

THE INFLUENCE OF VISUAL GRAPHIC DESIGN AND PROMOTIONAL MEDIA ON CONSUMER BUYING INTEREST IN *JANJI JIWA* COFFEE PRODUCTS

(CASE STUDY: *JANJI JIWA* COFFEE SHOP, HARAPAN INDAH TRANSERA,
TARUMAJAYA DISTRICT, BEKASI)

Triantoro Eko Saputro¹, Bungaran Saing², Dian Sudiantini³

^{1,2,3}Universitas Bhayangkara Jakarta Raya, Bekasi, Indonesia

¹triantoroekosaputro50@gmail.com

Abstract

Along with the development of the era and technology, graphic design is now not only an ordinary digital art tool, but can also be a tool to create a promotion for a company's products, this is proven by the many companies that pay or recruit a designer to work as a maker of advertising materials for the company's products and help companies to make it easier to market their products, namely by designing their products to be more attractive, and also designing their social media to be attractive to consumers and to arouse consumer interest in buying, as well as being a means for companies to promote, communicate, and inform their products, in this study the author uses a descriptive correlational quantitative method with a data collection method through observation either directly by buying the product, or interviews using questionnaires, and conducting validity tests on the product by distributing questionnaires, which are expected to have significant results in influencing consumer interest in buying *Janji Jiwa* products, which is due to the availability of information about *Janji Jiwa* products, after conducting research, it can be concluded that the visual graphic design variable has a significant effect on promotional media, and advertising graphic design has a significant effect on influencing consumer interest in buying *Janji Jiwa* coffee products, due to information from *Janji Jiwa* coffee products.

Keywords: Communication, Visual Graphic Design, Promotional Media, Consumer Buying Interest.

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INTRODUCTION

The theme of purchase interest is not new, defining purchase interest as the tendency of respondents to take action before a purchase decision is actually made. In this context, consumer purchase interest is the stage where consumers begin to form choices and finally, consumers will make purchases of the alternatives they like the most, after going through a variety of consideration processes. Meanwhile, Arum Wahyuni Purbohastuti, Asmi Ayuning Hidayah (2020) stated that purchase interest arises after going through an alternative evaluation process. From the various definitions above, it can be concluded that purchase interest reflects consumer behavior that shows the extent of their commitment to making a purchase after going through an overall alternative evaluation, it can be stated that purchase interest arises as a result of information obtained about the product, starting from quality,

name, price, taste, to various other information that guides consumers in making decisions to buy the product (Mahendra, 2021). One aspect that also influences consumer interest and desire to buy a product is communication. Although communication is not a new concept, a deeper understanding of it can be achieved through a visual communication approach that is associated with the concept of "interculture". The success of communication depends on attention to a number of factors, namely the source, message, channel, and receiver. In other words, these factors greatly determine the success of conveying information from the source to the recipient, namely communication skills, attitudes, knowledge, social systems and culture. (Natadjaja et al., 2022).

However, along with the advancement of time and technology, the way humans communicate has changed into a more modern form. Today's communication can not only be verbal, but also in non-verbal form, through social media and various other digital platforms. In the context of advertising, interactions between business actors and consumers can now be done directly or with the help of digital technology, such as social media and e-commerce sites such as Shopee, Tokopedia, and other similar platforms. All of these elements are interconnected and form a whole, where graphic design plays an important role as a means of communication, both in online and offline promotions. Graphic design not only functions as a digital art tool, but can also be a tool for advertising company, business, or organization products, and can also improve the quality of the brand itself, both in terms of advertising and the products offered. The definition of advertising graphic design refers to a visual format that utilizes visual media to convey information, messages, or promotions for a product as effectively as possible. This applies to both social media and e-commerce platforms such as Shopee and Tokopedia.



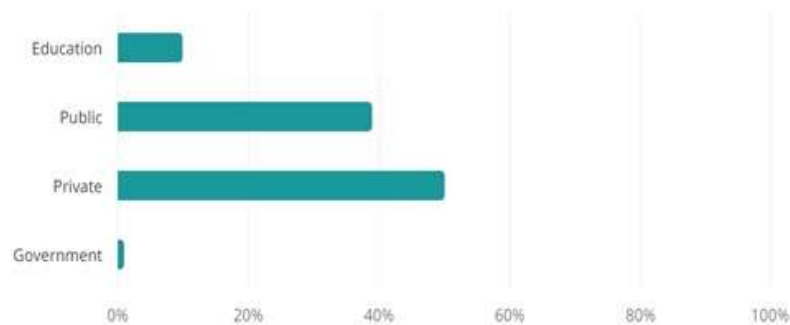
Picture 1. Number of e-commerce users in Indonesia by 2023
Data source: *goodstats*

According to (Widiana, 2022), graphic design is a communication process that uses visual elements such as typography, because typography is considered an image because typography itself is often referred to as an image to explain or tell us about the meaning or information of the results or work that we create.

Because graphic design can also be described as a creative process, a visual design method, or a method of designing images based on the concept of the resulting idea, Graphic design requires not only the skills of a graphic designer, but also the ability to create visual designs for promotion, including typography, illustrations, photography, logos, and colors. Over time, graphic design has evolved rapidly into more than just a digital art tool, now graphic design plays an important role in promoting products on various platforms, both online and offline. In cyberspace, such as social media, Instagram functions as a platform for distributing

pamphlets, while e-commerce such as Shopee, Lazada, and Tokopedia also utilize graphic design to attract consumer attention. On the other hand, offline marketing is done by putting up banners, giving brochures, and putting up banners.

Attractive and informative graphic design not only provides an overview of the price and name of the product, but also includes product images and other important information. This is all aimed at making it easier to find and choose the products desired by consumers. This is evidenced by the many companies that use the expertise of graphic designers as a tool to promote products from their companies, as advertising media such as posters, pamphlets, brochures, banners, or banners, this is an example of where the role of visual graphic design in advertising is important and the information contained in the graphic design elements can persuade or guide consumers to buy a product that is influenced by the price, product name and other information contained in the elements of the visual graphic design advertising media.



