

## Promotional Media Design for Joompo.id Based on the Omen Character Targeting Generation Z Audiences

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### Abstract

This study aims to design promotional media for Joompo.id by highlighting the phenomenon of “pemuda jompo” as the main visual concept to attract younger audiences. This phenomenon describes a young generation that is active yet easily tired, making humor about fatigue part of their daily expression. This potential is translated through the character Omen, which serves as the center of visual storytelling across promotional materials. The research uses a qualitative descriptive approach through observation of competitors' social media and informal interviews with audiences to understand visual preferences and relevant communication styles. The SWOT analysis technique was applied to identify factors that influence the effectiveness of promotional media design. The findings show that the use of humorous characters and consistency in visual elements can increase content appeal, strengthen brand messages, and build emotional connections with audiences. The resulting promotional media is not only informative but also entertaining and relevant to the experiences of young people, making it more effective in enhancing brand appeal

Keywords: Promotional media , Pemuda Jompo , Generation Z , Visual design , Illustrative characters

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### 1. Introduction

The phenomenon of “pemuda jompo” is increasingly being discussed as a description of a young generation that is active but easily exhausted due to an unbalanced lifestyle. The influence of social media trends can shape unhealthy lifestyle habits, such as excessive screen use and lack of physical activity [1]. This is related to Gen Z's busy lifestyle and their dependence on digital media for various daily activities, such as studying, working, and entertainment. On the other hand, the habit of consuming content quickly also shapes their preference for short and light visual humor. This characteristic opens up opportunities for businesses to design promotional media that is not only informative, but also capable of building emotional and cultural closeness with young audiences.

Joompo.id utilizes this phenomenon as a basis for creativity, presenting satirical visual elements as part of its brand promotion strategy. This brand offers bag charms, which are bag accessories designed to conceal various practical health products such as medicated oil or balm, which are often carried by “pemuda jompo.” With aligned product and promotional concepts, Joompo.id consistently presents the theme of ‘pemuda jompo,’ while simultaneously strengthening a brand image that feels relevant and relatable to its audience.

The brand concept, which has been aligned with its audience, is communicated effectively through the promotional media employed by Joompo.id to reach its target market. Promotional media serve as a communication tool used to introduce a product or service, making it more easily recognized by the wider public. [2]. As part of this communication strategy, choosing the right media is an important factor in determining the effectiveness of promotional messages. Social media serves as the main channel for local brands to reach young audiences due to its interactive and accessible nature. This is in line with findings that social media can expand the reach of marketing strategies and increase interaction between brands and consumers. [3].

In addition, consistency in digital branding has been proven to increase credibility and build emotional connections between brands and audiences. [4]. In the visual realm, consistency in design elements such as color and visual layout contributes to increased brand awareness and makes it easier for audiences to recognize a brand's identity in digital content. [5].

In addition to digital promotional media, non-digital promotional media such as direct interaction, the use of print media, and the strengthening of visual elements on packaging and brand identity are also important aspects and have a positive influence on consumer

decisions [6]. Therefore, understanding the behavior and challenges faced by the younger generation is an important part of designing relevant communication strategies.

Physical and emotional exhaustion due to work demands and pressure to achieve targets is very common among Generation Z in Indonesia, resulting in higher levels of burnout among this generation compared to other generations. [7]. This finding reinforces the relevance of the “pemuda jompo” phenomenon as a real social reflection, not just internet humor.

Although previous studies have highlighted the importance of social media and visual consistency in digital communication strategies, no research has specifically examined how visual elements, such as color palettes, typography, illustration styles, and illustrative characters, are used to create satirical humor in local brand promotional media. In fact, humor and relatable experiences play an important role in increasing virality and strengthening the audience's memory of the brand [8], so that its use in the context of promotion becomes increasingly relevant, especially for Generation Z, because advertisements that use humor tend to get a positive response from this generation [9]. Thus, the use of visual elements as a medium for conveying satirical humor remains an under-explored area of research that needs to be comprehensively examined from a visual design perspective.

Based on this urgency, this study aims to describe the process of designing digital and non-digital promotions that are relevant to the characteristics of the audience. This study focuses on the consistency and effectiveness of applying these visuals in constructing messages that are easy to understand, increasing audience interest, and strengthening the brand image as a local brand that uses humor as its main communication approach.

