

ANALYSIS OF VISUAL COMMUNICATION STRATEGY IN KFC INSTAGRAM POST

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ABSTRACT

This study aims to analyze the visual communication strategy used by KFC Indonesia through its official Instagram account (@kfcindonesia) and evaluate its effectiveness in reaching and engaging audiences. The method used is descriptive qualitative on 13 Instagram posts during December 2023. The analysis was conducted based on nine aspects of visual communication strategies and five indicators of effectiveness. The results show that KFC Indonesia is consistent and creative in displaying visual content that strengthens brand identity, especially among young audiences. The visuals are effective in conveying promotional messages and building emotional closeness, although audience interaction is still largely passive and some posts do not include a call to action. Thus, KFC Indonesia's visual communication strategy is considered successful in attracting attention and shaping brand image, but still needs to be improved in encouraging more active two-way interactions.

Keywords: Visual Communication, Instagram, KFC Indonesia, Brand Identity, Audience Engagement, Content Strategy.