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## SOCIAL MEDIA OPTIMIZATION OF *RAMAMPA* RESTO & BAR AS A VISUAL STRATEGY

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## **SOCIAL MEDIA OPTIMIZATION OF RAMAMPA RESTO & BAR AS A VISUAL STRATEGY**

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### **ABSTRACT**

In the digital era, social media has become an important marketing tool for businesses, including the culinary industry. This study examines the use of motion graphics to develop the social media presence of Rarampa Resto and Bar, a restaurant serving Manado cuisine and healthy MSG-free food, located in South Jakarta. Although the restaurant has a loyal customer base, particularly from the 40-60 age group, its social media content fails to attract younger audiences, especially millennials, who seek unique and authentic culinary experiences. This study suggests that Rarampa's social media content, which mainly focuses on event photography and the restaurant's ambiance, is ineffective in capturing the attention of younger audiences. Therefore, the use of illustrations and motion graphics is proposed to create more dynamic and appealing visual content. By incorporating semi-cartoon illustration styles and motion graphic elements, Rarampa can build a stronger visual identity, engage younger audiences, and increase interaction on social media. The research employs a qualitative descriptive approach, using data collection methods such as observation, interviews, and documentation. The results of this study are expected to provide insights on how to optimize the use of motion graphics to attract younger audiences and enhance the visual appeal of Rarampa Resto and Bar's social media.

**KEYWORDS:** Audience Engagement, Culinary Industry, Motion Graphics, Social Media Marketing, and Visual Content.

### **INTRODUCTION**

In today's digital generation, social media has become a very important marketing tool for businesses, including the culinary industry such as restaurants and bars. Social media is not only used to disseminate information, but also to attract attention and build customer loyalty. However, with the increasing amount of content available on various social media platforms, the competition for users' attention is getting tougher.

Based on the results of the research, Rarampa Resto and Bar is one of the restaurants that has great potential to grow, especially through the use of social media. Rarampa, which serves typical Manado cuisine as well as healthy Western food without preservatives such as MSG, which is located on Jl. Mahakam 2 No. 1, Kramat Pela, South

Jakarta. Rarampa is not just an ordinary restaurant, but is also equipped with a bar that can be enjoyed by young executives and parents alike. With its distinctive interior design and cozy atmosphere, it makes diners feel at home. The restaurant also provides a spacious room for events such as birthdays, reunions, social gatherings, while enjoying live music. The establishment of Rarampa restaurant was started by Alvin, who has always had a passion for cooking. Since childhood, he loved helping his mother in the kitchen and dreamed of opening a restaurant that serves delicious food without the use of MSG. On June 25, 2012, that dream came true with the opening of Rarampa. Initially, many people were skeptical of the taste of MSG-free dishes, but over time, many people began to appreciate healthy and flavorful food.

Rarampa is taken from the Indonesian word for spice, with quickly became famous for its richly flavored and flavorful dishes. Over the years, Rarampa restaurant has grown tremendously, becoming a favorite among those seeking taste, health, and of course Manadoese food. With that, Rarampa Restaurant has become a beloved community center, where memories are made and cherished. Since its establishment, Rarampa has managed to build a loyal customer base, especially among the older crowd from the age range of 40 to 60 years old and above. The main pull factors for this group are the availability of traditional cuisine that evokes nostalgia for food from home, the cozy and classic ambience of the restaurant, and the live music.

In addition, Rarampa is also a gathering place for the Manado or Jakarta community for various events, making it a popular place among parents. Another advantage of Rarampa is that it is located in the city centre where visitors can come easily, providing complete needs for large groups of families or friends, as well as complete facilities, such as spacious rooms and live music every weekend.

From the beginning of its establishment, Rarampa restaurant has a social media that remains active until now and shows events that have been held inside Rarampa restaurant to show that Rarampa restaurant is the best place for all events that parents want. However, along with the times, Rarampa realizes that the Millennial generation (young executives) will be the dominant market. With more modern tastes, this generation tends to seek culinary experiences that are authentic, unique and recommended via media. Rarampa is currently trying to strengthen their social media development in the form of tiktok and instagram which has a desire to attract new audiences, especially young executive groups.

However, the visual content displayed on Rarampa's social media currently lacks appeal to the young executive segment. Where the content focuses more on photography of events being held and the atmosphere of the restaurant, which is less effective in attracting new customers which causes loss of interest, even before they find out more about the advantages and uniqueness of this restaurant. For this reason, the use of illustration and motion graphic elements can be a solution to create a more dynamic and attractive visual display. Previously, illustrations and motion graphics have not been utilized optimally, so the use of illustration elements can help create a new visual appearance for Rarampa's social media. The use of illustrations with a semi-cartoon style and western-themed modern-vintage aesthetics can give Rarampa a unique visual identity. For example, illustrations of beautifully arranged food on the food menu or social media, and illustrations of characters or mascots that can be a representation of the Rarampa brand.