Picture 2. Graphic Designer Job Sectors
Data Source: *Colorlib.com*

- 50% of graphic designers work in the private sector
- 39% of graphic designers work in the public sector
- 10% of graphic designers work in the education sector
- 1% of graphic designers work in the government sector.

Data on the Most Restaurants and Coffee Shops in Indonesia

Janji Jiwa Coffee has become a coffee brand with the largest number of outlets in Indonesia because it has several factors that influence sales of the *Janji Jiwa* product brand itself, both in terms of taste, product design, promotional media used, and the logo used, in this case revealed in a report published by the United States Department of Agriculture (USDA) entitled Indonesia: Food Service - Hotel Restaurant Institutional, October 2023 edition. Based on data collected from Euromonitor, USDA noted that in 2022, the number of *Janji Jiwa* Coffee outlets reached 1,100 units.



Picture 3. Restaurants with the most outlets in Indonesia 2022
Data Source: *data.goodstats.id*

LITERATURE REVIEW**Definition of Marketing Management**

(Agnes Jevi Rialitas, Nur Aeni, 2023) Marketing management is a process designed to facilitate the implementation of marketing quickly and accurately. The role of marketing management is very important in helping to prepare marketing program plans at every level. Here are some marketing strategies that can be applied. The marketing strategies that can be used are as follows:

Marketing strategy

In implementing a plan or strategy, fundamental aspects including marketing aspects are very important to support the achievement of the goals of the plan or strategy. The fundamental aspects in the marketing process or marketing activities called 7P, include: price, product, place, promotion, people, process, and physical evidence. The explanation is as follows.

- a. Product
- b. Price
- c. Place
- d. Promotion
- e. People
- f. Process
- g. Physical Evidence.

Understanding Purchase Interest

(Rofiyta Miladiyah & Neng Siti Komariah, 2023) Purchase interest is how much someone tends to take action before making a definitive purchase decision. Durianto and his colleagues explained that purchase interest is related to the consumer's desire to obtain a particular product, as well as the number of product units desired within a certain period of time (Amelia, 2017). Repeat purchases often arise because of customer loyalty, which leads to repeat transactions. The interest in buying again is closely related to the level of customer satisfaction; if customers are not satisfied, they are less likely to make purchases in the future. Kamilah (2017) explained that interest is a feeling that causes a person's attention to focus on a particular object, and is closely related to cognitive, affective, and motor elements and is a source of motivation to take the desired action. On the other hand, according to Kotler, Bowen, and Makens (2014), purchase interest arises after the evaluation process of existing alternatives. There are four indicators that influence purchase intention (Kurniawati et al., 2022) as follows:

- 1) Attention. There is significant interest from customers in a product or service.
- 2) Interest. Shows a focus of attention and a feeling of pleasure.
- 3) Desire. There is an urge to want to own.
- 4) Conviction. There is a person's self-confidence regarding the quality, usefulness, and benefits of the goods to be purchased.

Understanding visual graphic design

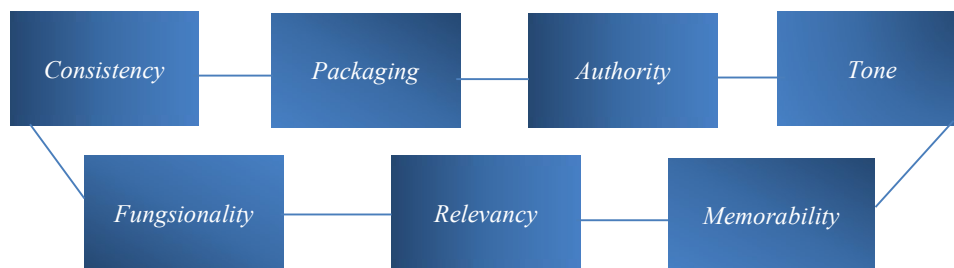
(Widiana, 2022) Visual graphic design is a form of communication that uses images to convey information and messages in the most effective way. In the world of graphic design, text is considered a visual element, because it often functions as a symbol that explains the content of the work created. The term graphic design includes not only the process of creation and design methods, both based on concepts or following technical procedures, but also the final product it produces. Graphic design is also related to the designer's abilities and visual skills which include the selection of typography, illustration, photography, logo layout, and color.

Visual graphic design is also closely related to design because design itself is the process of creating a work that involves the application of scientific disciplines, one of which is the discipline of graphic design. Graphic design itself is a form of visual communication that utilizes image elements and typography to convey information or messages in the most effective way. In this context, text is considered a visual element because it is a mixture of symbols that can be spoken. The application of graphic design can be found in various fields, both in communication design and fine arts. Like other types of design, the term "graphic design" can refer to the process of creating and designing methods for the products obtained (Widiana, 2022). Graphic design has a very important role in promoting a company's products and services.

Every organization uses graphic design to provide customers with information about the goods and services they provide. Currently, the demand for graphic design in the business environment is increasing and relevant. This can be seen from the number of businesses and companies that utilize the skills of graphic designers to produce effective advertising materials, the need for design for promotional purposes is also increasingly common among businesses. Therefore, graphic designers need to continue to develop themselves and create products that are attractive to a wide audience. Examples of promotional media such as posters, brochures, and booklets show how significant the role of advertising graphic design is in the world of advertising.

