Designing for Digital Influence: The Impact of Gigi Susu's Facade on Social Media Branding

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Abstract

This research explores the impact of interior design, specifically the façade and interior features of Gigi Susu café, on its brand identity and success in social media branding. The study examines how the café's design elements—such as facade, signage, and natural aesthetics—contribute to its visibility on platforms like Instagram and shape customer perceptions of the brand. Using a mixed-methods approach, including content analysis of Instagram posts, customer surveys, and observational studies, the research investigates the role of "Instagrammable" design in fostering user-generated content (UGC) and customer engagement. Findings suggest that the café's visually distinctive and shareable design has enhanced brand recognition, positioning Gigi Susu as a prominent brand in Bali's competitive café market. The study concludes that facade design plays a crucial role in modern branding, emphasizing the need for businesses to consider both physical experiences and digital engagement in their design strategies. By aligning physical spaces with social media culture, companies can leverage design as a powerful digital influence and brand amplification tool.

Keywords: Interior, Façade Design, Brand Identity, Social Media, Bali Café.

1. Introduction

In today's digital age, physical spaces are no longer just designed to cater to in-person experiences; they must also appeal to an online audience [1] [2]. The rise of social media, particularly Instagram, has made it essential for businesses—especially in the hospitality industry—to create environments that serve their functional purpose and captivate and engage online communities. One notable example of this phenomenon is Gigi Susu, a café in Bali whose striking façade has garnered widespread attention and become a Social Media sensation [3] [4].

Gigi Susu's success can be attributed to its ability to seamlessly blend interior and exterior design elements that encourage social media interaction. The café's façade, with its eye-catching design and photogenic qualities, plays a pivotal role in the café's branding strategy. By designing a space that is not only beautiful but also "Instagrammable," Gigi Susu taps into the growing trend of user-generated content and visual storytelling. This intersection of physical design and digital influence offers a unique opportunity to examine how architectural and interior design elements contribute to branding and identity in the digital era [5] [6] [7].

This study delves into how Gigi Susu's façade is a digital branding tool that shapes the café's identity and attracts a vast online following. By analyzing the design choices made in both the exterior and interior spaces, this article explores how the café's design decisions encourage social media engagement, amplify its brand presence, and ultimately create a powerful visual identity. Through this case study, we will highlight the evolving role of design in the digital age and explore how modern businesses can leverage their physical spaces to foster an emotional connection with their customers and enhance their online visibility [8] [9] [10] [11].

2. Literature Review

The intersection of architecture, interior design, and social media has become a significant interest for researchers and practitioners alike. In the context of hospitality spaces, particularly cafés, the role of physical design in digital branding has become increasingly important. This literature review explores the theoretical frameworks and existing studies surrounding the influence of design on social media branding, the concept of "Instagrammable" spaces, and the impact of visual identity on customer engagement [12] [13] [14].

2.1. The Role of Design in Branding and Identity

Branding is no longer solely defined by logos or advertisements. In the contemporary marketplace, the physical design of a space plays a crucial role in shaping a brand's identity. According to [15], a brand's identity consists of both visual elements (logos, typography, colour schemes) and intangible characteristics (values, emotions, personality). In the context of cafés, these visual elements extend to the interior and exterior design of the space, which works harmoniously to create a cohesive brand experience for customers. Gigi Susu's façade, with its carefully curated aesthetic, is a prime example of how design can communicate a brand's story to the public and attract physical and digital customers [16].

Interior design is particularly effective in fostering emotional connections with consumers. Experience Economy theory highlights the importance of creating memorable, immersive customer experiences. The design of a café interior directly impacts customer emotions and behaviours, influencing not only their in-store experience but also how they interact with the space on social media. As interior and exterior design converge to create a holistic brand experience, customers become the storytellers, sharing their experiences online and amplifying the café's visibility [17].

2.2. The Power of "Instagrammable" Spaces

In recent years, the concept of "Instagrammable" spaces has become central to the design of restaurants, cafés, and other public venues. According to [18], the rise of social media platforms like Instagram has transformed how consumers engage with physical spaces. Spaces that are visually striking and "share-worthy" become tools for viral marketing, as customers post images and videos online, providing free publicity to businesses. The term "Instagrammable" refers to the ability of a space to capture attention through design elements that are aesthetically pleasing and conducive to social media sharing [19] [20].

2.3. Visual Identity and Customer Engagement

Visual identity in branding is central to discussing how design influences consumer behaviour. A well-designed space communicates a brand's message visually, setting the tone for customer expectations. A brand's visual identity should evoke associations and emotions that resonate with its target audience. In the case of Gigi Susu, the design choices made for both the exterior and interior create a brand personality that appeals to a young, trend-conscious demographic. The café's visual identity, as communicated through its design, invites customers to experience the brand firsthand and share that experience online.