## **2. Methods**

This study uses a qualitative descriptive approach to design promotional media for Joompo.id, a new local brand that uses the satirical character “pemuda jompo” (old youth) to reach Generation Z audiences. This approach was chosen because it emphasizes the interpretation of visual elements, message delivery styles, and communication strategies applied in both digital and non-digital promotional media. The scope of the research focuses on the design of Joompo.id promotional media, specifically Instagram feed promotional media and non-digital promotional media such as brochures, merchandise, and booth displays. In this context, the research findings are not intended to test the effectiveness of the design, but rather to generate conceptual understanding and synthesis of the

design process obtained through audience analysis, competitor observation, and visual exploration.

Understanding the audience's characteristics is one of the considerations in designing Joompo.id's promotional media. In the method stage, the research focuses on adjusting visual elements and communication strategies to the preferences of Generation Z, namely individuals born between 1997 and 2012, especially those aged 18–26 years old [10]. The selection of this group serves as a reference framework in designing the visual style, message delivery, and appropriate promotional media content.

Research data was collected through observation and informal interviews. Observations were made on competitors' Instagram accounts to study promotional media practices, visual element consistency, and effective message delivery strategies in attracting young audiences. Observation is an important technique in research conducted through systematic observation of events occurring in real situations. [11]. These observations were used as reference material in designing Joompo.id promotional media to make it more relevant and competitive. Informal interviews were conducted with five people who were customers and active audiences of Joompo.id through casual conversations or short messages to understand their perceptions of visual appeal, the relevance of the Omen character, and the effectiveness of promotional media.

Data analysis was conducted using SWOT analysis as a tool in designing promotional media strategies. SWOT analysis is a method used to achieve a specific objective by identifying four key components: strengths, weaknesses, opportunities, and threats [12]. This method not only helps map internal and external factors that influence the design of promotional media, but also assesses internal strengths and weaknesses while identifying external opportunities and threats [13]. The results of this analysis are used to compare visual and content strategies with similar competitors, so that the promotional media strategies formulated can be more targeted, consistent, and relevant to the characteristics of Gen Z audiences, while strengthening the brand image.

## **3. Results and Discussions**

### **3.1 Data Identification**

The identification stage was carried out through secondary data collection by observing several local brands in the accessory and lifestyle sectors that target young audiences. This observation focused on three main aspects: the consistency of the promotional media used, the communication style applied on social media, and the forms of content offered to the audience. The purpose was to understand the promotional strategies and visual content presentation patterns employed by competitors, which then serve as references for

designing Joompo.id's promotional media. In addition, a literature review was conducted on promotional strategies and digital branding in start-up businesses, as well as communication preference characteristics among Generation Z, in order to strengthen the foundation for developing promotional media that aligns with the target audience.



Figure 1. Competitor Instagram

Based on observations, most competitor brands with similar products show consistency in their promotional media presentations through the use of bright contrasting colors, strong character illustrations, and uniform visual layouts in each post. The visual content displayed tends to be playful, expressive, and visually appealing, making it easy to attract the attention of young audiences on social media. On the other hand, the communication style used is also lighthearted and uses language that is familiar to Gen Z, ranging from personal invitations, short jokes, to the use of conversational phrases.

Other brands that prioritize storytelling use a more communicative, emotional, and warm copywriting style. Strong relationships with consumers cannot only be built through product excellence, but need to be reinforced with emotional approaches such as the use of storytelling in marketing activities [14]. Meanwhile, several brands that focus on accessory products present promotional media that highlight product variety and functionality through organized visuals, neatly arranged design elements, and a consistent feed format. These findings indicate that the effectiveness of promotional media for young audiences is determined by a combination of appealing visuals, consistent design elements, and a well-targeted communication style. As a new brand, @Joompo.id needs to build strong and consistent promotional media from the outset, because inconsistency in the visual elements of promotional materials can lower perceptions of professionalism and reduce the appeal to the target audience. The primary target audience for @Joompo.id is Generation Z, who prefer promotional content that is dynamic, expressive, and aligned with digital humor. In addition, visual humor plays an important role in attracting Gen Z's attention, as internet humor has evolved into a powerful branding tool that effectively reaches young, digitally native audiences [8].

In the context of start-ups, promotional media plays a crucial role in building image and expanding brand

visibility. Therefore, promotional elements such as illustration style, color palette on feeds, consistent typography, and content layout need to be standardized so that the message conveyed is clear and easily recognizable by the audience [5]. In addition, social media opens up opportunities for two-way interaction that must be utilized through copywriting strategies and interactive content that prioritizes audience engagement.

