



Improving Business Sustainability through Innovative Promotion: Case Study of Up Fresh Makassar Using Canva Booklets

Nurul Kusumawardani

Hasanuddin University, Makassar, Indonesia
kusumawardanin23a@student.unhas.ac.id

Abstract. The objective of this study is to delineate innovative promotional strategies that employ the use of Canva booklets. This research employs a qualitative methodology with a practice-based approach. The primary data for this research were collected from the proprietors and customers of the Up Fresh Store in Makassar City, while the secondary data were obtained from documentary studies, books, literature, and other documents pertinent to the subject matter of the research. In this study, data were collected through the use of interviews, observation, and documentation. The data analysis comprises three stages: data reduction, data presentation and conclusion drawing. The research comprises a series of steps and the process of creating booklets. The findings indicated that the promotional strategy employed by Up Fresh Store Makassar remained ineffective. One such issue is the absence of a promotional booklet, which provides researchers with an opportunity to assist Up Fresh Store Makassar in increasing sales. The lack of sufficient promotional team members has resulted in an ineffective promotional strategy. The researcher has created a booklet with the aim of inspiring the promotion team to become more active in promoting products through advertisements and other methods. Additionally, it is hoped that the booklet will be well received and used by Up Fresh Store in Makassar.

Keywords: Promotion Strategy, Booklet, Canva Application, Innovative Promotion.

1 Introduction

Fruits are a popular food among many people because they offer a variety of benefits and contain a number of vitamins that are beneficial to health. With an increasing number of people interested in fruits, the competition among fruit traders in the community is intensifying. In the current era of globalization, the level of competition in the fruit business world is becoming more intense. Therefore, it is essential for every business to develop a strategic plan to increase profits.

It is essential to utilize promotional strategies to disseminate information about the business operations. These strategies can be employed through various print media, including booklets, brochures, catalogues, newspapers, and others. It is anticipated that these print media will endeavor to disseminate information in an effective and expedient manner to consumers. Therefore, promotion plays a pivotal role in ensuring the success of the overall endeavor.

© The Author(s) 2025

M. Nohong et al. (eds.), *Proceedings of the 9th International Conference on Accounting, Management, and Economics 2024 (ICAME 2024)*, Advances in Economics, Business and Management Research 331, https://doi.org/10.2991/978-94-6463-758-8_27

There are a number of key considerations to take into account when undertaking promotional activities. One such consideration is that the content utilized for promotional purposes must be pertinent to the specific business or commercial enterprise in question. Promotion can be in the form of photos, which can attract customers to read or save photos of the content that has been created. One challenge that business activists often face in promoting their business is how to promote their products. Therefore, creating content requires creativity, which can be supported by the use of the right application. Promotional media is an effective platform for small and medium-sized businesses, including fruit shops and restaurants.

Print media, also referred to as a booklet, possesses notable strengths and advantages in the realm of marketing. In regard to the dissemination of precise information derived from the analysis of print media, such as booklets, it enables individuals to readily comprehend the content being promoted. Print media (booklets) serve five primary functions: the dissemination of information, the facilitation of learning, the correction of misperceptions, the provision of recreation, and the mediation of disputes.

Booklets constitute a category of print media, which also includes mass print media. They are typically utilized for the purpose of promoting a business. Print media (booklets) are employed as promotional media due to their comprehensive nature, aesthetic appeal, and ease of comprehension, as well as their capacity for prolonged storage. In the context of entrepreneurship, booklets can serve as an effective tool for disseminating information to potential customers, thereby stimulating interest and ultimately influencing purchasing decisions.

The field of promotional media is closely related to the field of entrepreneurship. By promoting a business, the business's customer reach will expand. Promotion serves to disseminate information about goods and services, thereby attracting potential customers and encouraging purchases. If promotional activities are conducted in an appropriate manner, distributors or businesspeople may be able to achieve their sales targets.