In addition, motion graphics are able to grab attention faster and maintain audience interest longer than still photos or illustrations. Based on research, interesting, never-before-seen, and memorable visuals can captivate the target market executives young more. With that, Rarampa Resto and Bar can create more entertaining, unique, and eye-

catching content that can invite interaction. Illustrations and motion graphics not only help create a strong visual identity, but can also convey messages more effectively and easily understood by the audience.

## RESEARCH METHODS

This research adopts a qualitative approach with descriptive methods to explore the use of motion graphics in the development of Rarampa Resto and Bar's social media. The data collected consisted of two types, namely primary data and secondary data. In collecting primary data, researchers made direct observations of content published on social media as well as audience interactions with the content. This observation aims to identify visual elements that attract attention and can increase user engagement. Secondary data is obtained from relevant previous research, referring to previous studies that discuss the effectiveness of motion graphics in digital marketing. One important reference is research by Condra Antoni (2020), which emphasizes the importance of motion graphics in conveying information effectively and attracting audience attention. The instruments used in data collection included questionnaires and observation notes. The questionnaire was designed for interviews and contained open and closed questions relating to the audience's perception of motion graphics, that were distributed via Google Form. In addition, observation notes were taken during the social media content observation process, covering the visual elements used as well as the level of audience engagement. Data obtained from observations and interviews were analyzed using descriptive methods. The steps of data analysis include data categorization, where data is grouped based on themes and motion graphic elements used, such as animation, typography, and illustrations. Next, content analysis was conducted to evaluate the visual appeal and effectiveness of the messages conveyed through the published motion graphics. Finally, the results of the analysis are interpreted to draw conclusions regarding the influence of motion graphics on audience engagement and purchase intention. By applying this research method, it is hoped that a better understanding can be obtained on how to optimize the use of motion graphics to attract the attention of target audiences, especially young executives, and increase the visual appeal of Rarampa Resto and Bar's social media.

This research uses several data collection methods to understand consumers' visual preferences on social media more deeply. Some of the methods used include interviews, observation, and documentation. Interviews were conducted through an online questionnaire using Google Forms aimed at young executives as Rarampa's main target consumers. The questions asked were designed to explore the visual elements they find appealing, the impression they get from the visual display, and how much influence the visuals have on their decision to visit Rarampa's social media accounts. In addition, a survey was conducted involving 25 respondents to explore their views and preferences regarding Rarampa Resto and Bar's social media content. The interview and survey results provide a clearer picture of how visual content displayed on social media can influence diners' interest and decision to visit the restaurant.

The observation conducted at Rarampa Resto and Bar aims to understand how this restaurant creates an atmosphere and visual experience that supports their branding. From direct observation, it can be seen that Rarampa carries a warm and classic interior design with a touch of old fashion. Wooden elements, dim lighting, and typical Manado cultural decorations create a cozy and authentic atmosphere, perfect for diners who want to experience a unique culinary experience. During the observation, several events such as social dancing, watching the national team together, and Christmas promotion seemed to be the main attraction for visitors. However, when compared to Rarampa's social media

content, there is a gap. The social media content was simplistic and failed to reflect the energy, uniqueness, and special atmosphere that the restaurant actually had. From here came the realization that Rarampa needed to present visual content that was more interesting and different from the usual. One of the ideas that emerged was to create illustrations and motion graphics that are not only pleasing to the eye but also able to portray the atmosphere of the restaurant more vividly. The vintage rubber hose style was chosen for its classic yet playful feel, in line with Rarampa's old-fashioned character. Through this approach, Rarampa's social media is expected to be more prominent, interesting and relevant to its followers.