The graphic design explanation taken from an international journal entitled "Aesthetic Elements in Graphic Design and their Role in Contemporary Advertising" from the University of Baghdad - College of Fine Arts - Department of Design - graphical states. "Graphic design: The important role in testing many ideas related to the instability of meaning and language in visual work, with the aim of benefiting from them in giving another dimension to the meaning and giving recipients an opportunity to think about deriving meaning through graphic design, is the creative process that is based on the visual representation of ideas as visual information, By creating various virtual models (designs) in different ways, to convey a communicative message".

which means "The role of graphic design has an important significance in testing various ideas related to the instability of meaning and language in visual works with the aim of benefiting from them in giving another dimension to the meaning and giving recipients an opportunity to think about deriving meaning through graphic design, is a creative process that is based on the visual representation of ideas as visual information, By creating various virtual models (designs) in different ways, to convey a communicative message". (Salim & Ahmed, 2022), In marketing communications, there are seven important factors that are influenced by graphic design, including:



Picture 4. Faktor yang dipengaruhi oleh design grafis
Data Source: Processed 2025

1. Function - Graphic design is designed by considering the needs and functions that will be used by the company or organization.
2. Consistency - Is one of the important elements in graphic design, because this design is applied through various marketing channels. The suitability of graphic design with all marketing materials has a significant role
3. Packaging - The use of graphic design on packaging and other print media can effectively display the existence of the product to consumers.
4. Easy to remember - Designs that are easy for consumers to remember, such as logos, can create an impression of luxury in the company's identity. This makes it easier for consumers to remember it better.
5. Authority - If graphic design is done without sacrificing quality, it forms the foundation for persuasive communication, helping the company portray itself as an authority in that market segment.
6. Tone (color) - Various forms of marketing communication, from professional to fun or serious, can be realized through graphic design, for example, color, because graphic design, for example, color, has the ability to present products or services with dual characteristics or highlight the uniqueness, functionality of the product. Thus, graphic design can greatly accommodate the needs of customer and product orientation.
7. Relevance - Is one of the critical aspects that can be achieved through graphic design. If adequate attention is not given to graphic design, it can distract customers from the marketing message that the company wants to convey. The influence that graphic design can have on customer perception can significantly (directly) increase consumer interest in making transactions because of the information contained in the visual design.

Definition of Promotional Media

Promotional media is a method used by marketers to convey information and influence others to make transactions or exchange products, be it goods or services provided. A specific collection of promotional techniques used for a particular product or group of products is called a promotional mix. The elements in the promotional mix consist of 5 main components referred to from (Nafisah & Santoso, 2022), namely:

- a. (advertising)
- b. (Publicity)
- c. (Public Relation)
- d. (Sales Promotion)
- e. (Direct Marketing)

RESEARCH METHODOLOGY DESIGN

In the online book entitled "Nutrition Research Methodology" (2023), the design of the research methodology is described as a neat and orderly arrangement of work, covering complete relations between variables, with the aim that the research results can provide answers to various research questions. This design includes every step that will be carried out by the researcher, from formulating hypotheses to implementing them practically and then analyzing data in the final phase. The approach taken in this study is quantitative, while the type of method chosen is correlational quantitative research. The correlational method is one type of quantitative research method used in evaluation activities. This method aims to determine the extent to which changes in one variable are related to changes in one or more other variables, which can be analyzed through the correlation coefficient. Quantitative research with a correlational approach aims to identify the level of relationship between the differences that occur in a variable with the variations in other variables, based on the correlation coefficient value. In this study, the variables used are as follows.

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1. Independent variable (free), Independent variable is a factor that we change or adjust in a study to see if it can affect something else (Dependent variable)
2. Dependent variable (bound) is the result or effect that we observe in a study, to see if it is affected by something (Independent Variable).

Research Stages

Research stages are systematic steps taken to compile, carry out, and complete a research, research stages consist of:

1. Planning Stage

At this stage, the author determines the research title, identifies existing issues, selects relevant literature for this research, formulates hypotheses, and plans and prepares the research.

2. Implementation Stage

The implementation stage is the step of implementing or executing a plan that has been designed in a project, program, or research. In the world of research, the implementation stage refers to the implementation of research methods that have been created, such as collecting data through interviews or surveys. In this study, the author will collect theories from experts as a reference when designing surveys and conducting initial research during the implementation stage. Furthermore, the researcher will distribute questionnaires to predetermined samples.

3. Writing Stages

In the final stage of writing, the researcher will calculate the results of the questionnaire using the statistical analysis method using the *SPSS 25* platform, in order to determine the significance of the independent variables on the dependent variables.

Data Types

In this study, the author uses 2 types of data, namely primary data to provide the most updated data and also secondary data obtained from various sources such as books, reports, journals and all information related to the influence of graphic design elements of advertising, promotional media on consumer purchasing interest. The type of data used in this study is primary data, namely data that has just been processed after completing the questionnaire answers obtained directly from respondents who have been determined by the Slovin formula, namely 75 respondents. The object of this study is the *Janji Jiwa* shop located on Jl. Pusaka Rakyat, Kec. Tarumajaya, Kab. Bekasi, West Java.

Data Sources

The data sources used in this study come from primary data and secondary data. For secondary data, information is obtained through a literature review. Meanwhile, primary data in this study were collected through direct observation and interviews conducted both online and offline using questionnaires distributed to respondents.

Sampling Method

In this study, the sampling method applied is probability sampling with a simple random sampling purposive type. The total respondents used as samples were set at 75 individuals, which was determined by the Slovin formula. This study uses an exploratory approach, and data collection techniques are carried out through interviews using questionnaires. The purpose of this data collection is to understand the relationship between the variables analyzed in the

methodology section of this study, in order to determine the relationship between variables, in this research logic method consists of 3 variables (Advertising graphic design X1, Promotional Media X2, Consumer buying interest in *Janji Jiwa* products Y1).

The researcher applies data collection techniques by conducting direct observations and collecting feedback from customers who have purchased *Janji Jiwa* products. Information is obtained through observation, distribution of questionnaires, and interviews conducted online using questionnaires prepared by the author. The sampling method used in this study is probability sampling with a random sampling method, because it provides equal opportunities for each individual in the population or part of them to be selected as an example. With this method, it is expected that the examples obtained can accurately reflect the population.