It is recommended that business owners, whether operating in the online or offline space, consider incorporating unique and attractive designs into their offerings to enhance their appeal to potential buyers. It is essential that fruits and food items, including beverage packaging, be presented in an aesthetically pleasing manner to appeal to consumers. It would be advantageous for the company to have an aesthetically pleasing booklet design in addition to the packaging of the products to be sold. The design of a product is an important factor in determining whether potential buyers will be interested in learning more about it.

The disadvantages inherent to the creation of appealing content designs can be mitigated through the utilisation of cost-free applications and the deployment of a multitude of user-friendly templates. In the current era of sophisticated technology, it is possible to enhance one's design abilities through the utilisation of specialized applications. One of the most widely utilized tools for the creation of free and publicly accessible graphic designs is Canva. In comparison to the majority of other editing applications, Canva is accessible at no cost, which is why researchers utilize it. One of the advantages of the Canva tool is the capacity to transfer images and animations that have already been created, obviating the necessity to commence the design process anew. The templates available in the Canva tool facilitate the editing of images in a straightforward manner, obviating the need to purchase paid programs such as

Photoshop or Corel Draw. The Canva application offers a variety of templates that can be utilized to create diverse designs, including booklets, presentation materials, and publication content. Moreover, a plethora of sample images, fonts, and designs accessible within the Canva application can be utilized directly during the content creation process.

Up Fresh Store Makassar is one of the fruit shops in Makassar that offers a selection of fresh fruits of superior quality. The aforementioned establishment is situated at the Makassar-Gowa border, specifically within the Citraland Celebes complex on Jalan Tun Abdul Razak, in Ruko A No. 09. Up Fresh Store Makassar has been in operation since 2018, initially established as a modest enterprise and subsequently expanding to its current scale.

Table 1. Profit Data for 2021 Up Fresh Store Makassar

Total Net Sales	Capital Price	Total Profit
Rp.1,351,924,602	Rp.834,080,181	Rp.517,844,348

As evidenced in the table above, the profit data for the Up Fresh Store Makassar in 2021 indicates a net loss, whereby the expenditure of capital exceeded the profit generated.

The intensifying competitive landscape necessitates that some retailers disseminate more information and adopt more creative strategies. The results of preliminary research conducted through interviews with multiple employees of Up Fresh Store Makassar indicate that the company has previously utilized social media platforms, including Instagram, Facebook, and broadcasts, as well as e-commerce marketplaces such as Shopee and Tokopedia. However, the interviewees stated that Up Fresh Store Makassar is not widely known due to a lack of effective publicity, which has resulted in a lack of interest from potential customers. One of the factors that influence this is that the designs promoted in the media are still unattractive, which results in customers being disinclined to visit or purchase items from Up Fresh Store Makassar. The Up Fresh Store Makassar has yet to develop a promotional booklet. Researchers aim to investigate effective promotional strategies, with the objective of assisting promotional campaigns through the creation of such booklets. The objective of this research is to create a promotional booklet using the Canva application.

2 Literature Review

The term "promotion" is defined as an activity that aims to disseminate information and offer products or services from a company in order to attract potential customers and encourage their use or consumption of these goods or services, with the ultimate objective of increasing sales volume [1]. Define promotion as a company's endeavor to introduce a product and persuade consumers of its benefits. Promotion represents one of the key strategies employed with the objective of increasing sales volume [2].

Posits that promotion represents a key marketing communication strategy, whereby information is disseminated and consumers are persuaded to utilise the company's products or services [3]. This also enables the company to reinforce consumer brand awareness, thereby encouraging continued usage and fostering brand loyalty. As notes,

promotion constitutes a key element of the marketing mix, serving to inform, persuade, and remind customers of the company's product brand. Furthermore, promotion can serve as a conduit for customer-company interaction [4].

Promotion constitutes a pivotal element in the attainment of program objectives [5]. In the absence of recognition and confidence in the product, customers are unlikely to utilise it, irrespective of its intrinsic quality. Promotional media must be crafted in a manner that is as appealing as possible, with the objective of stimulating interest [6].

