broader development and public adoption. However, marketing this product presents notable challenges, particularly due to limitations in human resources, time, and a lack of understanding regarding effective content strategies. Therefore, this study examines how the design thinking approach can be implemented in designing social media marketing content for Lerak products, with the aim of increasing public awareness and audience engagement on social media platforms.

3.1. Empathize

The empathize stage in design thinking is a critical initial step for gaining a deep understanding of the needs, behaviors, and challenges experienced by the audience or users. Empathy enables designers to view issues from the user's perspective, allowing for the development of more targeted and contextually relevant solutions [11]. In the context of optimizing social media marketing content for lerak products, the empathize phase involves gathering various types of information related to Demibumi's target audience, including their perceptions of lerak as a natural detergent alternative, their motivations for choosing environmentally friendly products, and the obstacles they face in using such products. This empathy process utilized several data collection methods, including in-depth interviews with the business owner (Demibumi's co-founder), observations of Demibumi's social media activity, and surveys targeting its audience. From the interview with Ms. Jessica Halim (Co-founder of Demibumi), it was revealed that one of the main challenges is the limited time and human resources available for managing social media, resulting in promotional activity occurring mainly during events or exhibitions. Furthermore, online sales of lerak products remain relatively low compared to other items such as alum-based deodorants or reusable cloth menstrual pads.

Observations of Demibumi's social media accounts revealed inconsistent posting frequency, with content primarily focused on direct product promotion, lacking strong storytelling or educational depth. This contributes to the low audience interaction, as indicated by minimal likes, comments, or shares. Survey results further indicated that most audience members do not fully understand the benefits of lerak as a natural detergent or the environmental advantages of its use. This empathetic phase provided a deeper understanding that Demibumi's audience not only needs information about the product itself, but also education on sustainability values, the specific benefits of lerak, and how it can be applied in daily life. Moreover, the audience tends to prefer visually engaging content such as aesthetically pleasing photos, practical tutorial videos, or user testimonials sharing real-life experiences. These findings align with recent research showing that content consistency, meaningful narratives, and educational value significantly influence audience engagement on social media, particularly in the context of sustainability-oriented brands [12].

3.2. Define

The Define stage in Design Thinking is a critical process for articulating the core problem identified after the Empathize phase. Once data has been gathered from audiences and stakeholders through interviews, observations, and surveys, the Define stage serves to filter and formulate the central issue that needs to be addressed. In the context of this study, the Define stage was conducted to identify the main barriers faced by Demibumi in marketing its *lerak* product through social media. Data analysis in this stage followed the model proposed by Miles and Huberman (1984), which consists of three key steps: data reduction, data display, and conclusion drawing/verification. Data reduction aims to filter and focus on relevant information, making it easier to understand the core issues. The reduced data is then systematically presented to facilitate further analysis. The final step involves drawing conclusions based on the available data and verifying the findings to ensure the accuracy and validity of the analysis [13]. During the data reduction process, information gathered from the Empathize stage—including interviews with Demibumi’s co-founder, observations of the brand’s social media accounts, and audience surveys—was filtered to uncover the core issues affecting the effectiveness of content marketing. The results of this reduction process revealed several key problems: low engagement levels on Demibumi’s social media content, characterized by minimal interaction; inconsistent posting schedules due to limited human resources and time constraints; inadequate audience understanding of the benefits of *lerak* as a natural detergent alternative; and a tendency among audiences to prefer visually appealing and educational content. Consistency in content scheduling and the delivery of educational value through visual narratives significantly influences user engagement on social media [12]. Furthermore, content strategies that align with audience preferences and needs have proven to be more effective in fostering engagement and brand awareness, particularly for products that promote sustainability values [14]. These findings form the foundation for designing more relevant, consistent, and educational marketing content strategies aimed at increasing awareness and engagement with Demibumi’s *lerak* product. The following Table 1 outlines the key challenges faced by Demibumi in promoting its *lerak* product:

Table 1. Demibumi Problem

Main Problem	Data Analysis	Strategic Implications
Low Engagement	Average likes < 500 per post	Content is not interesting or less relevant
Inconsistent posting schedule	Only 1-2 posts per week	Platform algorithms reduce content reach
Education about soap nuts is lacking.	Based on the questionnaire, 83% of 100 respondents, the audience did not understand the benefits of soap nuts.	Need educational content and storytelling.
Labor shortages	The marketing team consists of 1-2 people	Need an efficient solution like a content calendar

Based on the identified problems, this study formulates the main research question as follows: How can the optimization strategy of social media marketing content for Demibumi’s *lerak* product effectively enhance audience awareness and engagement?