Measurement scale

In the measurement carried out, a Likert scale was used. According to (Oktaviani, n.d., 2022.) The Likert Scale is a tool used to assess the attitudes, views, and perceptions of individuals or groups related to an event or social phenomenon. The measurement process involves presenting a statement to respondents, who are then asked to choose from four or five answer options, each of which has a different value. To determine the number of samples, we followed the guidelines from Sugiyono (2017), where descriptive statistical analysis is a method applied to analyze data by describing or presenting the data that has been collected as it is. This method does not aim to draw general conclusions or make generalizations.

Table 1. measurement scale (Likert Scale)

Answer	Score
Strongly Disagree	1
Disagree	2
Somewhat Disagree	3
Agree	4
Strongly Agree	5

Research Instrument Testing

Research instrument testing is a systematic process for describing, interpreting, and processing data so that valuable conclusions can be drawn.

- **Validity Test**

Validity testing is a procedure that aims to determine whether a measuring instrument, in this case a questionnaire, can be considered valid or not. The questionnaire contains a series of statements that must be able to accurately describe what is to be measured. For example, if we want to assess the influence of visual graphic design and promotional media on consumer purchasing interest, then the questionnaire must contain five questions that accurately reflect the influence of graphic design and promotional media on purchasing interest. In the validity measurement test, there are two types of approaches that can be used. First, we can measure the relationship between the score of each question item and the total overall score. Second, we can correlate each indicator score with the total score of the existing construct. This approach helps ensure that the questionnaire used is truly relevant and efficient in revealing the desired information (Janna & Herianto, 2021). The significance test is carried out by analyzing the calculated significance value and then comparing it with the significance threshold on the indicator. If the calculated significance value exceeds the indicator's significance limit, it can be concluded that each indicator of the question is invalid. On the other hand, if the calculated significance value is below the indicator's significance value, then

it can be stated that the indicator is valid. This calculation will be done using SPSS 25 software to determine or find which variable items are valid and invalid, with the following validity test criteria assessment:

- a. If $r \text{ count} > 0.05$ (5%) then it can be said that the variable is invalid, then
- b. If $r \text{ count} < 0.05$ (5%) then it can be said that the variable is declared valid.

• Reliability Test

(Janna & Herianto, 2021) Reliability is a measure that shows the extent to which a measuring instrument can be relied on and trusted. Therefore, reliability testing is useful for measuring the consistency of the instrument, namely whether the instrument provides uniform results when measurements are taken repeatedly. A measuring instrument is considered reliable if it can produce the same results even if measured several times. Before carrying out reliability testing, validity testing is usually carried out first. This is very important because the data to be measured must be valid before proceeding to the reliability testing stage. If the data taken is not valid, then reliability testing does not need to be carried out. The criteria for reliability testing are as follows:

- a. If the reliability coefficient value is > 0.7 , then the instrument has good reliability or in other words the instrument is reliable or trustworthy.
- b. If the reliability coefficient value is < 0.7 , then the instrument being tested is not reliable, just like (Handayani, 2020), stating the reliability assessment criteria are as follows:

Table 2. Reliability Level Assessment Criteria

Interval	Reliability Level
0,00 - 0,20	Very Unreliable
0,20 - 0,40	Not Reliable
0,40 - 0,60	Quite Reliable
0,60 - 0,80	Reliabel
0,80 - 1,00	Very Reliable

Source: (Handayani, 2020)

• Test the Coefficient of Determination (R^2)

The Determination Coefficient is used to measure how much impact the independent variable has on the dependent variable. This coefficient is used to evaluate the influence of the variables Visual Graphic Design, Promotional Media, and consumer purchasing interest on *Janji Jiwa* coffee products using the determination coefficient R^2 . If the r value approaches -1 or 1, it can be concluded that there is no strong relationship between the independent variable and the dependent variable. To obtain the determination coefficient, the following formula can be used:

$$Kd = r^2 \times 100\%$$

- Information:

Kd = Coefficient of Determination

r^2 = Correlation Coefficient Value.

- **Classical Assumption Test**

The Assumption Test aims to ensure that the regression equation obtained has stability and consistency. Classical assumption testing is carried out before the implementation of multiple linear regression, and involves normality tests, multicollinearity tests, and heteroscedasticity tests. The following are the objectives of each normality test, multicollinearity test, and heteroscedasticity test:

- **Normality Test**

The normality test was carried out on the regression model to determine whether the residual value was normally distributed or not with Cronbach alpha, alpha, for a significance level of $\alpha = 5\%$ or 0.05. (Asfihan, 2021). The method used in the normality test in this study was the Monte Carlo normality test method, because the sample was less than 100.

- **Multicollinearity Test**

Multicollinearity test is conducted to evaluate whether there is a relationship between the dependent variable and the independent variable in the regression model. One way to improve the model is to remove variables from the regression. (Handayani, 2020)

1. If the VIF value > 10 or if the tolerance value < 0.1 then multicollinearity occurs.
2. If the VIF value < 10 or if the tolerance value > 0.1 then multicollinearity does not occur.

In an ideal regression model, there should be no correlation between independent variables or multicollinearity.

- **Heteroscedasticity Test**

The heteroscedasticity test aims to check whether there is equality of variance in the residuals of the observations obtained. A regression model is considered good if it is free from heteroscedasticity problems. The method to detect it is through the glejser test, which is carried out by regressing the absolute value of the residual against all independent variables. (Handayani, 2020).

1. If the significant value of the independent variable < 0.05 then Heteroscedasticity occurs.
2. If the significant value of the independent variable > 0.05 then Heteroscedasticity does not occur.

