

# An Analysis of Visual Design Strategies for Instagram Content: Five Monkeys Burger as a Promotional Medium

Syifa Naura Agustina<sup>1)\*</sup>, Arif Fiyanto<sup>2)</sup>

<sup>1,2)</sup>Fine Arts Concentration in Visual Communication Design, Faculty of Language and Arts, Universitas Negeri Semarang, Indonesia

\*Corresponding Author

Email : [yavaagustina11@students.unnes.ac.id](mailto:yavaagustina11@students.unnes.ac.id)

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## ABSTRACT

This study aims to analyze the visual design strategy applied by Five Monkeys Burger in Instagram content as a means of digital promotion aimed at Generation Z. The approach used is qualitative descriptive. Data was collected through online observation of Instagram content in feeds, stories, and reels, accompanied by documentation studies, literature reviews, and questionnaire distribution to 51 respondents aged 18–25 years to support the findings. The data analysis technique uses the Visual Content Analysis technique. The results showed that the visual strategy of Five Monkeys Burger was consistently displayed through the selection of contrasting color palettes, typography, flat design illustrations, and structured layouts. Observations and questionnaires indicate that this visual approach has succeeded in forming a strong brand identity, attracting the target audience's attention, and increasing user engagement compared to similar competitors. Visual design strategies that are designed adaptively and aligned with audience preferences play an important role in strengthening the effectiveness of digital promotion on social media platforms. This study provides practical implications for MSMEs in building a strong brand identity through planned and consistent visual design.

## KEYWORDS

Strategy Visual  
Content Design  
Instagram  
Digital Promotion  
Five Monkeys Burger

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## INTRODUCTION

Technological developments in the digital era have changed how we look at business today. These technological advances affect the speed of adaptation of individuals, business actors, and society, significantly impacting their activities. For business owners, the ability to adapt to technology significantly affects the movement of their products. Digital marketing has become very important for Micro, Small, and Medium Enterprises (MSMEs) in developing their business to reach a broader market geographically.

Social media is one of the main channels in digital promotional activities. Promotion through social media not only serves to introduce products or services, but also to build long-term relationships with consumers through more personal and *real-time interactions*. Instagram has several features that make it very attractive for its users to promote their business, which makes many people join and use it. (Muliawati et al., 2024). According to a study conducted by (Khusnul Khotimah Sirajuddin et al., 2023) Gen Z, which includes individuals between the ages of 18 and 24, shows a high interest in Instagram use. This indicates that the local market, especially the millennial generation and Gen Z, is very active in accessing digital visual content. This is achieved through segmentation, or the main target of Five Monkeys Burger, which is the productive age of consumers, especially students and young workers. These target characteristics are *visually oriented*, quick to make decisions based on first impressions, and tend to connect emotionally with eye-catching, trendy,

or aesthetic branding visuals. (Ilham & Jakaria, 2023) His research noted that product ads from big to small brands utilize Instagram's visual appeal to grab the audience's attention.

One of the local culinary brands that takes advantage of digital developments through social media, Instagram, is Five Monkeys Burger. Based on the results of online observations on promotional activities through the content of @fivemonkeys.burger's social media accounts from May 1 to July 10, 2025, the primary focus is the design of *content feeds, stories, and reels*. The researcher observes the design elements, such as color composition, typography, layout, and product photography. The results of the semiotic analysis show that the design displayed by Five Monkeys can consistently communicate a *trendy and fresh brand image*, so that it can effectively build interest in audience segmentation interests that align with the current or Gen Z audience.

Through their official Instagram account @fivemonkeysburger, this brand is a business actor in the food and beverage (F&B) sector focusing on its flagship product, processed Burgers. Five Monkeys Burger uses Instagram to promote its products. The visual design applied by Five Monkeys Burger has a strong and consistent character, which distinguishes it from similar brands such as @burgbol.burger. Five Monkeys features *playful style illustrations* with contrasting color palettes, such as green and orange, while @burgbol.burger relies more on product photography with dark and minimalist color tones. The uniqueness of the monkey-themed and flat-style illustrations also strengthens the visual identity of the Five Monkeys and gives an impression that is easier to remember.