With a structured promotional approach, Joompo.id not only conveys product features, but also builds a brand narrative that is relevant to the phenomenon of "pemuda jompo," so that promotional media serves as a tool to build emotional closeness while increasing brand recall among Gen Z.

### 3.2 SWOT Analysis in the Design of Joompo.id Promotional Media

Based on observations of various forms of promotional media used by @Joompo.id, a SWOT analysis was conducted to identify the strengths, weaknesses, opportunities, and threats that affect the effectiveness of brand promotion strategies. This analysis includes observations of content presentation on social media, the use of characters in promotional materials, the visual structure of content, and other forms of promotion in digital and non-digital media. This analysis also considers the findings from competitor observations in the previous subsection as a basis for mapping external conditions related to promotional practices in the local creative industry.

The main strength of @Joompo.id's promotional media lies in the expressive and recognizable character of Omen, which creates a strong visual impression on young audiences. The presence of this character facilitates the delivery of satirical humor that is relevant to the phenomenon of "jompo youth," making it an effective element to support personal and engaging promotional communication. Colorful, dynamic visual content that aligns with Gen Z's digital humor style further enhances the appeal of promotions and opens opportunities for emotional connections between the audience and the brand. Additionally, the flexibility of the character and illustration style allows for the adaptation of promotional content across various mediums, both digital and non-digital, ensuring consistent messaging across multiple platforms.

The promotional media @Joompo.id still faces challenges in terms of consistency in content categorization. This inconsistency makes some posts appear inconsistent across categories. In addition, content production capacity is still handled by a small team, resulting in suboptimal content variety and limited expansion of promotional media beyond Instagram.

@Joompo.id's promotional media have significant potential for growth through expansion to new platforms such as TikTok, which is widely used by the primary target audience (Gen Z) and supports expressive short-video formats. Additionally, the development of supplementary character series has the potential to broaden the 'pemuda jompo' narrative while enriching the variety of promotional content. Strengthening content structure and exploring new creative formats provide opportunities for Joompo.id to expand its audience reach and maintain relevance within the rapidly evolving digital culture of Gen Z.

The main threat in digital promotional media is the rapid spread of content on social media, which increases the risk of themes, products, and brand identities being copied by new competitors. In addition, trends among Gen Z change very quickly, so promotional media needs to be constantly updated to remain relevant. Changes in platform algorithms and digital content consumption patterns are also external factors that can affect the reach and effectiveness of promotional media.

Based on the SWOT analysis results, @Joompo.id promotional media has strong potential to attract Gen Z audiences through its expressive Omen character, dynamic visuals, and satirical humor relevant to the "jompo youth" phenomenon. However, the effectiveness of promotion still needs to be improved through the development of more structured visual guidelines and the creation of content variations outside of Instagram. Opportunities for strengthening promotion are wide open through platform expansion such as TikTok, the creation of additional character series, and the exploration of creative content formats that align with Gen Z's media consumption patterns. Nevertheless, risks such as visual imitation, changes in digital trends, and platform algorithm dynamics are external factors that must be anticipated to ensure that promotional strategies remain relevant and competitive.

### 3.3 Design Concept

The promotional media design concept of Joompo.id is developed by emphasizing the 'pemuda jompo' phenomenon as the main theme to create a light, humorous communication style that aligns with the characteristics of Gen Z. Each visual element is selected to reinforce the brand message and ensure that the promotional materials are not only visually appealing but also relevant to the everyday experiences of the audience.

Joompo.id uses a main character named Omen (Opa Muda Energik), who represents an active yet easily fatigued young individual as a symbol of the term. Omen's expressions and activities serve as visual storytelling elements that help convey promotional messages in a communicative, humorous, and easily

understandable manner while strengthening emotional connection with the audience. This character forms the foundation for determining the visual style and tone of voice, ensuring that the promotional content remains consistent, simple, and adaptable across various platforms.

The visual storytelling approach through Omen facilitates the development of content that is interactive and relatable, enabling each promotional material to convey the brand narrative clearly and engagingly. With this concept, the development of promotional materials in the following subsection can be carried out consistently and in alignment with the needs of Joompo.id's digital campaign.