In addition to the glejser test, researchers also use the scatterplot heteroscedasticity test so that there is no doubt in testing heteroscedasticity, with the scatterplot test criteria by looking at the data distribution pattern whether the data distribution is above and below the number 0, or only spread above or below the number 0.

- **Multiple Linear Regression Test**

Regression testing is carried out not only to assess the impact of the independent variable on the dependent variable, but also to show the direction of the influence of the variable, using the following formula:

$$Y = a + b_1X_1 + b_2X_2 + e$$

- Where:

- Y = Consumer Purchase Interest
- a = Constant, the value of Y is a, when $X = 0$
- b_1, b_2 = Coefficient of each variable
- X_1 = Visual Graphic Design Variables
- X_2 = Promotion Media Variables
- e = Standard error of estimate.

• Hypothesis Testing

T-test (Partial testing)

The T-test tests the regression coefficient partially. This test is conducted to determine the significance of the partial role between the independent variables on the dependent variable by assuming that other independent variables are considered constant. The t-test of the results of this calculation is then compared with the t table using an error rate of 0.05. The conditions for accepting or rejecting the hypothesis are as follows:

- a. If the significance value of $t < 0.05$ then H1 Visual Graphic Design, Promotional Media, is Suspected of Having a Positive Influence on Consumer Purchase Interest, H2 Graphic Design Elements in promotional media are Suspected of having a positive and significant influence on purchasing decisions, H3 It is suspected that the influence of visual graphic design elements on consumer purchase interest has a positive and significant influence on consumer purchase interest for *Janji Jiwa* coffee products is accepted, this means that there is a significant partial influence between the variables Visual Graphic Design, Promotional Media, on Consumer Purchase Interest for *Janji Jiwa* coffee products.
- b. If the significance value $t > 0.05$ then H1 Visual Graphic Design, Promotional Media, Has a Positive Influence on Consumer Purchase Interest H2 Visual Graphic Design elements in promotional media have a positive and significant influence on purchasing decisions H3 The influence of advertising graphic design elements on consumer purchase interest has a positive and significant influence on consumer purchase interest of *Janji Jiwa* coffee products is rejected, this means that there is no significant partial influence between the variables Visual Graphic Design, Promotional Media, Consumer Purchase Interest of *Janji Jiwa* Products.

F test (Simultaneous testing)

The F test is used to evaluate whether a number of independent variables collectively affect the dependent variable, by meeting several criteria as follows:

Significance level $\alpha < 0.05$

- H1 is rejected if $F_{count} > F_{table}$
- H1 is accepted if $F_{count} < F_{table}$.

RESULTS AND DISCUSSION

Table 3. Respondent Characteristics Based on Age

No	Age	Amount	Percent
1	17 - 22	32	56,8%
2	23 - 26	36	23%
3	27 - 31	7	14%
Amount		75	93,8%

Source: Processed 2025

Based on Table 3, from 75 respondents, it was found that respondents who knew or were aware of *Janji Jiwa* coffee products and knew graphic design were 32 people with an age range of 17-22 years with a percentage of 56.8%, 23-26 years as many as 36 people with a percentage of 23%, and 27-31 years as many as 7 people with a percentage of 14%.

Validity Test Results

Table 4. Correlation Validity Test

Correlations				
		Visual Graphic Design	Media Promotion	Consumer Buying Interest
Visual Graphic Design	Pearson Correlation	1	.419**	.229*
	Sig. (2-tailed)		.000	.048
	N	75	75	75
Media Promotion	Pearson Correlation	.419**	1	.357**
	Sig. (2-tailed)	.000		.002
	N	75	75	75

Source: Primary Data Processed Using SPSS 25

Based on the Pearson correlation test of 75 respondents, a significant relationship was found between the variables of Visual Graphic Design, Promotional Media, and Consumer Purchase Interest of *Janji Jiwa* Coffee Products. Referring to the formulation of the second point of the problem, namely Is there an influence between the advertising graphic design on banners and pamphlets for promotional media for *Janji Jiwa* coffee products in increasing consumer purchase interest in *Janji Jiwa* coffee products?, the results of the analysis show that both variables do have a significant contribution. Visual graphic design and promotional media have been shown to have a positive effect on consumer purchase interest, as indicated by the Pearson coefficient value of 0.419 and a significance of $p = 0.000$ ($p < 0.05$) so that it can answer Hypothesis H2: It is suspected that there is a positive and significant influence between Visual Graphic Design and Promotional Media on Consumer Purchase Interest of *Janji Jiwa* Products, and supports previous research (Nurhanifah & Priyadi, 2021) The results of the study showed that the creation of Digital E-Commerce catalog promotional media on Instagram using the Canva application to attract consumer purchase interest in Srikandi Malang chips has a significant effect on Purchasing Decisions.

Table 5. Correlation Validity Test

Media Promotion	Pearson Correlation	.419**	1	.357**
	Sig. (2-tailed)	.000		.002
	N	75	75	75
Consumer Buying Interest	Pearson Correlation	.229*	.357**	1
	Sig. (2-tailed)	.048	.002	
	N	75	75	75

Source: Primary Data Processed Using SPSS 25

Meanwhile, the relationship between promotional media and consumer purchasing interest is recorded as very strong with a Pearson value of 0.229 with a significance level of $p = 0.048$ $p < 0.05$, This indicates that there is a low but still statistically significant positive correlation between promotional media and Consumer Purchase Interest, Although the influence is not too strong, an attractive graphic design display can still have an impact on consumer interest in buying *Janji Jiwa* products. These results can answer the formulation of the problem, Is there an influence of visual graphic design, promotional media has a positive effect on the sale of *Janji Jiwa* products and increases consumer interest in buying *Janji Jiwa* coffee products?, Although the influence is not too strong, an attractive graphic design display can still have an impact on consumer interest in buying *Janji Jiwa* coffee products.