The relevance of this research is even stronger, judging from the high competition between local culinary brands and *extensive franchises* on digital platforms. Visual design within the Instagram platform has become one of the most important aspects of today's digital marketing strategy. Attractive and interactive designs on Instagram are crucial in attracting consumers' attention and strengthening their relationship with the brand. For example, Ramadhan et al. emphasized that effective interaction through visual design has successfully increased product visibility and strengthened customer relationships, especially for micro, small, and medium enterprises (MSMEs) such as Cimanggu Coffee that they researched (Ramadhan et al., 2024).

Through the visual analysis approach of design and creative strategies of promotional content, this research is expected to contribute to the literature in the field of visual communication design, especially in the realm of digital promotion for MSMEs. In addition, the results of this study are expected to provide practical recommendations for local business actors in developing visual design standards that are more strategic, effective, and structured on the Instagram platform

## METHOD

This research method uses a descriptive qualitative approach, which aims to analyze and interpret the phenomenon of visual design strategies used by Five Monkeys Burger. The object of this study is the design of visual content from the @fivemonkeysburger Instagram account, especially in the feeds, stories, and reels features, as well as a comparison with the leading competitor, the @burgbol.burger account. Research is focused on visual elements such as color, typography, illustration, layout, and style of product photography.

**Data Collection Techniques** This study uses four techniques, namely: observation was carried out online on Instagram content @fivemonkeysburger, which included feeds, stories, and reels during May–July 2025. Observations are focused on visual elements such as color, typography, layout, illustrations, and product photography to assess the consistency and visual strategies used. The Documentation Study, which consisted of screenshots of Five Monkeys Burger content and competitors (@burgbol.burger), was collected as supporting data. Documentation materials include feed displays, promotional designs, and interactive content such as quizzes and promos. Literature studies review relevant scientific journals, articles, and books to strengthen the theoretical framework and compare the research results with previous findings in visual communication design and digital promotion. Online questionnaires were distributed to 51 respondents aged 18–25 years to gauge their perception of the visual design of the Five Monkeys Burger. The questions cover aspects of visual appeal, suitability with Gen Z's tastes, and comparisons with competitors.

The data analysis technique uses *the Visual Content Analysis* technique, which aims to identify and interpret the visual elements used in shaping Instagram promotional content by Five Monkeys Burger. This analysis is carried out with a qualitative descriptive approach to uncover the visual meaning contained in each design element.

## RESULT AND DISCUSSION

The main objective of this study is to analyze how the visual design strategy applied by Five Monkeys Burger in its promotional content on Instagram, and the extent to which the design can be said to be effective in building attractive and consistent visual communication. In addition, this study aims to identify the visual elements that impact user engagement most, such as dominant colors, typefaces, layouts, illustrations, and food photography styles.

The Five Monkeys Burger brand, through its @fivemonkeysburger account, uses Instagram as the leading platform for its digital promotion. Quoted from *the bake.co.id website*, Five Monkeys Burger is a local Indonesian fast food restaurant that serves Californian-style burgers. Five Monkeys Burger was established in Bali in 2012 and expanded to major cities such as Jakarta, Tangerang, Bandung, Surabaya, and Semarang. Five Monkeys is known for its smash burger technique, where the patty is pressed thinly as it cooks and produces a juicy and crispy meat texture. Creative strategy is a conceptual foundation in designing visual communication or promotional messages. It is based on the formulation of the main idea (*big idea*) and how to convey it (*how to say*) to suit the characteristics of the audience and marketing objectives.

A systematic and practical planning process is needed to make content design. In the creative strategy of promotional content, several important stages are needed, namely *a creative brief* and the development of creative ideas. Here is an example of the creative stages of a brief for creating Five Monkeys content design.