A synthesis of the preceding explanations leads to the conclusion that promotion represents a pivotal aspect of the product or service marketing process, as it serves to attract potential customers and influence their purchasing decisions. In the context of promotional activities, an attractive design is of significant importance. It serves to capture the interest of the general public and facilitate the dissemination of information. There are numerous methods by which a promotion may be conducted. Promotion is a means of disseminating information about these goods and services to a global audience.

The promotional mix comprises five key elements. The initial element is advertising, which encompasses all visual and non-personal forms that necessitate sponsorships for the promotion of goods, services, and ideas. The second element is sales promotion, which is defined as a short-term incentive designed to encourage the purchase or sale of goods or services. The third element is public relations and publicity, which encompasses the cultivation of favorable relations with external entities through various means, with the objective of securing favorable publicity, enhancing the corporate image, and addressing challenges. The fourth element is personal selling, which involves a salesperson delivering a personal presentation to a customer with the objective of facilitating sales and establishing a positive relationship with the customer. The final element is direct marketing, also referred to as direct marketing. This approach entails establishing a direct relationship with each carefully targeted customer with the objective of eliciting a prompt response and fostering a robust customer relationship [7].

Media is a concept, idea, or opinion employed by humans to disseminate messages to the public [8]. Furthermore, media can be defined as a means of communication in printed or audiovisual form, including hardware technology [9].

A booklet is a book-shaped print medium that presents the author's desired information in a concise and accessible format [10]. Moreover, this booklet can be utilized as a comprehensive repository of information, featuring text or sentences accompanied by aesthetically pleasing images [11]. Booklets are an efficacious instrument for the purpose of sales promotion. One type of book that can be utilized for the purpose of showcasing or providing information regarding the company profile and a list of products or services manufactured by the company is a book. Booklets are defined as small books comprising no more than five pages, with a maximum of forty-eight pages permitted for the cover [12]. Information of significance, presented in a clear, assertive, readily comprehensible, and pictorial format, is likely to prove more appealing. Booklets often contain graphic media, such as images or photographs. As stated this small and thin book consists of three alternating sheets containing text and images. Each booklet comprises an introduction, body, and conclusion, though the content is presented in a briefer form than in books [13].

Canva is an online design program that provides a multitude of tools and editors for a variety of graphic designs, including posters, flyers, infographics, banners, invitation cards, presentations, Facebook covers, and numerous other options. Moreover, the software offers tools for photo editing. Such tools include photo editors, photo filters, photo frames, stickers, icons, and grid designs [14].

3 Research Methods

The Up Fresh Store Makassar is situated at No. 9 Ruko A, Citraland Celebes, Jl. Tun Abdul Razak, Makassar City, South Sulawesi Province. The study was conducted over a period of one month, from May to June 2022. This research employed a qualitative methodology with a practice-based approach. The primary data utilized in this study were obtained from the proprietors and patrons of the Up Fresh Store in Makassar City. Secondary data is derived from documentary studies, published literature, and other pertinent sources related to the subject matter under investigation. In order to collect data, the researchers employed a combination of observation, documentation, and interviews. The techniques employed for data analysis included reduction, presentation, and conclusion drawing.

One of the essential elements in the design of a booklet is the selection of an appropriate title and subtitle that will effectively convey the content and align with the brand identity of Up Fresh Store Makassar. The choice of a title and subtitle is of great consequence, as they define the content of the booklet and ensure that it remains focused on the topic at hand. In order to ensure that the title of the booklet is both appealing and relevant, it is essential to consider the specific goals, desires, and needs of the intended readers. The title should be chosen and suggested with a topic that is both interesting and specific to Up Fresh Store Makassar. Additionally, it is essential to ensure the utilisation of an effective design. The design of the booklet display is of significant importance to readers, as a well-designed display can effectively capture their attention and encourage engagement. One method for increasing sales is to utilize an aesthetically pleasing booklet display to capture the attention of potential readers and present the booklet in a manner that resonates with their concerns and issues. The design of the booklet for Up Fresh Store Makassar was created using the Canva application. Moreover, the use of consistent styles and patterns facilitates comprehension of the contents of the booklet by readers. In the design of the Up Fresh Store Makassar booklet, it is essential to consider the importance of maintaining consistency in the writing style. This encompasses the utilisation of numbering on the header, the deployment of an identical typeface for each section, the incorporation of numerals and lines, and the implementation of italics for statements within the book. The subsequent step is to identify the content of the booklet. To facilitate comprehension and enhance the visual appeal of Up Fresh Store Makassar's booklet, the author prioritizes the strategic placement of key sentences at the outset of paragraphs, the judicious use of brief paragraphs, and the clear organization of the table of contents, along with the consistent application of diagrams. Furthermore, it is essential to maintain consistent image proportions when incorporating images and diagrams into the booklet. It is imperative that researchers consider and arrange the content of the booklet with great care, given the extensive scope and anticipated