Table 6. SPSS 25 Correlation Validity Test

Correlations				
		Visual Graphic Design	Media Promotion	Consumer Buying Interest
Visual Graphic Design	Pearson Correlation	1	.419**	.229*
	Sig. (2-tailed)		.000	.048
	N	75	75	75
Media Promotion	Pearson Correlation	.419**	1	.357**
	Sig. (2-tailed)	.000		.002
	N	75	75	75
Consumer Buying Interest	Pearson Correlation	.229*	.357**	1
	Sig. (2-tailed)	.048	.002	
	N	75	75	75
**. Correlation is significant at the 0.01 level (2-tailed).				
*. Correlation is significant at the 0.05 level (2-tailed).				

Source: Primary Data Processed Using SPSS 25

In addition, the correlation between visual graphic design, promotional media is recorded to have a positive correlation of Pearson 0.419 with a significance value of $p = 0.000 < 0.05$, promotional media and purchase interest are in the medium category, which is 0.357 $p = 0.002$ $p < 0.05$. This finding underlines that good visual design can increase consumer interest, although the role of promotional media in influencing purchasing decisions is more dominant. The results of the validity test data above support previous research entitled "The influence of visual marketing on consumers' purchase intention of fast fashion brands in China An exploration based on fsQCA method" author name "Yaqiong Zhang, Shiyu Huang" which states the results From the consumer perspective, the position of "beauty" in the user value chain has increased rapidly Along with the development of industrial design and user experience science, supply, "beauty" has increased dramatically, and consumers are clearly willing to pay for products that match their visual, experiential, and lifestyle ideals.

Reliability Test Results

Table 7. Case Processing Summary Reliability Test

Case Processing Summary			
		N	%
Cases	Valid	75	100.0
	Excluded ^a	0	.0
	Total	75	100.0
a. Listwise deletion based on all variables in the procedure.			

Source: Primary Data Processed Using SPSS 25

- Number of valid respondents: 75 (100%)
- No data was excluded or missing: 0%

This indicates that all data from the 75 participants were used in their entirety in the analysis without any being eliminated.

Table 8. Reliability Statistics Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.839	3

Source: Primary Data Processed 2025 Using SPSS 25

- Cronbach's Alpha = 0.839 > 0.7
- Number of items = 3

The value of $\alpha = 0.839$ indicates a high level of reliability, because the value above 0.8 is classified as reliable with a reliability coefficient > 0.7 and it can be concluded that the data from the 3 variables between advertising graphic design, promotional media, consumer buying interest are stated to be reliable and can be relied on, these results can answer the hypothesis H1: It is suspected that Advertising Graphic Design Has a Positive Influence on Consumer Buying Interest in *Janji Jiwa* Coffee Products.

Table 9. Item-Total Statistics Reliability Test

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Visual Graphic Design	36.28	28.177	.604	.876
Media Promotion	35.89	26.367	.815	.669
Consumer Buying Interest	36.12	27.729	.701	.777

Source: Primary Data Processed 2025 Using SPSS 25

All items show a positive relationship with a total score > 0.7 , indicating that each item makes a significant contribution to the overall scale. The Media Promotion item makes the largest contribution with a correlation value of $0.815 > 0.7$, while Visual Graphic Design shows the lowest contribution with a correlation of $0.604 < 0.7$, which means that the variable is quite reliable, these results can answer the hypothesis. H3: It is suspected that there is a positive and significant influence between Visual Graphic Design and Promotional Media, together influencing consumer buying interest in *Janji Jiwa* Coffee products, and supporting previous research, (Pradana, 2020) Based on the results of the research and discussion that have been described, conclusions can be drawn regarding the relationship and influence of communication design, visual billboards, discount promotions including typography, illustrations, colors, lines, layouts on consumer buying interest in Pizza Hut in Palu City, then the following conclusions can be drawn. There is a positive and significant relationship. with a sufficient or moderate level of relationship between typography, illustrations, colors, lines, layouts on consumer buying interest in Pizza Hut in Palu City.

Results of the R² Determination Coefficient Test

Table 10. Test of Determination Coefficient R² Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.779 ^a	.608	.597	1.820
a. Predictors: (Constant), Media Promotion, Visual Graphic Design.				

Source: Primary Data Processed Using SPSS 25

Based on the results listed in the Model Summary, the coefficient of determination R² was recorded at 0.608. This shows that 60.8% of the changes that occur in the dependent variable can be explained jointly by the two independent variables. On the other hand, the Adjusted R² value of 0.597 Approaching 1, it can be concluded that there is no close relationship between the independent and dependent variables, but the two variables still have a significant influence of 59.7% on the dependent variable of consumer buying interest in *Janji Jiwa* products and can answer Hypothesis H1: It is suspected that Visual Graphic Design Has a Positive Influence on Consumer Buying Interest in *Janji Jiwa* Coffee Products.

- R² Determination Coefficient Formula
 $Kd = 0.597 \times 100\% = 0.597 (59.7\%)$
 Kd = Determination Coefficient
 R² = Correlation Coefficient Value

Results of the Classical Assumption Test Normality Test Results (Monte Carlo)

Table 11. One-sample Kolmogorov-Smirnov Test for Normality

One-Sample Kolmogorov-Smirnov Test					
			Visual Graphic Design	Media Promotion	Consumer Buying Interest
N			75	75	75
Normal Parameters ^{a,b}	Mean		17.93	18.03	17.92
	Std. Deviation		1.473	1.498	1.505
Most Extreme Differences	Absolute		.145	.160	.148
	Positive		.135	.125	.132
	Negative		-.145	-.160	-.148
Test Statistic			.145	.160	.148
Asymp. Sig. (2-tailed)			.001 ^c	.000 ^c	.000 ^c
Monte Carlo Sig. (2-tailed)	Sig.		.076 ^d	.039 ^d	.066 ^d
	99% Confidence Interval	Lower Bound	.069	.034	.060
		Upper Bound	.082	.044	.072
a. Test distribution is Normal.					
b. Calculated from data.					
c. Lilliefors Significance Correction.					
d. Based on 10000 sampled tables with starting seed 1314643744.					