1) Audience Research

- Audience Interests and Preferences: Based on an online survey conducted with 100 respondents aged between 25–40 years, the majority (65%) expressed interest in eco-friendly products such as *lerak*. Approximately 72% of respondents were attracted to natural and chemical-free cleaning products. Additionally, 58% preferred visually aesthetic content with natural color tones such as green and brown, as well as minimalist design. The most appealing content topics included educational information on how to use *lerak* (85%), eco-friendly lifestyle tips (70%), and inspirational stories highlighting the environmental impact of using natural products (65%).
- Challenges Faced by the Audience: Survey results indicated that 60% of respondents felt they did not fully understand how to use *Lerak* compared to conventional detergents. Around 55% were concerned about *Lerak*’s effectiveness in cleaning clothes, and 45% reported difficulties in finding time to learn about new eco-friendly products.

Additionally, 40% of respondents considered *Lerak* to be relatively more expensive than regular detergents, which influenced their purchasing decisions. Other identified barriers included the lack of user testimonials (30%) and limited demonstrations of *lerak* usage on social media (25%).

- Audience Aspirations: Demibumi's audience aspires to adopt a lifestyle that is more environmentally responsible. They seek products that are not only beneficial for their families but also contribute positively to the environment—such as reducing chemical waste and supporting local farmers. The audience also hopes to receive deeper and more inspirational education on sustainable living, including practical everyday tips, so that they feel part of a community that cares about the environment. Moreover, they expect Demibumi to provide content that helps them encourage those around them to switch to eco-friendly products.

2) Ideate

In designing social media marketing for Demibumi's *lerak* product, a creative approach is required—one that is not only visually appealing but also capable of conveying a clear and authentic sustainability message. Strong visual branding and compelling storytelling play a crucial role in effectively communicating environmental values to consumers [15]. To achieve this, the content strategy must be integrative, aligning aesthetics, narrative, and value consistency. The "Big Idea" (Fig. 3) or core campaign concept emerged from a series of descriptive analyses that combined insights from observational data, surveys, and social media studies, which then served as the primary guide for shaping the campaign's creative direction. Consumers are more attracted to brands that deliver authentic messages aligned with their personal values, particularly in the context of sustainability [16]. Furthermore, the use of value-based content has been proven to enhance brand engagement and loyalty on digital platforms [17]. Therefore, the approach used in the design of Demibumi's social media campaign must be capable of combining visually engaging aesthetics with educational and inspirational narratives, so that the sustainability message is not only conveyed effectively but also leaves a lasting impression on the audience.

The theme "Eco-Friendly Living Starts at Home" aims to inspire consumers to adopt a sustainable lifestyle beginning within their own households. In designing social media marketing for Demibumi's *lerak* product, this theme focuses on educating and promoting how *lerak* can serve as an environmentally friendly cleaning solution that is easily integrated into daily routines. The campaign may include content showcasing the use of *lerak* in various household activities, such as washing clothes, cleaning kitchenware, and even as a natural body soap—each of which directly contributes to reducing harmful waste and minimizing environmental footprints. Visual elements may include images of families or individuals engaging in everyday life using natural products, illustrating healthy and sustainable habits. A key element of this theme is raising awareness that small changes at home—such as replacing chemical-based soaps with natural alternatives like *lerak*—can have a significant positive impact on the environment. Consumers are more attracted to brands that communicate authentic messages aligned with their personal values, especially in the context of sustainability [18]. This can be supported by presenting statistics on how much chemical waste could be avoided if every household switched to more eco-friendly products. The content strategy may also include practical tips for creating a greener home, such as reducing plastic and water waste, using energy efficiently, and adopting *lerak* as a simple yet meaningful step toward sustainability. Moreover, marketing content that emphasizes sustainability values has been shown to enhance brand engagement and foster consumer loyalty in digital markets [19]. Through a friendly and appealing visual approach, Demibumi can build a community committed to healthier and greener living—starting with small changes at home.