readership. Finally, the booklet must be printed. Once the booklet has been created or printed, it is advisable to undertake a thorough re-reading and checking process from start to finish. This should be done in collaboration with trusted individuals, who can provide valuable suggestions and input. Following this, the booklet should be revised in accordance with these suggestions. The final format required for production should then be established. The cover should also be prepared, and a preview version of the final revision should be created based on suggestions from the preview and production versions. Subsequently, the booklet was printed on A4 paper, a format that is more convenient for readers.

4 Results

The results of this study indicate the presence of five key marketing activities, namely advertising, sales promotion, public relations and publicity, personal selling, and direct marketing. The results of the interview indicate that 20,000 regular customers who patronize Up Fresh Store Makassar are included in the follow-up database on a daily basis. A total of 1,000 to 2,000 broadcasts are disseminated on a weekly basis. The number of new customers for Up Fresh Store Makassar is 60,000. This data was obtained through the use of a scrap application from WhatsApp groups (trade groups, markets) in Makassar. The data is extracted and utilized to populate a database of 60,000 entries, which are subsequently disseminated. The methodology employed for the broadcast and subsequent technique differs depending on whether the customer is a new or existing one. The sales objective for the Up Fresh Store Makassar establishment is the completion of 100 orders per day, amounting to a total turnover of 15 million per day. The minimum target is 5 million per day, which is sufficient to cover operational costs. It is imperative that the sales target exceed the minimum, as a lower target may result in a decline in sales.

Up Fresh Store Makassar cater to a diverse market segment, particularly housewives who prefer online shopping and are interested in purchasing fruits, parcels, and daily necessities. The tagline of this Up Fresh store is "fruit parcel," which indicates that the primary focus of sales is on fruit parcels. The advent of the pandemic resulted in a surge in parcel orders, which subsequently declined following the pandemic's resolution. Moreover, the establishment provides a unique delivery service, whereby orders are transported directly to the customer's residence at a relatively low cost. This factor contributes to the appeal of online shopping. Consequently, the number of Up Fresh Store Makassar customers who utilize the online platform reached 60,000.

The proprietor of the Up Fresh establishment in Makassar City has stated that the advertising strategy deployed by the store entails the installation of miniature banners by employees on trees situated in the vicinity of the residential area traversed by the Makassar-Gowa road. However, this approach has not yielded the desired level of effectiveness. This year, Toko Up Fresh plans to utilize this type of advertising as much as possible due to the company's internal inexperience. This method cannot be optimized, which has an impact on the marketing strategy. Up Fresh Store Makassar lacks a dedicated sales promotion team to drive revenue growth at its Up Fresh Store Makassar. However, Up Fresh stores utilize social media platforms, including WhatsApp, Instagram, and Facebook, to disseminate information regarding new

products and fruit stocks. Up Fresh Store Makassar employs these media to promote and attract customers to its store in Makassar.

The Up Fresh stores in Makassar City provide direct service to customers who visit the establishment in person with the intention of purchasing fruits. All employees are dedicated to serving customers to the best of their abilities, and their service is perceived as impartial and free from any form of bias. The most optimal service is provided to each customer, thereby enabling an accurate estimation of the quality of service provided to each customer. Up Fresh Store Makassar utilize personal selling methods, taking into account the benefits and advantages of the fruits in question. This method is employed to stimulate consumer interest in purchasing.