Source: Primary Data Processed Using SPSS 25

Based on the results of the normality test using the Monte Carlo method, the p-value for the Visual Graphic Design and Consumer Purchase Interest variables was 0.076 and 0.066, respectively, which are above the threshold of > 0.05 , so both can be considered normally distributed, the Media Promotion variable shows a p-value of 0.039 which is smaller than 0.05, so statistically it can be concluded that the data distribution is not normal. This is likely due to the influence of other factors in the promotional media, in addition to the visual graphic design aspect, which also influences consumer purchasing decisions for *Janji Jiwa* coffee products.

Multicollinearity Test Results.

Table 12. Multicollinearity Test Coefficients

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Visual Graphic Design	.592	1.688
	Media Promotion	.592	1.688

a. Dependent Variable: Consumer Buying Interest

Source: Primary Data Processed Using SPSS 25

Based on the results of the table above, it shows that the variable has a tolerance value of 0.592 with a VIF of 1.688. If the VIF value is < 10 or if the tolerance value is > 0.1 , then there is no multicollinearity. It can be concluded from the two variables, visual graphic design, promotional media, there is no multicollinearity or there is no linear relationship between the two independent variables, visual graphic design, promotional media, and the dependent variable, consumer interest in buying *Janji Jiwa* coffee products.

Heteroscedasticity Test Results

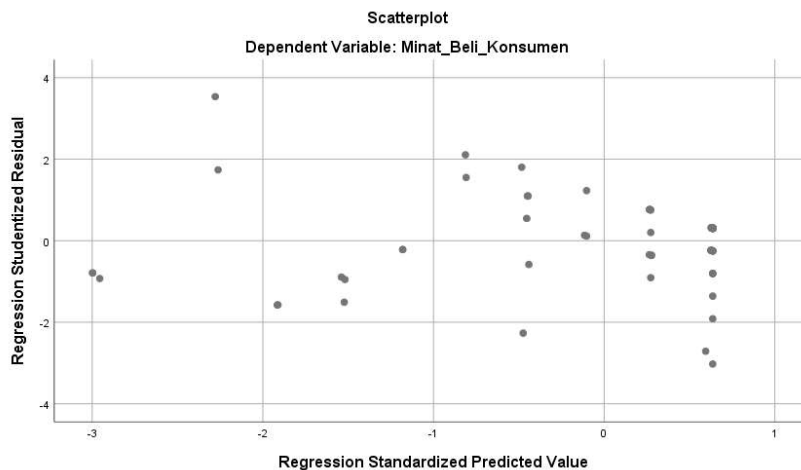
Table 13. Glejser Heteroscedasticity Test

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	3.211	1.484		.034
	Visual Graphic Design	.009	.090	.010	.918
	Media Promotion	.592	.100	.773	.000

a. Dependent Variable: Consumer Buying Interest.

Source: Primary Data Processed Using SPSS 25

Based on the Glejser test table that has been produced using SPSS 25, it is obtained for the visual graphic design variable X1 with a significance value of $0.918 > 0.05$, which can be concluded that the visual graphic design variable X1 does not show symptoms of heteroscedasticity in the dependent variable of consumer purchasing interest Y1, but in the promotional media variable X2, a significance value of $0.000 < 0.05$ is obtained in the Glejser test table above, which can be concluded that the promotional media variable shows symptoms of heteroscedasticity.



Picture 5. Primary Scatterplot Data Processed Using SPSS 25

Based on the scatterplot image produced by SPSS 25 above, the points are spread above and below the number 0 and do not form a pattern, so it can be concluded using the scatterplot heteroscedasticity method that the independent variables between visual graphic design and promotional media do not experience heteroscedasticity in both independent variables.

Multiple Linear Regression Test Results

Table 14. Multiple Linear Regression Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.779 ^a	.608	.597	1.820

a. Predictors: (Constant), Media Promotion, Visual Graphic Design.

Source: Primary Data Processed Using SPSS 25

The R Square model of 0.608 indicates that around 60.8% of changes or variations in Consumer Purchase Interest can be explained through the contribution of Promotional Media and Advertising Graphic Design variables. Meanwhile, the remaining 39.2% is influenced by other factors not included in this research model.

Table 15. Anova Multiple Linear Regression Test

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	369.392	2	184.696	55.745	.000 ^b
	Residual	238.554	72	3.313		
	Total	607.947	74			
a. Dependent Variable: Consumer Buying Interest.						
b. Predictors: (Constant), Media Promotion, Advertising Graphic Design.						

Source: Data Processed Using SPSS 25

Based on the F value of 55.745 and a significance level of 0.000 which is smaller than 0.05, it can be concluded that the regression model used is feasible to predict the variable of Consumer Purchase Interest of *Janji Jiwa* Coffee Products.

Table 16. Multiple Linear Regression Analysis Test Coefficient

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.211	1.484		2.165	.034
	Visual Graphic Design	.009	.090	.010	.103	.918
	Media Promotion	.803	.100	.773	8.060	.000
a. Dependent Variable: Consumer Buying Interest.						