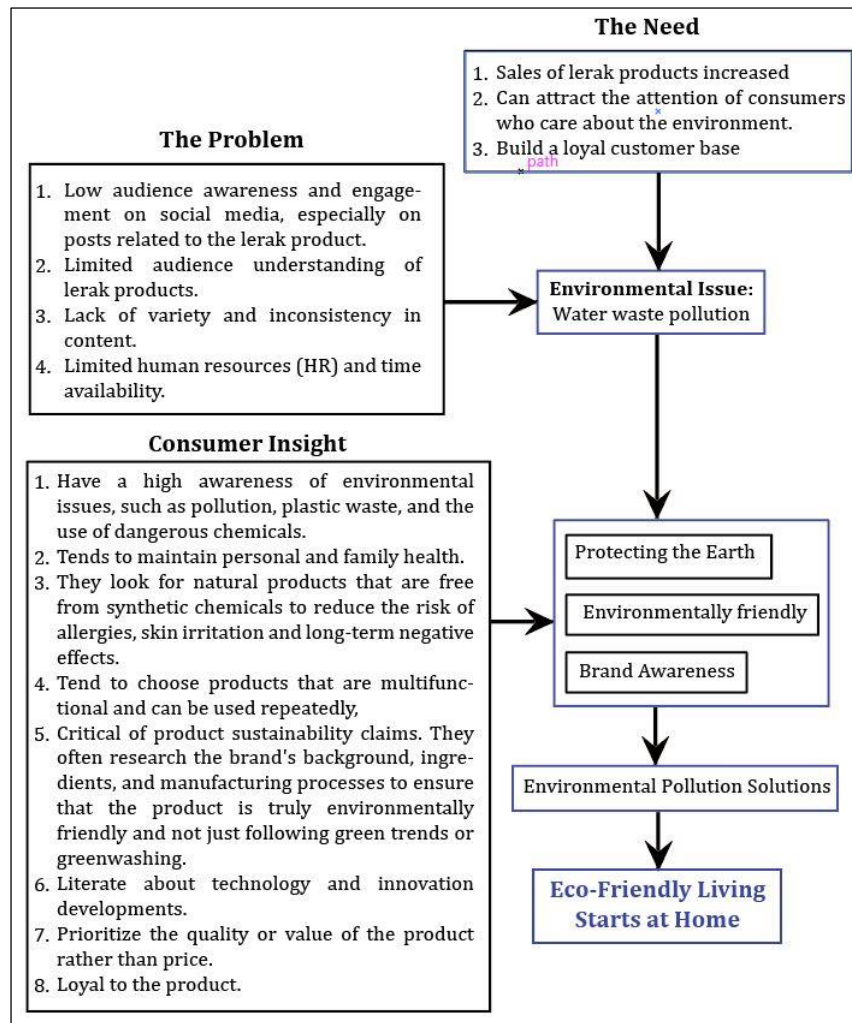


Fig. 3. Big Idea

3) Content Plan

The social media platforms used in this campaign include Facebook, Instagram, and YouTube. All educational content and product-related information connected to environmental issues will be published across these platforms. On Instagram, a dedicated link to the campaign website will be included in the social media profile. The content development plan for the next three months, starting from April 2024, is outlined as follows in Table 2.

Table 2. Content Plan

Content Type	Fill Content	Upload Schedule
Pra Campaign		
Launching Product	Coming Soon (wordmark aksi lestari demibumi)	April
	Coming Soon (Logo Demibumi) slide: Explanation brand	
	Earth is not doing well.	
	For you prospective eco warriors! Follow for more info and tips.	
	Get ready to be part of change?	
Campaign Activity		
Introduction campaign “Aksi Lestari Demibumi”	What is “Aksi Lestari Demibumi?”	April
	Have you ever thought, where is the waste? Soap and detergent end? (data 57.42% Households still throw away waste, the liquid goes into sewers, ditches, and rivers.)	
	Lerak Heritage of ancestors	
About issues environment	Do you know? The average household in Indonesia consumes 18 tons of detergent per year.	