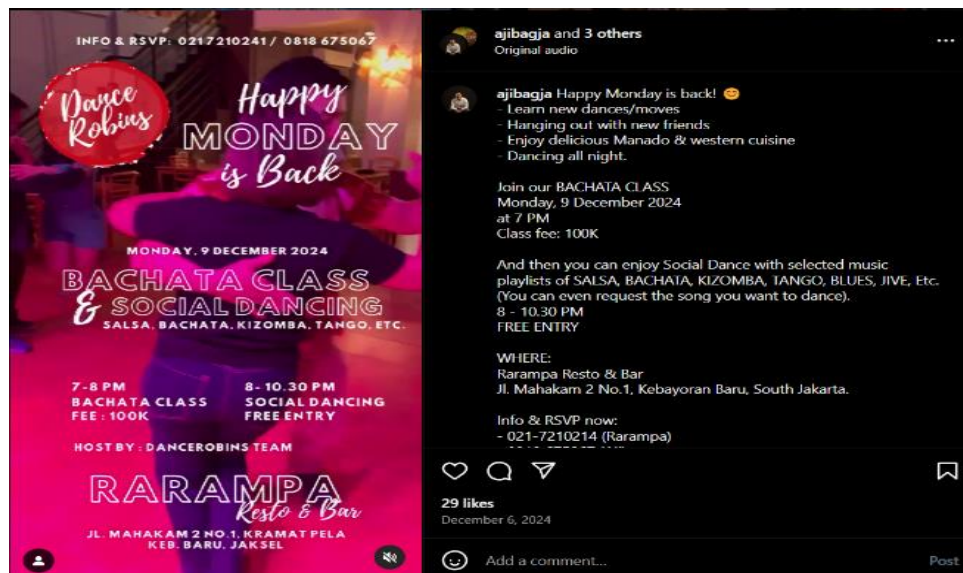


Figure 1. Instagram post of Rarampa Restaurant (Author's Observation, 2024)

As part of the analysis process, visual documentation was conducted to provide a concrete picture of the ambience and interior layout of Rarampa Resto and Bar. This documentation focuses on the elements of the space that are the attraction of the restaurant. One of the documentation taken was a photo of the first and second floor areas. From the documentation, photos of the first and second floor areas of Rarampa restaurant were taken. These photos show the typical Manado decor, neatly arranged rows of tables and chairs, and soft lighting that creates a warm and intimate atmosphere, perfect for a get-together. The first floor also has a dance area and a live music stage that serves as the entertainment center, while the second floor offers a cozy spot to relax and enjoy small events. This documentation is closely related to the visual concept that will be designed. Visual elements such as uniquely decorated tables and warm lighting will be adapted in the vintage rubber hose-style illustration to create a nostalgic feel. The dance area and live music stage will be highlighted in the illustration content, depicting the crowd and energetic atmosphere. The motion graphic content will feature animations that are relevant to the concept of the restaurant and its audience. Through this documentation, the visual design is not only aesthetically appealing but also able to bring the audience into Rarampa's signature atmosphere, building an emotional connection with diners, especially young executives looking for a unique and memorable experience.



Figure 2. Documentation of Rarampa Restaurant, Dance Floor Area ( Author's documentation, 2024)

## DISCUSSION

Rarampa Resto & Bar is a restaurant located in Jakarta, serving authentic Manado cuisine. The restaurant is committed to serving healthy food without preservatives and MSG, so diners can enjoy delicious yet healthy dishes. Design Rarampa's interior design combines traditional elements from North Sulawesi with a modern twist, creating a warm and cozy atmosphere for every visitor. Soft lighting, Manadonese décor, and dominant wooden elements provide an inviting atmosphere and make visitors feel at home. To promote the restaurant, Rarampa utilizes various social media platforms, especially Instagram. The use of features such as Instagram Reels and promotional photo uploads have proven to be effective restaurant's reach and attract more diners. From the visual documentation conducted, it is apparent that aesthetic elements such as lighting, layout, and decoration play an important role in creating a distinctive atmosphere. The survey and interview results also show that visual content such as photos, short videos, and animations are more appealing to consumers. Many respondents stated that the use of animation in culinary content makes the restaurant look more lively and interesting. Rarampa's uniqueness lies in its focus on serving authentic Manado cuisine, providing a rich cultural experience for visitors. Nonetheless, there is still room for improvement, such as adding menu variations and improving visual consistency on social media. These efforts are important to maintain the restaurant's appeal to consumers. Overall, this analysis shows that the use of creative visual elements and relevant social media content can increase visits to Rarampa Resto & Bar. By continuing to innovate its marketing strategy, the restaurant has great potential to become one of Jakarta's popular culinary destinations, attract more visitors, and retain loyal customers.

Illustration and motion graphic design have great potential in presenting more interesting and interactive communication media, especially to strengthen the visual appeal of a brand in the digital era, the development of visual technology and social media platforms is very rapid, so business actors in various sectors, including culinary, need to adapt to avoid being left behind. This poses a challenge for brands to deliver messages effectively without losing the attention of audiences who are increasingly selective about content.