The direct marketing method employed by Up Fresh Store Makassar entails the provision of promotional offers to customers. This method is employed with the objective of stimulating consumer interest in making purchases. It can be reasonably assumed that people are more interested in promotions, especially those offering significant discounts.

To create a booklet with Canva, one must first open the browser or application on one's laptop or mobile device. Upon opening the browser or application, the user will be automatically logged into their Google account. In the event that one has not previously registered with Canva and possesses an account, one may click on either the "register" or "create an account" option. Upon initiating the registration process, the researcher is presented with the option of selecting the Google account they wish to utilize for the purpose of registering their account with Canva. Secondly, an account must be registered on the Canva platform. Once the registration process is complete and a Canva account has been created, navigate to the homepage and click the "Create a Design" button or select "Create New." As the objective is to create a booklet, click "Booklet Cover" in the search field to initiate the design process. Subsequently, a new page should be opened and the process initiated. Thirdly, the desired template should be identified. The template provided by Canva can be utilized without delay, with slight modifications according to the user's preferences. Alternatively, a template can be created de novo to address specific requirements. Fourth, utilize the available features within Canva. The design process may now commence with the utilisation of the features available within the Canva platform. Once the design process in Canva has commenced, the researcher will be directed to a page where the design can be initiated. The researcher then selected an existing template and proceeded to make the requisite modifications. Researchers are encouraged to begin by creating a blank design and incorporating elements in accordance with their creative vision.

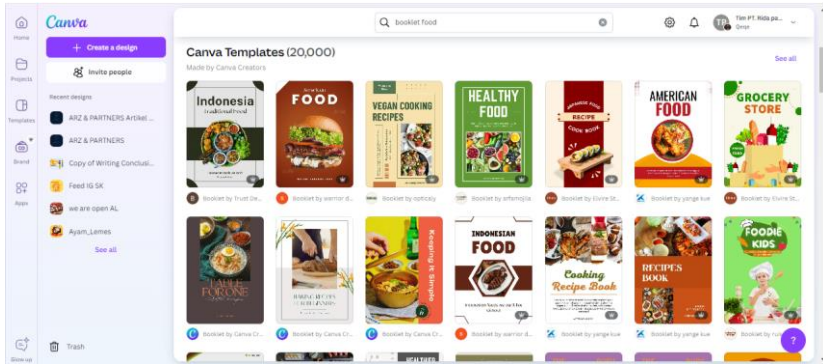


Fig. 1. Canva Template View

Source : Canva.com

It is important to be aware of the various features that distinguish Canva from other similar software. Firstly, researchers have the option of utilising pre-existing design templates, which can be employed without delay. Subsequently, the researcher may upload the desired photograph for use in the design. Secondly, the image is selected. Canva has already prepared a collection of images, which researchers can search for and apply using the top search bar. While some images are available for use at no cost, others require a fee. The third step involves the addition of various elements, including icons, shapes, lines, frames, stickers, and others. The fourth element is text, which allows the addition of words in a variety of font types. The fifth step in the process is the addition of audio or music when designing a video or animation. The sixth step is the incorporation of video, which can be added by entering a video that has been prepared by Canva. The seventh element is the background, which may be either a background image or a design background. The folder is a container for files and other digital assets. It is possible to save any images or components that have been downloaded or selected for further use. Once the features of Canva have been fully comprehended, the subsequent step is to commence the design of the booklet. The subsequent step is to display the design. Once the design has been created, the researcher will proceed by clicking on the small square icon located in the upper right-hand corner, which will display all the design results.