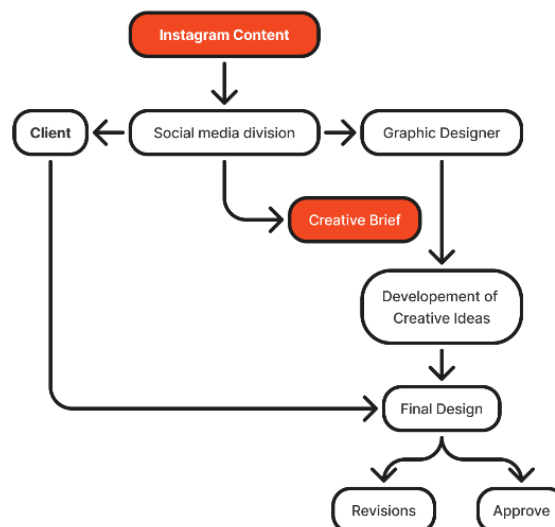


Figure 1. Creative Brief Examples

With a *creative brief*, designers can understand the promotion objectives, audience characteristics, and the content of the message they want to convey, thereby minimizing errors and strategically accelerating the creative process. Creative briefs must adapt to the specific needs of each project, given that changes in the social media environment and design trends can affect how audiences convey and receive messages (Andriyanto et al., 2023).

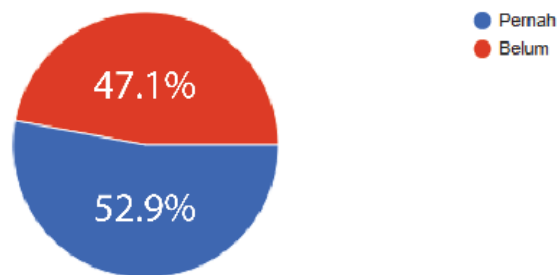
Based on the latest literature review, an effective visual communication strategy in social media not only depends on creativity in content design but also on the ability of the creative team to systematically analyze audience responses. Analysis of emerging content trends and how they affect consumer loyalty is crucial to study in modern digital marketing (Nawawi & Nur, 2025). Content consistency by highlighting visual elements and a predetermined color palette makes the design feel distinctive and consistent with the company. In terms of visual design, Five Monkeys Burger itself uses colors, typography, composition, iconography, and other elements such as illustrations that have

great potential to form the perception of "*delicious*", "*fast*", "*affordable*", and "*trendy*".

The results of the second observation were based on the distribution of online questionnaires through Google Forms to 51 active Instagram users aged 18 to 25 years. The most dominant age group was at 22 (19 people), indicating that most respondents were students or individuals of early productive age. The researchers invited 51 people to participate in sharing their thoughts on the visual design of Five Monkeys Burger promotional content via Instagram. This is done to strengthen the arguments the researcher presents, so that this research can be considered appropriate. The following is an example of an image from the results of an online data collection observation using Gform Media, containing questions about the design of Five Monkeys Burger.

Apakah Anda pernah melihat konten dari akun Instagram @fivemonkeysburger?

51 responses

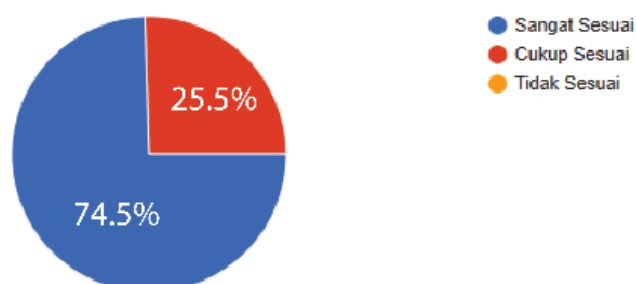


**Figure 2.** Results of the online observation questionnaire of the design of Five Monkeys Burger

A total of 24 respondents (47%) stated that they had seen content from @fivemonkeysburger's Instagram account, while 27 respondents (53%) had never seen it. This statement shows that even though brands are well known, it turns out that brands must continue to remind their promotions with the reach and exposure of their content among *Gen Z*. The following is an example of an image from the results of observation of online data collection using gform media containing questions about the design of Five Monkeys Burger.