About Solutions Lerak Products Demibumi, Launching (restock) products with variants new information, and lifestyle	Winter in a tropical country? (soap waste and detergent cover the river)	May
	Caring for the environment is not just about replacing plastic straws (soap waste and detergents play a role in polluting the environment)	
	Dangerous little guy! (microplastic), (fill: did you know that every day humans can potentially ingest 5 grams of microplastics every week!), slide: 50 microplastics per 100 liters of water along the Brantas River	
	(Motivation) What you throw away will return to your dining table.	
	Can you still use soap SLS/SLES?	
	It's natural time (product photo),	
	Photo of Lerak all-purpose washing soap product For Earth's sake	
	Photo of Lerak soap and shampoo products for Earth's sake	
	"Don't use plastic, courier!"	
	Video unboxing of Demibumi Lerak products	
	Shop now at (information e-commerce and stockist)	
	(motivation post) preserve it, starting from Home, trailer IG reels and stories	
	VIDEO Campaign	
	(motivation post) Be Part of the Solution, not a pollution	
	2.4 kg lerak vs 360 sachet detergent	
	(Earth Day greetings)	
	Happy Earth Day	
	Let's make our first move for future batters!	
	(graphic design) "Natural"	
	The third photo of Demibumi lerak products (soapnut, shampoo, laundry soap), slide: Why soap Demibumi?	
	Feel The Nature (slides of product photos at natural)	
	Video Tutorial: Lerak fruit becomes soap	
	Practical laundry using laundry detergent! (Laundry praktis pakai lerak!)	
	A lot of foam doesn't necessarily mean it's clean (Banyak busa belum tentu bersih)	
	Don't just use a sponge instead of a Loofah! (Jangan pakai spons ganti Loofah aja!)	
	Jalan-jalan bawa Sabun lerak! Cakeep.. (Convenient product visuals to carry)	
Challenge	Mini Games (fill in the letters): What compounds are contained in fruit Lerak that can produce fruit?	June
	Sustainable Action Story Challenge	
	#PakaiLerak (story announcement) - -	
	Share your photos/videos with the product Demibumi lerak soap captioned interesting, or share your photos/videos to make liquid lerak each version.	
Closing	Post Campaign	June
	Exhibition Documentation	
	Testimonial: Consumer experience	
	Testimonial: Consumer experience	
	Merchandise	
	Thank-you note	

4) Prototype: Content Visualization Process

In implementing the design theme "Eco-Friendly Living Starts at Home" for Demibumi's social media marketing campaign of its *lerak* product, both visual and content approaches must effectively represent the idea that an environmentally friendly lifestyle can begin with simple actions at home. This campaign focuses on creating visuals and narratives that inspire audiences to make small yet meaningful changes through the use of natural and sustainable products such as *lerak*. The content strategy is implemented through three key approaches:

- **Educational and Practical Content:** Content should be informative and actionable, providing practical guides on how to adopt eco-friendly habits at home. Content formats may include infographics, tip-based carousel posts, and tutorial videos explaining the benefits of *lerak* as a natural alternative to chemical detergents. The goal is to enhance consumer understanding while making it easier for them to adopt more sustainable behaviors.
- **Customer Testimonials and Stories:** Featuring real-life experiences from consumers who have used Lerak is essential for building social proof. This content may take the form of photos accompanied by personal narratives that illustrate the positive impacts felt in daily life. Such presentations reinforce the campaign's message that anyone can begin making sustainable changes at home, making the Lerak product more relatable and trustworthy.
- **Interactive Challenges:** Audience engagement is encouraged through interactive campaigns such as the #PakaiLerak hashtag challenge, which invites users to share small sustainable changes they've made at home. Content can include photos or videos showcasing how Demibumi's products are used as part of their eco-friendly routines, see Fig. 4 (a) and Fig. 4 (b).



Fig. 4. (a) Several posts on Facebook and Instagram, (b) Lerak product educational videos on YouTube, which are also connected to Facebook and Instagram

5) Testing

The testing phase of this study was conducted to measure the effectiveness of social media marketing content designed using the design thinking approach. The objective was to evaluate the extent to which the content could enhance audience awareness and engagement with Demibumi's *lerak* product. The testing was carried out by publishing content on social media platforms (Instagram and Facebook) over a specific time period and analyzing engagement metrics such as the number of views, likes, comments, shares, and the increase in follower count. Social media possesses a powerful capacity to facilitate direct interaction and foster emotional engagement with customers, which ultimately contributes to brand loyalty [20]. Additionally, validation testing was conducted through a questionnaire-based survey administered to a

target group of potential audiences who had interacted with the content. Respondents were asked to evaluate various aspects, including visual appeal, message clarity, attractiveness, and their level of understanding regarding the benefits of *lerak* after viewing the content. Consistent visual content on social media can strengthen brand perception and increase purchase intent, particularly on platforms like Instagram[21]. Moreover, highlights that content designed to be both informative and entertaining not only captures audience attention but also effectively cultivates a loyal digital community [22]. This validation process aimed to ensure that the content design was not only aesthetically appealing but also effective in communicating the core values and messages of the Demibumi brand. The testing phase involved the publication of three main types of content on Demibumi’s Instagram and Facebook platforms: (1) educational content, (2) user testimonials, and (3) interactive content under the hashtag #PakaiLerak. The content was uploaded over a 14-day period, with each content type posted twice. The testing results indicated a significant increase in audience engagement (Table 3).

