

# **ANALYSIS OF COMMUNICATION STRATEGY FACTORS USED BY EXO ON INSTAGRAM TO ENGAGE FOLLOWERS**

Name : Farha Wahida  
Reg. Number : 5504201005  
Advisor : Aswandi, M.Pd, CICS  
Student Institute : State Polytechnic of Bengkalis

## **ABSTRACT**

This research aims to answer the formulation of the problem regarding the communication strategy factors used by the boy group EXO on social media and to find out the extent to which these factors succeed in engaging followers. This research uses a qualitative descriptive analysis method. The data consists of posts on EXO's Instagram. The results obtained show that EXO's communication strategy factors are: knowing the audience well, determining the message to be conveyed in each post, choosing the right communication method, and using popular social media. The high number of likes and comments on EXO's posts indicate that the communication strategy factors succeeded in engaging followers' attention. This research confirms the importance of precise and targeted communication strategy factors in engaging and maintaining followers' attention.

*Keyword: Communication strategy, Factors, EXO, Social media, Followers*