Source: Primary Data Processed Using SPSS 25

Promotional Media variables show a significant influence on Consumer Purchase Interest, as evidenced by a significance value of 0.000 < 0.05. On the other hand, Visual Graphic Design does not provide a significant influence because it has a significance value of 0.918 > 0.05. The multiple linear regression test formula is as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

- Where :

Y = Consumer Purchase Interest

a = Constant, the value of Y is a, when X = 0

b₁, b₂ = Coefficient of each variable

X₁ = Visual Graphic Design Variables

X₂ = Promotion Media Variables

e = Standard error of estimate

$$Y = 3.211 + 0.009 b_1X_1 + 0.803 b_2X_2 + e$$

$$Y = 3.211 + 0.009 (\text{Design Grafis}) + 0.803 (\text{Media Promosi}) + 1.820$$

a (konstanta) 3.211

b₁ (X₁ - Desain Grafis Visual) 0.009

b₂ (X₂ - Media Promosi) 0.803

e (std error of estimate) 1.820

Hypothesis Test Results T-Test Results (Partially)

Table 17. Hypothesis Test, T-Test (Partially)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.211	1.484		2.165	.034
	Visual Graphic Design	.009	.090	.010	.103	.918
	Media Promotion	.803	.100	.773	8.060	.000

a. Dependent Variable: Consumer Buying Interest.

Source: Primary Data Processed Using SPSS 25

The results of the T-test in the SPSS 25 table Promotional Media Variable has a T-value of 8.060 with a significance value of 0.000 which is smaller than 0.05. This shows that partially, Promotional Media has a positive and significant influence on Consumer Purchase Interest, while the results of the independent variable Visual Graphic Design have a T-value of 0.103 with a significance value of 0.918 which is greater than 0.05 which indicates that the visual graphic design element does not have a significant influence on the dependent variable Consumer Purchase Interest of *Janji Jiwa* Coffee Products. The results of the T-test in the SPSS 25 table above also answer Hypothesis H2: It is suspected that there is a positive and significant influence between Visual Graphic Design and Promotional Media on Consumer Purchase Interest of *Janji Jiwa* Coffee Products. However, it is not significant in influencing consumer purchase interest of *Janji Jiwa* coffee products, because there are other variables that influence consumer purchase interest of *Janji Jiwa* coffee products.

F Test Results (Simultaneous)

Table 18. F Test (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	369.392	2	184.696	55.745	.000 ^b
	Residual	238.554	72	3.313		
	Total	607.947	74			

a. Dependent Variable: Consumer Buying Interest

b. Predictors: (Constant), Media Promotion, Visual Graphic Design

Source: Primary Data Processed Using SPSS 25

Since the significance value is 0.000 < 0.05, the F test results show that the Promotional Media and Visual Graphic Design variables simultaneously have a significant effect on Consumer Purchase Interest. The fairly large F value (55.745) indicates a high simultaneous influence between the independent variables on the dependent variable of Consumer Purchase Interest of *Janji Jiwa* Coffee Products. The results in the F Test table above also answer Hypothesis H3: It is suspected that there is a positive and significant influence between Visual Graphic Design and Promotional Media, simultaneously influencing Consumer Purchase Interest of *Janji Jiwa* Coffee Products.

DISCUSSION OF RESULTS

The Influence of Visual Graphic Design on Consumer Purchase Interest of *Janji Jiwa* Coffee Products

Based on the results of the validity test, reliability test, R2 determination coefficient test, classical assumption test, normality test (Monte Carlo), multicollinearity test, heteroscedasticity test, multiple linear regression test, hypothesis test, t test, f test, it can be concluded that visual graphic design has a positive but insignificant effect on consumer purchasing interest in *Janji Jiwa* coffee products, because there are other variables or factors that influence consumer purchasing interest in *Janji Jiwa* coffee products.

The Influence of Promotional Media on Consumer Purchase Interest of *Janji Jiwa* Coffee Products

Based on the results of the validity test, reliability test, R2 determination coefficient test, classical assumption test, normality test (Monte Carlo), multicollinearity test, heteroscedasticity test, multiple linear regression test, hypothesis test, t-test, f-test, it can be concluded that promotional media has a significant effect on consumer purchasing interest in *Janji Jiwa* coffee products, because there are other variables or factors that influence consumer purchasing interest in *Janji Jiwa* coffee products.

The Influence of Visual Graphic Design and Promotional Media on Consumer Purchase Interest of *Janji Jiwa* Coffee Products.

Since the significance value is $0.000 < 0.05$, the F test results show that the Promotional Media and Visual Graphic Design variables simultaneously have a significant effect on Consumer Purchase Interest. The fairly large F value (55.745) indicates a high simultaneous influence between the independent variables on the dependent variable of Consumer Purchase Interest of *Janji Jiwa* Coffee Products. The results in the F Test table above also answer hypothesis H3: It is suspected that there is a positive and significant influence between Visual Graphic Design and Promotional Media, simultaneously influencing Consumer Purchase Interest of *Janji Jiwa* Coffee Products.

SUMMARY OF RESEARCH RESULTS

Conclusion

Based on the data analysis and discussion conducted in this study, it can be concluded that graphic design in advertising has a significant impact on the effectiveness of promotion, but does not directly increase consumer purchasing interest in *Janji Jiwa* coffee products. This shows that although attractive visuals in promotions can strengthen the delivery of information through media, there are other factors outside of visual design that also influence consumer decisions, such as price, taste, product shape, and reviews from other buyers. Therefore, the influence of graphic design is more dominant on the perception of other promotional media compared to direct purchase intentions. In addition, if in this writing or research there are shortcomings or errors, please forgive me, because the author is an ordinary human being who is not free from mistakes and is not a perfect figure, considering that perfection belongs only to God Almighty, Allah SWT. Finally, the author conveys, *wabillahitaufig'wallhidayyah wassalamualaikum' warrahmatullahi wabbaraqatuh*.

Suggestion

For business actors, especially *Janji Jiwa*, it is recommended that they not only focus on the aesthetics of promotional design, but also pay attention to other elements such as product quality, competitive pricing strategies, and direct interaction with customers.

For graphic designers, it is important to understand that attractive visuals need to be accompanied by messages that are relevant and easily accepted by the target audience, and are adjusted to the platform used (social media, print, and so on).

For further researchers, it is better to develop this research by adding other variables that are suspected of having an influence on consumer purchasing interest, such as perception of quality, brand image, or consumer trust in the brand.

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