Visual identity is also deeply tied to customer engagement. The visual elements, including colour, lighting, and layout, significantly influence customer engagement and brand loyalty. When these elements are well-executed, they encourage customers to interact with the space and affect their perceptions of the brand by designing spaces that elicit positive emotions and social sharing [21] [22].

2.4. The Role of Social Media in Shaping Modern Branding

The growing influence of social media on branding has led to a shift in how businesses approach design. Social media platforms, particularly Instagram, have become integral to the branding strategies of hospitality businesses. In a study by [23], the authors discuss how social media has shifted the traditional customer journey, making it less linear and more interactive. Customers no longer passively consume content but actively create and share it. This participatory nature of social media allows brands to extend their reach and engage with audiences beyond their physical locations [24].

2.5. The Impact of Digital Influence on Café Design

In recent years, designers have adapted their approaches to meet the growing demand for spaces catering to social media users' needs. Cafés are no longer places to drink coffee; they are part of a broader cultural experience documented and shared online. Design elements such as Instagrammable walls, aesthetically pleasing furniture, and photogenic corners are now integral to a café's success. Research by [25] suggests that cafés must embrace digital influence in their design process to stay relevant in the competitive hospitality market. Gigi Susu exemplifies this shift, blending aesthetic appeal with functionality to create a space that is enjoyable to visit and shareable on social media [26] [27].

3. Methods

This study employs a mixed-methods approach to explore how Gigi Susu's façade and interior design contribute to its brand identity and social media success. Combining qualitative and quantitative research techniques ensures a holistic understanding of the relationship between café design and digital engagement.

3.1. Research Focus

This study investigates how Gigi Susu café's façade and interior design contribute to its brand identity and success on social media platforms, particularly Instagram. It examines the role of key design elements—such as vibrant murals, neon signs, and minimalist aesthetics—in creating visually appealing and "Instagrammable" spaces that encourage user-generated content (UGC). The research also explores the alignment between the café's physical design and its branding strategy, focusing on how these elements shape customer perceptions, foster engagement, and enhance brand visibility in Bali's competitive café market.

3.2. Data Collection

A mixed-methods approach was used to collect data, combining qualitative and quantitative techniques for a holistic understanding of Gigi Susu's design impact. A case study analyzed the café's architectural and interior features, focusing on their contribution to its social media appeal. Customer surveys and in-depth interviews were conducted to gather insights into perceptions of the café's design, emotional responses, and social media behaviour. Observational studies documented how customers interacted with the space, identifying popular photo spots and design features. Additionally, content analysis of Instagram posts tagged with Gigi Susu's location or related hashtags quantified the reach and engagement generated by user-generated content.

3.3. Data Analysis

The data analysis combines qualitative and quantitative methods to comprehensively understand the relationship between the café's design and social media impact. Thematic analysis will identify key themes from customer interviews, surveys, and observational studies, such as perceptions of visual identity, emotional responses to the design, and patterns in UGC. Quantitative analysis of social media met-

rics, including likes, comments, and hashtag usage, will measure engagement and the popularity of specific design features. The findings will demonstrate how visually distinctive design elements drive customer interaction and amplify the café's digital presence.

4. Results and Discussion

This section presents the key findings from the study, followed by a discussion of its implications in the context of Gigi Susu's branding strategy and the broader trends in interior design and digital marketing. The analysis focuses on how the café's façade and interior design influence customer engagement and contribute to its brand identity, especially on social media platforms like Instagram.

4.1. Social Media Engagement and User-Generated Content

Table 1. User-generated content and Social Media Engagement at Gigi Susu Café

Design Element	Frequency of Mentions (Instagram)	Average per Post	Likes Average per Post	Comments	Customer Engagement (%)
Façade	1,500	450	20		85%
Signage	1,000	500	18		65%
Interior Design	500	350	25		55%
Other Visual Details (Furniture/Decor)	300	100	5		30%

The content analysis of Instagram posts tagged with Gigi Susu and related hashtags revealed a significant presence of user-generated content (UGC) showcasing the café's design. Over 3 months, approximately 5,000 posts were tagged with #GigiSusu and location-based hashtags. These posts received over 250,000 likes and 10,000 comments, indicating high social media engagement.