Apakah Anda merasa desain konten @fivemonkeysburger sesuai dengan selera visual Gen Z?

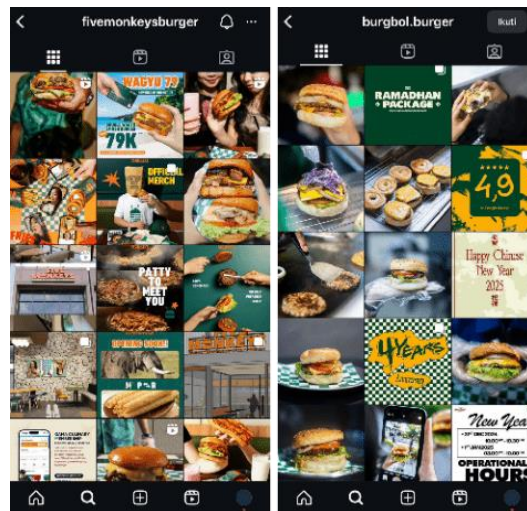
51 responses



**Figure 3.** Results of the Five Monkeys Burger design observation questionnaire

The next question is to insert a screenshot of the post by the Five Monkeys Burger Instagram account: "What is your first impression when you see the design of the Five Monkeys Burger Instagram feed?". The majority of respondents, as many as 38 people or 74.5% felt that the content design of Five Monkeys Burger was very suitable for the visual taste of *Gen Z*. In contrast, the other 13 respondents, 25.5% considered the design quite suitable. No respondents stated that it was not appropriate, showing that this brand design approach is starting to succeed in touching the visual tastes of today's young people. Here is an example of a competitor or comparison image of the design of the Five Monkeys Burger social media account, namely @burgbol.burger.





**Figure 4.** Screenshot of the Instagram feed page of the Five Monkeys Burger account and other competitors

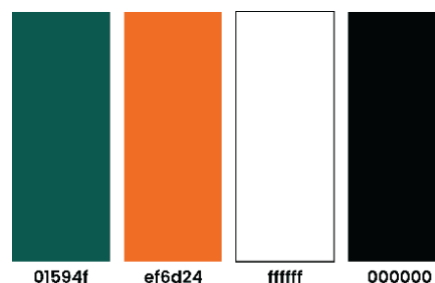
The next question is to insert a screenshot of 2 comparison posts by the Five Monkeys Burger Instagram account and other competitors with almost the same design concept and color palette. "When you first saw the design visuals of the two accounts, which one appealed to you the most?". Between *Five Monkeys Burger* and *Burghol*, as many as 32 respondents gave the highest score of 5, and 9 gave a score of 4 for Burghol. This shows that more than 80% of respondents rated the visuals of the Five Monkeys Burger significantly superior. In the context of Visual Elements, Layout (*grid*) and Product Photography from 51 respondents, 49 chose Five Monkeys Burger as superior. Moreover, Visual Impression first looked at the account: 49 respondents were more interested in the Five Monkeys Burger account design. The following are various analyses of creative visual design strategies for Five Monkeys content:

### 1. Instagram Feed Content

One of the most commonly used visual design strategies for Instagram content to highlight design elements in brand identity is the use of Instagram feed content. The design of Instagram feeds includes layouts or grids, in the form of photo visuals, carousels, short videos, typography, and other graphic elements consistently designed to reflect the brand's identity. For Five Monkeys Burger, the design of feeds serves as the digital gateway or the first face the audience sees when they visit their profile.