Joompo.id's tone of voice is designed to reflect the humor, simplicity, and expressiveness of the 'pemuda jompo' theme, using light, communicative, and subtly satirical language to ensure the message resonates with the everyday experiences of Gen Z. Brand voice or tone of voice reflects the unique identity of a brand that is present in all forms of communicative interaction [15]. The choice of phrases is concise and informal to maintain Omen's cheerful character and build a more personal relationship with the audience.

### 3.4 Visualization

The visualization stage is carried out by developing visual identity elements that serve to strengthen the brand's promotional media. This process begins with the selection of a color palette, as color is an important element in attracting consumers' attention to a product [16]. The chosen color palette is bold and contrasting. Red is used to convey energy and passion, in line with findings that explain that red is often associated with emotional stimulation [17].

Yellow is used as a bright accent that attracts attention and evokes positive and optimistic feelings, as explained in the study. Meanwhile, turquoise, a shade of blue-green, provides a fresh and calming feel that supports a visual character that is friendly to young audiences. Purple was chosen to reinforce the creative and imaginative impression, helping to build Joompo.id's identity as an expressive brand that is relevant to the communication style of the younger generation. This palette was also chosen for its flexibility, ensuring consistency when used in various visual communication media.



Figure 2. Joompo.id Color palette

In addition to color, the typography selection is tailored to the brand's communicative and humorous needs. The "Lazydog" font is used as the main

typography for the display, as its handwriting character gives a relaxed and expressive impression that matches Joompo.id's visual style. Meanwhile, "Poppins" serves as the main typography for the body text, as its clean and easy-to-read letterforms are suitable for supporting information. "Noot" is used as a supporting typography for additional visual elements that require a prominent and playful touch.



Figure 3. Typography in joompo.id promotional media  
Character Visual Development

The next step is to develop a visual character that acts as the brand's personification. This character is designed to present a communicative, friendly persona with a sense of humor, enabling it to represent the spirit of the elderly youth in a lighthearted and entertaining way. Visual characters not only serve as distinctive graphic elements, but also as a medium for storytelling that reinforces brand identity on social media and physical products such as bag charms. This is in line with findings that character design can enhance brand recognition and serve as an effective promotional medium in driving consumer engagement [18].




The character created is named 'Omen,' depicted with a fatigued facial expression to represent the lifestyle of young people, particularly as a result of habits such as staying up late and maintaining an imbalanced daily routine. This tired expression serves as a symbol of the 'pemuda jompo' phenomenon, which becomes the primary inspiration behind the creation of the brand.




Figure 4. Karakter Visual Joompo.id

The choice of curly hair for the character Omen is interpreted as a visual identity element that clearly distinguishes him from other characters. The representation of curly hair is a means of emphasizing the uniqueness of identity and natural beauty that is often marginalized by dominant standards [19]. By adopting this principle into the character design, Omen's curly hair serves not only as an aesthetic element, but also as a symbol of visual differentiation that strengthens Joompo.id's identity so that it is more memorable to the audience.

Table 1. Character Visualization

No.	Design	Description
1		Omen carries a cane and holds his waist as a visualization of the "pemuda jompo."
2		Representing Gen Z students/young workers in creative fields who often stay up late because their work is approaching deadlines, depicted through multiple hands (representing multitasking) with many pain relief patches.
3		Visualized with expressions of frustration, such as when facing many tasks or revisions, representing students and young workers.

4		<p>Representing Gen Z when they are free from tasks or work, Omen is visualized as relaxing or healing.</p>
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Omen serves as a communication medium that depicts the reality of young audiences in a lighthearted and easy-to-understand manner. The colors of Omen's characters' clothing use the main colors in the visual identity palette, thus maintaining visual consistency between the characters and other visual elements that support promotional media.

This process not only produces visualizations that are tailored to the target audience, but also enhances the effectiveness of promotional media by presenting visual elements that are capable of attracting attention. All elements are designed consistently with the 'pemuda jompo' theme through humorous touches, allowing the visuals to function not only as brand identity but also as a means of delivering promotional messages in a light and accessible manner across various platforms.

### 3.5 Media Promotion Implementation

“The visual implementation of @Joompo.id focuses on the consistent application of design elements across various promotional media to strengthen brand image and enhance audience recall. The established visual identity is translated into promotional media on the Instagram platform. In addition to digital media, the visual elements are also applied to non-digital promotional materials, such as brochures, booths, and various merchandise produced by the brand. Through this approach, Joompo.id’s visualizations function not only as brand identity but also as promotional tools that expand audience reach and engagement.