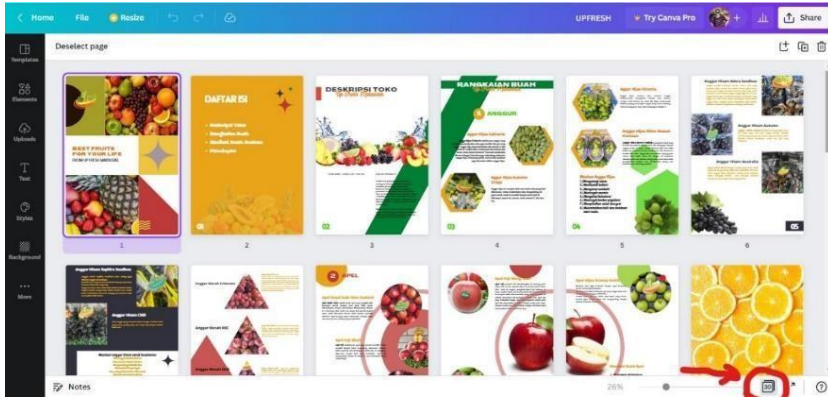


Fig. 2. Booklet Design Display

Source : Canva.com

The final stage is the saving procedure. Researchers have the option of saving the design in a variety of file formats. To do so, simply select the "Share" feature located in the upper right corner of the interface. In the "Share" section, users can save, download, and share links to the design results.

5 Conclusions

The results demonstrated that the promotional strategy employed by Up Fresh Store Makassar was insufficiently effective. One such deficiency is the absence of a booklet. To address this, the researcher proposes the creation of a booklet for the Up Fresh Store Makassar, with the objective of increasing sales turnover. The absence of a dedicated promotional team has resulted in an ineffective promotional strategy. It is anticipated that the booklet will motivate the promotion team to adopt a more proactive approach to product promotion through the utilisation of advertisements and alternative methodologies. Moreover, it is anticipated that Up Fresh Store Makassar will offer competitive pricing and high-quality merchandise.

References

1. Kotler, P., & Keller, K. L., "Marketing Management," Index, Jakarta (2012).
2. Puspitarini, S. D., & Nuraeni, R., "UTILIZATION OF SOCIAL MEDIA AS PROMOTIONAL MEDIA," *Journal of Common*, 3(1), 71-80. <https://doi.org/10.34010/COMMON.V3I1.1950> (2019).
3. Murya, T. P., & Wulandari, A., "The Influence of Promotion Mix on Purchase Decisions at Kedai Kandang Bandung. Proceedings of SnAPP: Social, Economic, and Humanities, 6 (1), 229-236.", (2016).
4. Tjiptono, F., "Marketing Strategy," Andi Publisher, Yogyakarta (2015).
5. Buchari, A., & Ratih, H., "Corporate Management and Marketing Strategy for Educational Services," Alfabeta, Bandung (2009).

6. Valentino, D. E., & Yudiansyah.. “Graphic Design as a Promotional Media at Novena Hotel Bandung,” *Communication Information Technology*, 7(2), (2020).
7. Kotler, P., & Armstrong, G., “Principles of Marketing,” Erlangga, Jakarta (2012).
8. Arsyad, A., “Learning Media,” PT. Raja Grafindo Persada, Jakarta (2012).
9. National Education Administration (NEA) cited in Indriana, 14 (2011).
10. Gemilang, R., & Christiana, E., “Development of booklets as information services for understanding the hedonism lifestyle of class XI students at SMAN 3 Sidoarjo”. Surabaya State University, 1-7 (2015).
11. Rahmatih, N., Yuniastuti, A., & Susanti, R., “Booklet Development”. National Seminar on Biology Education and Science and Technology III, 474-481 (2018).
12. Satmoko, S., & Tri Astuti, H., “The Effect of Booklet Language on Increasing Dairy Farmers' Knowledge of Artificial Insemination in Nongkosawit Village,” *Gunungpati District, Semarang City. Extension*, 2(2), (2006).
13. Roymond, S., & Simamora., “Textbook of Education in Nursing,” EGC, Jakarta (2009).
14. Supradaka., “Utilization of Canva as a Graphic Design Media,” *Journal of IKRAITH-TECHNOLOGY*, 6 (2022).

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