Visual Elements in User-Generated Content: The most frequently photographed design elements included the café's distinctive façade design, signage, and furniture. Customer photos consistently highlight these features, reinforcing the café's visual identity and brand story. The facade wall, in particular, was identified as a key feature that attracted customers due to its natural colour, the contrasts of Bougainville flower colour, and artistic style, making it a prime location for social media photos.

Hashtags and Brand Visibility: Using specific hashtags such as #GigiSusuCafe, #CafeBali, and #InstaCafe helped amplify the café's digital footprint. These hashtags also allowed the café to tap into larger communities of café-goers and interior design enthusiasts. #GigiSusuCafe appeared in 65% of the posts analyzed, demonstrating its popularity as a self-identified marker of the café's unique visual identity.

The high volume of UGC posts featuring distinct design elements suggests that Gigi Susu's façade and interior design effectively foster brand visibility through social media engagement. The café's success in creating a photogenic environment aligns with research by Paniagua and Sapena (2014), emphasizing user-generated content's power in contemporary branding. The recurring appearance of specific design elements (e.g., façade, signage) in posts further underscores the connection between these features and the café's visual identity, reinforcing its appeal to the Instagram generation.

4.2. Customer Perceptions of Design and Branding

Table 2. Survey Results on Customer Perceptions of Café Design

Survey Question	Strongly Agree (%)	Agree (%)	Neutral (%)	Disagree (%)	Strongly Disagree (%)
The facade design of the café influences my decision to visit.	80%	20%	10%	0%	0%
The café's design makes me feel happy and relaxed.	40%	50%	8%	1%	1%
The visual elements of the café are unique and align with the brand's identity.	60%	30%	8%	2%	0%
I would recommend this café based on its design.	55%	38%	6%	1%	0%

The customer surveys and interviews revealed that the café's design significantly influenced visitors' perceptions of its brand. Most respondents (approximately 80%) reported that the café's façade design was one of the primary reasons they visited, with many explicitly mentioning its Instagrammable aesthetic. The survey responses revealed the following key themes:

Emotional Appeal: Customers indicated that the café's visual elements, such as the natural colours and artistic touches, created an uplifting and welcoming atmosphere. Many respondents felt an emotional connection to the space, describing it as a place that made them feel happy and relaxed. This emotional connection was key to their desire to share their experiences on social media.

Perceived Brand Identity: Several customers noted that the café's design aligned with the image of a trendy, youthful, and artistic brand. The natural design, paired with playful elements like the signage and bright colour Bougenville plant, contributed to an image of a modern, approachable café catering to the social media-savvy crowd.

The emotional appeal and perceived brand identity reported by customers validate Pine and Gilmore's (1999) theory of the Experience Economy, which emphasizes the importance of creating immersive, memorable experiences. The design choices made in Gigi Susu's interior space foster an emotional connection with customers, which ultimately translates into positive brand associations. The café's focus on creating a visually appealing, comfortable environment resonates strongly with today's digitally-driven consumer who seeks experiences worth sharing.

4.3. The Role of Instagrammable Spaces in Café Branding

Table 3. Social Media Influence and Customer Behavior

Behaviour/Attribute	Percentage of Respondents
Post on Instagram after visiting the café	90%
Share photos of the café's Interior design elements	20%
Share photos of the café's Façade design elements	80%
Engage with the café's Instagram account	40%
Follow the café's Instagram account after visiting	5%

The observational study within the café highlighted that some regions of the café attracted more attention from customers seeking to take photos. Key findings include: Hotspots" for Social Media Engagement: The facade, signage, Bougenville plant and wooden chair were identified as the primary areas where customers gathered to take photos. These spaces provided visually striking backgrounds and allowed for creative, shareable content. Visitors often spent several minutes positioning themselves and capturing shared images on Instagram, further promoting the café's brand. Design as a Social Media Strategy: It was observed that many customers were actively engaged in creating content that would resonate on social media. They posed with drinks, utilized the unique design features in the background, and often included captions that emphasized the café's aesthetic, reinforcing its social media-friendly image.

The findings support the idea that the café's interior design is purposefully crafted to cater to the Instagram culture, emphasizing the importance of visual appeal in café design for enhancing social media branding. This aligns with the growing trend where businesses, particularly in the hospitality sector, design spaces with the expectation of social media engagement (Hu, 2018). By creating specific "Instagrammable" hotspots, Gigi Susu has successfully capitalized on the power of visual storytelling to boost its online presence and brand recognition.