Table 3. Test Results

Content Type	Analysis Result
Educational Content	Average views: 1,200
	Engagement rate: 5.8%
	Dominant comments: questions about how to use soap nuts
User Testimonials	Average views: 1,650
	Engagement rate: 7.2%
	Dominant comments: appreciation and similar experiences from the audience
Interactive Content	Average views: 2,100
	Engagement rate: 9.4%
	Number of participants: 19 accounts reposted with the hashtag

The highest level of interaction was observed in a carousel post titled “Simple Ways to Start Eco-Friendly Living at Home,” which featured practical steps for using *lerak*. In addition, it was found that the majority of the audience responded with questions about how to use *lerak* and its benefits. This indicates that the educational content successfully stimulated curiosity and created opportunities for two-way dialogue between the brand and its audience. There was also an increase in the number of saved posts and shares, suggesting that the content was perceived as useful and worth disseminating. The testing results also revealed that testimonial content received an average of 1,650 views with an engagement rate of 7.2%, higher than the educational content. Positive responses appeared in the form of comments expressing curiosity, encouragement, and the sharing of similar experiences by other consumers. The main appeal of this content lies in its emotional dimension and the authenticity of the stories. By featuring real consumers and personal narratives, audiences felt more emotionally connected and could more easily imagine themselves using the product. This emotional resonance served as a key factor in building trust and extending the campaign’s message reach. During the testing period, the interactive content recorded the highest average number of views, totaling 2,100, with an engagement rate of 9.4%. A total of 19 accounts actively participated in the campaign by uploading their own content using the designated hashtag. The most attention-grabbing post was a short video of a housewife demonstrating the use of *lerak* in her daily laundry routine. Validation testing was also conducted through an online survey involving 40 respondents who represented Demibumi’s potential target audience—individuals who are active on social media and have an interest in *lerak* and other eco-friendly products. The survey was administered via a Google Form questionnaire consisting of both closed- and open-ended questions. The survey instrument included five key indicators: (1) the level of understanding of the content, (2) visual and narrative appeal, (3) relevance to personal needs and interests, (4) the likelihood of trying the product after viewing the content, and (5) the level of engagement or participation in interactive content. The validation results indicated the following:

- 87.5% of respondents stated that educational content helped them better understand the benefits and usage of *lerak*.
- 80% expressed interest in trying the product after viewing user testimonials.
- 92% reported feeling more motivated to participate in interactive campaigns such as the #PakaiLerak challenge;

- 75% considered the visual presentation of the content appealing and aligned with the eco-friendly theme;
- 82.5% felt that the content aligned with their daily needs and personal interests.

These findings demonstrate that the developed content is not only informative but also effective in building emotional connection and audience engagement. The validation results serve as a critical foundation for refining content strategies and reinforcing the positioning of Demibumi's *lerak* as a relevant and inspiring natural cleaning solution for today's sustainable lifestyle.

4. Conclusion

This study demonstrates that optimizing social media marketing content can significantly enhance audience awareness and engagement with Lerak as a natural and eco-friendly cleaning product. Using a design thinking approach, the content strategy was developed in a structured manner—beginning with problem identification, audience needs assessment, idea generation, prototyping, and followed by testing and validation. The implementation results show that educational content effectively improved consumer understanding of Lerak's benefits, testimonial content successfully built trust through real user experiences, and interactive content encouraged active audience participation. Validation testing involving 40 respondents indicated that over 80% of the audience found the content helpful, expressed interest in trying the product, and felt motivated to participate in the eco-friendly campaign. Overall, this study concludes that a combination of educational, emotional, and participatory content is an effective strategy for building strong brand communication on social media. This approach not only increases awareness and engagement but also strengthens the positioning of Demibumi's *lerak* as a relevant choice in promoting a sustainable lifestyle. The findings of this study may serve as a reference for developing digital content strategies for other environmentally friendly products.

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- Author contribution** : ASCREIC; Research idea, analyzed the data, and wrote the article; AKN, RIA; made a content plan for social media, and created the design.
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- Additional information** : No additional information is available for this paper.

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