Illustration and motion graphics offer a creative approach that not only serves as a promotional tool but is also able to build a strong visual identity. By combining aesthetic visual elements and interactive storytelling, these media can be a solution to bridge the communication needs between brands and their target audiences. This kind of visual content is easier to digest and has a greater chance of attracting attention, especially among young people who dominate social media platforms today.

Through this approach, Rarampa Resto and Bar is able to create social media content that is not only engaging but also relevant to current trends, making the brand stand out in the competitive culinary industry. It also allows the brand to deliver messages in a simple yet memorable manner, thus strengthening the emotional connection with their target audience.

Based on the characteristics of the young executive target market, the media strategy that can be applied in the content design of Rarampa Resto and Bar is to develop visual elements that are relevant to their lifestyle. This can be done through visual storytelling that combines modern illustrations with a dynamic and attention-grabbing motion graphic touch. This strategy involves the use of visual designs that adopt a retro-modern aesthetic to evoke nostalgia, but keep up with current trends that suit preferences of young executives. The content should be delivered with communicative language, a fresh visual approach, and a storyline that relates to everyday experiences.

To increase interaction and appeal, Rarampa can utilize social media such as Instagram and TikTok as the main platforms. This media strategy includes creating visual content in the form of interactive illustrations, animated videos complemented by trending audio. For example, motion graphics featuring short animations with trending audio with comedic themes, memes, and relatable content can create an entertaining and relaxing atmosphere. That way, this strategy not only provides entertainment but also builds a personal bond with the target audience, encouraging them to visit the restaurant or follow its social media accounts.

Before entering the creation process, an important first step is to develop a moodboard and examples of design characters that serve as the main visual guide for the design. This moodboard collected visual references such as color palettes, illustrations, and elements that reflect the aesthetics of Rarampa restaurant. This process ensured a mascot design that matched the values of the program and was easily recognizable to the audience.



Figure 3. Moodboard Aesthetics, Art Style and Color Palette to be Used  
( Author's Documentation, 2024)

After making thumbnail sketches, the sketches were finally approved and were in line with Rarampa's aesthetic philosophy. The use of neat artstyle and eye-catching colors hopes to attract the attention of the target audience and reflect a vintage atmosphere. This

design also considers a visual style that is dynamic and pleasing to the eye in accordance with the use of *ruber hoes art style*.

In the final stage of design, the motion graphic concept for Rarampa Resto & Bar was designed by combining illustration and animation elements that highlight the atmosphere of the restaurant and the uniqueness of Minahasa culinary specialties. The design was developed with a storytelling approach that depicts the customer experience, from arrival to enjoying the relaxing atmosphere with friends or family.

The visuals used include illustrations of employee characters with distinctive uniforms, the interior atmosphere of the restaurant, and food dishes displayed in warm and contrasting colors. The animation is made with smooth movements that reflect Rarampa's warmth and hospitality.

The story in the animation is structured to appeal to young executives, highlighting how they can enjoy precious moments in the midst of a busy city. Color palette chosen reflects a warm and friendly atmosphere, with a predominance of natural colors such as wood brown, warm orange and beige. Soft visual transitions and animated effects such as light and shadow give a professional and aesthetic impression. This design is not just a promotional media, but also serves as a visual communication tool that reinforces Rarampa's brand identity. With its flexibility of use across multiple platforms such as social media, digital screens, and visual presentations, the concept is effective for expanding market reach, strengthening branding, and creating emotional engagement with wider audience. Thus, this motion graphic becomes a medium that not only attracts attention, but also blends visual arts and cultural values in a creative and relevant promotion.



Figure 4. Final Character Design (Author's Documentation, 2024)



Figure 5. Final Poster Design (Author's Documentation, 2024)





Figure 6. Final Motion Graphic Design Author's Documentation, 2024)

## CONCLUSION

This research aims to develop Rarampa Resto & Bar's social media by utilizing illustration and motion graphic elements to increase visual appeal to young executives. The results of the analysis show that strong visual appeal is essential in capturing the attention of this target audience. Dynamic visual content such as unique illustrations and motion graphics proved to be more effective in creating user interaction and engagement than static content.

Young executives tend to prefer content that combines entertainment and educational elements. Interesting and interactive presentation of information can increase their interest and engagement with the brand. Creative visual elements can also help build a strong brand identity, leaving a positive impression in the minds of consumers.

To improve visual appeal, it is recommended that Rarampa continue to innovate in the use of creative graphic design elements and keep up with the latest trends in social media. The storytelling approach and interactive content are also considered effective in attracting audience attention.

This research contributes to the development of digital marketing strategies through creative and relevant visual content for specific target markets. The findings can serve as a reference for businesses in designing more engaging content, increasing user engagement, and strengthening brand image on social media.

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