#### Warna/Color palette

Color has a vital role in the world of design, be it graphic design, interior, or other forms of visual art. The selection of appropriate colors is not only related to aspects of visual beauty but also serves as a medium to convey certain emotions and meanings in visual communication. Here is an example of a *color palette* used in Instagram content design by *@fivemonkeysburger*



**Figure 5.** Color Palette and Font used for Five Monkeys Burger

The interaction between color and audience perception is important in strengthening branding (Jasjfi et al., 2021). The primary color palette for the content design of Five Monkeys Burger is green and orange. The design's combination of green and orange colors significantly influences the user's visual and emotional perception. Research by (Jumawan & Darmayanti, 2023) Notes that green can

provide a calming and refreshing impression, while orange, on the other hand, provides bright and optimistic energy. Typography

### Typographers/Fonts

Typography plays an important role in design, as an aesthetic element and an effective means of communication (Pratama, 2025). Here is an example of Typography or *Fonts* used in Instagram content design by @fivemonkeysburger.

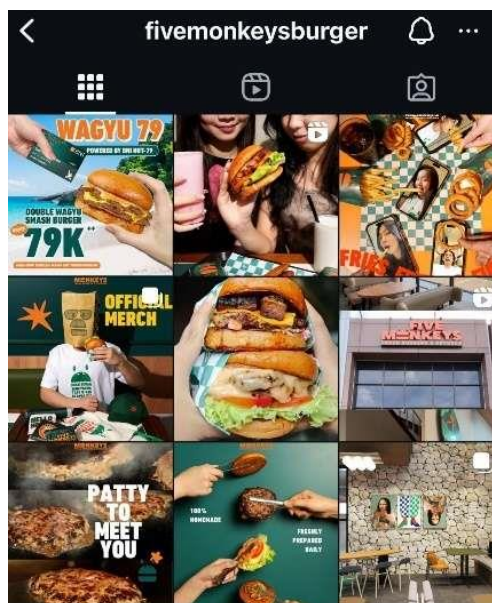


**Figure 6.** Typography or font is used by Five Monkeys Burger and is included in the category of sans serif typeface

The typography used in the content design of Five Monkeys Burger belongs to the category of *Sans Serif Typeface*, which is a typeface that does not have a hook (serif) at the ends of the letters. Research by (Almaliotis et al., 2022) proves This typeface allows readers to read faster and more efficiently compared to serifs, especially in the context of digital screens.

### Layout

Layout in content design, especially in the context of social media platforms such as Instagram, plays a vital role in attracting and retaining users' attention (Aulia et al., 2023). Here is an example of the Layout on Instagram content design feeds by @fivemonkeysburger.



**Figure 7.** Layout used by Five Monkeys Burger

Layout in Five Monkeys Burger's content design is important in organizing visual elements to be conveyed effectively and attractively. A strategic layout increases visual appeal and actively contributes to algorithms in increasing content visibility (Suryani & H, 2021). The placement of elements such as product images, promotional text, and logos is balanced to create a comfortable visual flow, without confusing the eyes. Here is an example of the design of Instagram Feeds by @fivemonkeysburger



Figure 8. Screenshot results of Feeds Five Monkeys Burger content design

In this study, the illusion style the Five Monkeys Burger brand uses is a *flat design style illustration*. Flat Design is a design technique that does not include three-dimensional attributes, such as shadows, textures, embossing, and gradients (Firdaus Haidar, 2021). In addition to illustrations, when creating Instagram content, you must highlight the advantages of product photography. *Product Photography* is key in answering marketing challenges, where effective visual communication can influence people's purchasing decisions. In an increasingly digital world, visuals are becoming the main thing in postmodernity, as seen in the current use of social media (Moussadecq et al., 2022). Promotional content by Five Monkeys Burger not only displays product content design. However, Other interesting creative ideas for formations are presented, such as quiz posts, giveaways, promotions, and others. Here is an example of the design of Instagram Feeds by @fivemonkeysburger in the form of quizzes and giveaways.