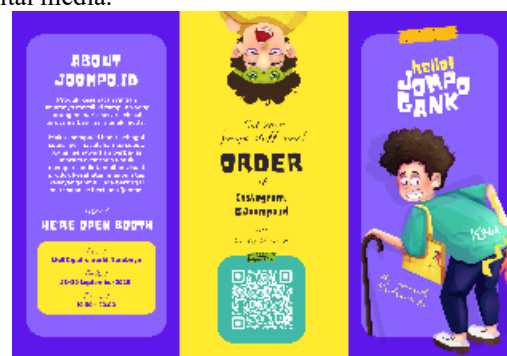


Figure 5. Implementation on @Joompo.id feeds

On Joompo.id’s Instagram account, each post is designed not only to showcase the product but also to build audience perception and attachment to the brand’s character and values. Several examples of posts on the Instagram digital promotional media demonstrate different content functions according to Joompo.id’s communication needs. Character-introduction content featuring Omen is used to present the brand’s main icon through expressive and energetic visuals, enabling the audience to immediately recognize Joompo.id’s identity. Meanwhile, meme-based content or interactive games serve to introduce humor that resonates with the audience’s everyday experiences, thereby attracting engagement and encouraging audience interaction on social media.

Furthermore, pre-order information content is organized in a storytelling format and includes prices, with cheerful yet informative visuals so that the message is easy to understand. Feeds regarding pre-order delivery information are designed to provide concise and clear updates to customers, thereby strengthening their trust in the ordering process.

In addition to digital promotional media, the elements that have been created are also applied to various non-digital media.



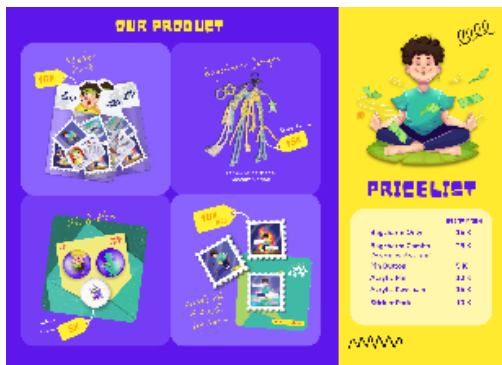


Figure 6. Brochure

Brochures are used as a supporting promotional medium when Joompo holds exhibitions or participates in events. The brochures are designed with contrasting colors that match the Joompo.id color palette, with purple and yellow as the dominant colors, and include information about the brand, the products offered and their prices, and purchase contact details.

The character designs created during the visualization stage were also implemented in merchandise produced by the @joompo.id brand. Merchandise refers to various types of products designed to support promotional activities, strengthen brand image, and potentially provide additional economic value to an organization or company [20].

Table.2 Merchandise Design

No	Design	Description
1.		The previously created character was implemented into a 'pemuda jompo' membership card.
2.		In the form of stamps, the characters are applied to designs with a "healing" theme, accompanied by text representing the target audience who generally engage in these activities after a long day of work.
3.		The character is applied to designs that represent target audiences who are contemplating whether to make many revisions or do a lot of work.
4.		The character is applied in the form of a stamp featuring the 'severe jompo' design.

5.		The character is applied in the form of a stamp with a multitasking design.
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While maintaining the humor and relevance of the 'pemuda jompo' theme, these designs are applied to merchandise such as sticker packs and acrylic pins. Most of the designs are created in a stamp-like format to evoke a collectible impression for the merchandise produced by @joompo.id.



Figure 8. Merchandise Sticker and Acrylic Pins

A well-designed booth, both in terms of shape and color selection, can be an effective promotional medium for MSME players because it can attract the attention of potential customers and encourage them to buy [21]. The Joompo.id booth applies a cheerful and playful visual concept through the use of contrasting colors characteristic of the brand, to attract attention and strengthen its identity. The elements are applied consistently to create a booth that is welcoming to visitors, easily recognizable, and reflects the brand's character.



Figure 7. Booth Jompo.id

Consistent visualizations designed in alignment with Gen Z characteristics play a significant role in building initial attraction to the product. Based on informal interviews with five Jompo.id audience members/consumers during market testing activities, most respondents stated that their initial interest emerged when they saw @jompo.id's visual branding on social media and at the Jompo.id entrepreneurship booth displaying various merchandise. The visuals featuring Omen with a humorous and expressive style were perceived as 'cute' and 'relatable to their experiences.' These findings indicate that a light and relevant visual approach can foster an emotional connection between the brand and young audiences.