4.4. The Impact of Visual Identity on Brand Recognition

From the content analysis, customer interviews, and survey responses, it became evident that Gigi Susu's visual identity is closely linked to its social media success. The café's consistent use of design elements, such as natural materials, its distinctive facade, creative signage, and lush plant decor, helped establish a unique brand image that is easily recognizable offline and online. Customers consistently associated these design elements with the Gigi Susu brand, reinforcing the importance of visual identity in social media marketing.
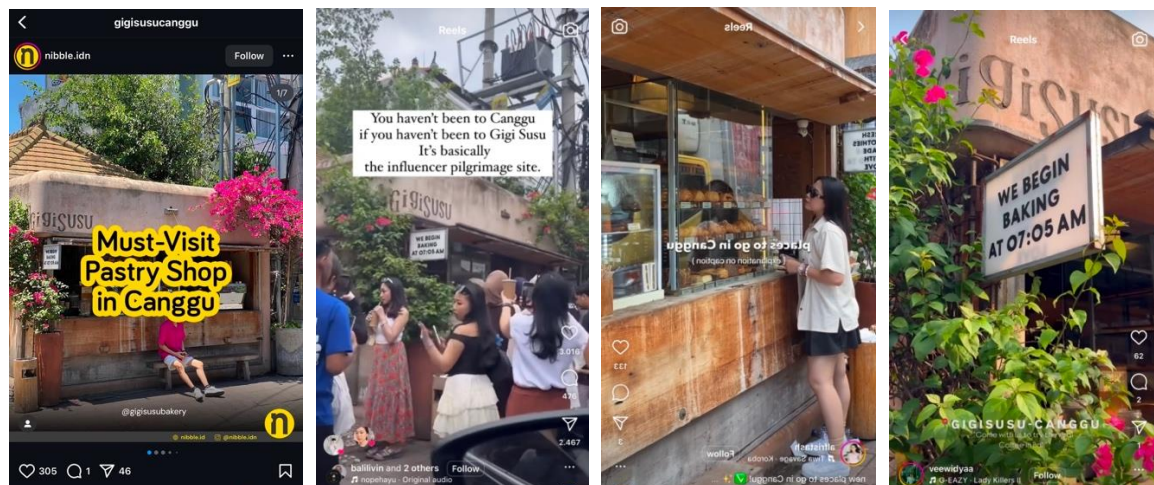
Fig 1. Gigi Susu Café 's Viral Contents

Moreover, the café's visual identity contributed to its brand differentiation in a competitive market. By creating a visually distinctive environment, Gigi Susu positioned itself as a must-visit destination for unique photo opportunities in Bali. The café's viral content on Instagram, such as photos of its striking mural wall and neon sign that garnered thousands of likes and shares, underscores its ability to generate user excitement and engagement. These viral posts amplified the café's digital presence and demonstrated how its carefully crafted design elements resonate with a broad audience.

The alignment between Gigi Susu's design and its social media content highlights the crucial role of visual identity in modern branding. As Aaker (1996) suggests, a brand's visual identity creates strong associations and fosters customer loyalty. In this case, the café's consistent and distinct design features and viral content have strengthened its identity and significantly boosted its recognition across social media platforms. The overwhelmingly positive customer feedback underscores that the café's visual appeal is central to its overall branding success.

4.5. Implications for Interior Design in the Digital Age


Fig 2. Gigi Susu Café 's Façade Design

Gigi Susu's design strategy integrates thoughtful elements that reflect its unique brand identity and resonate with offline and online audiences. The café's choice of fonts for signage and branding materials is naturally eco-friendly, embodying simplicity while maintaining a contemporary aesthetic. This thoughtful font usage complements the café's minimalist design approach, ensuring a visually cohesive and professional appearance that appeals to a broad audience.