Figure 9. Quiz version content design and buy 1, get one content design by Five Monkeys Burger

Interactive promotional content, such as quizzes, not only functions as an entertainment medium, but quiz content can also be used as an approach to communicative interaction between Five Monkeys and Instagram users. As in the example post above, the *Quiz* content has attractive photographic design elements. Quiz elements strengthen consumers' memory of products because of the two-way interaction that is personal and fun. In addition to quiz content, Five Monkeys Burger also features other interactive content, such as discounts. Buy one, get 1 product promotions and discounts for some products, quickly attracting buyers' interest. Five Monkeys Burger packs discounted content with epic and visually appealing content.

## 2. Instagram Stories Content

Instagram Stories' content is important in promoting culinary businesses such as Five Monkeys Burger. Unlike static and curatorial content feeds, Stories exist as visual spaces that are *ephemeral*, interactive, and personal. Here is an example of the design of Instagram story content by @fivemonkeysburger.



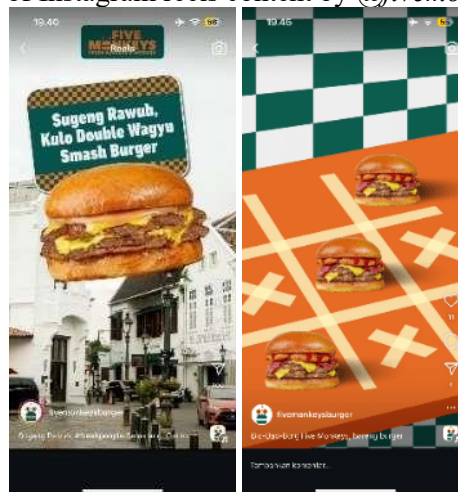


**Figure 10.** Five Monkeys Burger Instagram Stories content design

Interactive features in stories, such as polls, quizzes, and question stickers, allow audiences to engage directly, making promotion more than one-way communication. Visual content that is narrative and interactive has been shown to increase audience engagement on social media platforms significantly (Dhanesh et al., 2022). This approach reinforces the impression of authenticity and builds consumer trust in the brand. In the context of Five Monkeys Burger, short videos, dynamic illustrations, and *calls to action*, such as "Swipe Up for order," became a more persuasive and effective form of promotion. Aside from the aspect of emotional closeness, Stories also excels in the aspect of visibility.

### 3. Instagram Reels Content

Instagram Reels content is an important modern promotional tool for Five Monkeys Burger. Here is an example of the design of Instagram reels content by @fivemonkeysburger.



**Figure 11.**Five Monkeys Burger Instagram Reels/Short Video Content Design

As a short video format highlighted by Instagram's algorithm, Reels allows brands to present concise yet informative content. Content can include cooking processes, plating techniques, or typical menu highlights in 15–30 seconds or more.

## CONCLUSION

Based on the analysis above, it can be concluded that the visual design strategy implemented by Five Monkeys Burger has been systematically and strategically designed by utilizing visual elements such as bold typography, contrasting and distinctive color palettes, structured layouts, and illustrations that strengthen the brand identity. This creative approach pays attention to aesthetic aspects and accommodates the emotional needs and visual preferences of the target audience,



dominated by the younger generation. Through Instagram features such as Feeds, Stories, and Reels, brands have succeeded in building more interactive and personalized communication.

The application of Creative Brief in the content design process is a significant force that allows creative teams to deeply understand consumer needs and respond to them with relevant and effective visual solutions. Overall, the visual design of Five Monkeys Burger's promotional content reflects the synergy between visual aesthetics, marketing strategies, and approaches through a human-centered design approach focusing only on the user's needs, wants, and limitations. In order to strengthen the competitiveness and effectiveness of digital promotions in the future, it is recommended that Five Monkeys Burger continue to evaluate the performance of each content through a more in-depth and structured analysis of engagement data. Regular application of audience research can help creative teams adapt visual strategies to evolving consumer preferences. Additionally, further exploration of interactive storytelling-based content formats and the use of Instagram's new features, such as remix reels or live broadcasts, could be an opportunity to create a more dynamic brand experience. For other MSME actors, the Five Monkeys Burger approach can be an example of good practice in developing visually appealing communication designs and building emotional and meaningful relationships with consumers through digital platforms

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