Several respondents also mentioned that their decision to purchase the product was driven not only by its function, but also by its visual design, which they described as 'appealing to carry' and 'aligned with Gen Z style.' This indicates that visual consistency and relevance to the characteristics of the target market are not merely complementary aspects, but rather essential strategies in shaping brand image and influencing purchase decisions. Thus, relatable visual design can function as a distinguishing factor that strengthens Jompo.id's positioning in a competitive market.

The findings of this study demonstrate a novelty in strengthening promotional media strategies for local brands through a visual approach that is light, communicative, and relevant to the everyday experiences of Gen Z. The presence of the character Omen as a symbol of the 'pemuda jompo' phenomenon not only reinforces the visual identity but also delivers promotional content that is contextual and easily understood by young audiences. This novelty is reflected in the effort to build audience engagement through visual humor and simple storytelling that effectively captures attention while maintaining

consistency in design elements across all promotional materials.

Practically, the findings of this study affirm that the effectiveness of promotional media depends not only on visual aesthetics but also on a brand's ability to convey messages that align closely with the characteristics of its target audience. Such content strategies can serve as a reference for designers and creative industry practitioners in developing promotional approaches that are more adaptive, relevant, and aligned with the current media consumption patterns of Indonesian youth.

### 3.6 Limitations and Future Work

This study has several limitations that should be noted. First, the scope of the study is limited to certain digital and non-digital promotional media, such as Instagram, merchandise, posters, and booths, so the findings may not fully represent all visual communication strategies that can be applied to other platforms. Second, the data collection methods, which involved observing competitors and conducting informal interviews with a limited audience sample, mean that generalizations about Generation Z as a whole should be made with caution. In addition, this study emphasizes visual elements and the character of Omen, while other factors such as text content, posting frequency, and audience interaction have not been analyzed in depth.

For future research, several directions for further development may be considered. A quantitative analysis of audience engagement could be conducted to measure the effectiveness of each visual element and character in increasing engagement. Subsequent studies may also examine audience responses to various content formats and emerging platforms, including TikTok, to identify the most effective promotional strategies for Generation Z. Additionally, a more in-depth exploration of satirical approaches in the visual communication of local brands could provide insights into the impact of humor and satire on brand perception and audience loyalty. This approach can be expanded through experimental methods or more representative surveys to ensure higher validity and generalizability of the findings.

## 4. Conclusions

This study concludes that strengthening Jompo.id's promotional media as a local brand can be achieved through the application of a consistent visual identity that is relevant to the characteristics of its main audience, namely Generation Z. The results of the study show that the use of a satirical humor approach through the visual character Omen, along with visual elements such as a contrasting color palette, expressive typography, dynamic illustration style, and a light tone of voice, is effective in building emotional closeness between the brand and its young audience.

The promotional media design process, which was carried out through competitor observation, informal interviews, and SWOT analysis, proved that the Omen character serves as a visual storytelling center that can increase content appeal, strengthen brand image, and increase engagement through a humorous approach that is relatable to the daily experiences of Generation Z. The consistent implementation of visual elements in both digital and non-digital media, such as Instagram, merchandise, posters, and exhibition booths, shows that visual strategies have a significant contribution in shaping a brand perception that is easily recognizable and memorable.

These findings address the research objectives by demonstrating that promotional media design grounded in satirical humor and visual consistency is an effective strategy for local brands to build a strong and competitive identity within a dynamic creative market. Theoretically, this study provides an important contribution to the field of visual communication and digital branding strategies, particularly in relation to the use of illustrative humor as an alternative approach to promoting local brands. The results also open opportunities for further studies to evaluate the

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effectiveness of visual humor and content formats on continuously evolving digital platforms.

**Author Contributions Statement**

Name of Author	C	M	So	Va	Fo	I	R	D	W
Alyaa Parisya Putri	✓	✓	✓		✓	✓		✓	✓
Asidigisianti Surya Patria		✓		✓		✓		✓	✓
Nanda Nini Anggalih	✓			✓	✓		✓		

**Conflics or Interest Statement**

Authors state no conflict of interest.

**Data Availability**

The data that support the findings of this study are available from the corresponding author, [M], upon reasonable request.

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