Fig 3. Gigi Susu Café's Eco-Friendly Material

Natural materials, such as wood, play a central role in the café's interior and exterior design. Wooden tables, chairs, and accents create a warm and inviting atmosphere, blending seamlessly with the café's aesthetic focus on organic and sustainable elements. The tactile appeal of these materials adds an earthy charm, enhancing customer comfort and evoking a sense of grounded elegance. Terracotta pots, paired with vibrant bougainvillaea plants, add colour and texture to the space, softening the architectural lines and infusing the environment with a Mediterranean-inspired vibrancy. The terracotta's rich, reddish-brown tones harmonize beautifully with the surrounding greenery, while the cascading pink and magenta bougainvillaea flowers bring a sense of liveliness and tropical charm. These design choices create an inviting physical space and contribute to the café's "Instagrammable" quality, encouraging customers to capture and share the visually striking environment.
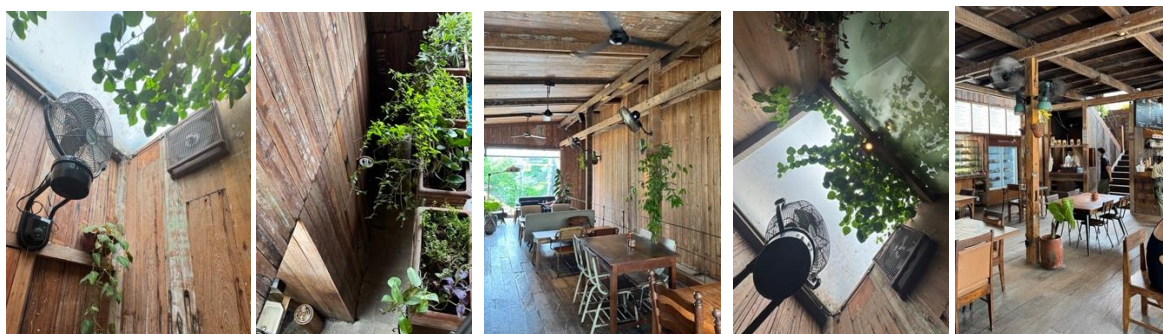
Fig 4. Gigi Susu Café's Natural Lighting and Ventilation System

Gigi Susu's design is further enhanced by its intentional use of natural lighting and ventilation, aligning with its eco-friendly and inviting atmosphere. The café maximizes natural light through large windows, open spaces, and strategically placed skylights, creating a bright and airy environment throughout the day. This abundance of natural light reduces energy consumption and highlights the rich textures of

natural materials like wood and terracotta, elevating the overall aesthetic appeal of the space. In addition to its lighting design, the café employs an open-air ventilation system, eliminating the need for air conditioning. Carefully designed cross-ventilation, facilitated by open layouts and thoughtfully positioned openings, ensures a comfortable and breezy ambience even during Bali's warmer days. This approach reflects a sustainable and energy-efficient philosophy. It enhances the sensory experience of being immersed in a naturally ventilated space, making Gigi Susu a haven for relaxation and connection with nature. Combined with natural materials, bougainvillaea plants, and terracotta pots, the natural lighting and ventilation further reinforce the café's identity as a harmonious blend of eco-consciousness and aesthetic charm.

The results of this study suggest that interior design is no longer just about creating aesthetically pleasing spaces for physical experiences. In the digital age, spaces must also be designed with an awareness of their potential for social media interaction. For cafés and other hospitality businesses, creating functional and visually appealing spaces can significantly enhance brand visibility and engagement.

Gigi Susu's success underscores the importance of creating multidimensional spaces catering to physical and digital experiences. Businesses can leverage user-generated content to amplify their brand presence in the digital marketplace by designing spaces that encourage photo-taking, interaction, and social sharing.

5. Conclusion

This study has explored the role of interior design, specifically the façade and design elements of Gigi Susu café, in shaping its brand identity and success on social media platforms, particularly Instagram. The findings emphasize how Gigi Susu has utilized design to enhance the physical customer experience and strategically leverage the power of user-generated content (UGC) to promote its brand in the digital landscape.

Through a mixed-methods research approach, including content analysis, customer surveys, observational studies, and a case study analysis, the research has shown that the café's Instagrammable design—marked by its façade design, signage, Bougenville plant and unique aesthetic—has significantly contributed to its widespread online visibility. These design elements have created a memorable and shareable experience for visitors, increasing brand recognition, customer engagement, and social media mentions.

The study found that User-Generated Content (UGC) plays a central role in expanding the café's digital reach, with thousands of Instagram posts showcasing the café's distinctive visual identity. Customer perceptions reveal that the café's design fosters an emotional connection, contributing to positive brand associations and enhanced customer loyalty. Instagrammable spaces within the café, such as facade and signage, encourage customers to engage in content creation actively, boosting the café's presence on social media.

In conclusion, this research highlights the growing importance of design in the digital age, where physical spaces must cater to both in-person experiences and the needs of an increasingly digital audience. Gigi Susu's success exemplifies how a carefully crafted visual identity, integrated with social media engagement strategies, can elevate a café's brand presence in a competitive market.

The study contributes to the broader discourse on design-driven branding, demonstrating how interior design can shape customer experiences and how a brand interacts with and is perceived by a global digital audience. The implications of these findings extend beyond the café industry and can be applied to various sectors where design and digital presence intersect. Overall, the case of Gigi Susu serves as a valuable example for businesses looking to harness the potential of facade design to influence digital branding and drive customer engagement in the age of social media. In this section, you should present the conclusion of the paper.

Acknowledgement

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