

COMMUNICATION STRATEGY USED ON THE INSTAGRAM ACCOUNT OF @GINANJARRAHMAWAN TO ENHANCE THE AUDIENCE ENGAGEMENT

Name : Dea Eristia
Reg. Number : 5504221052
Advisor : Fanalisa Elfa, S.Pd.,M.Pd.

ABSTRACT

Social media has significantly transformed the way educational information is communicated, particularly through visual and interactive platforms such as Instagram. Instagram Reels provides content creators with an opportunity to deliver educational information in a short, accessible, and engaging format while maintaining interaction with audiences. This study aims to analyze the communication strategies used by Ginanjar Rahmawan through the Instagram account @ginanjarrahmawan to enhance audience engagement and to identify the most dominant communication strategy implemented in his educational content. This study employed a descriptive qualitative research design. The data consisted of twelve Instagram Reels uploaded on the @ginanjarrahmawan Instagram account and were collected through observation and documentation. The data were analyzed using qualitative content analysis based on Regina Luttrell's (2021) social media communication strategy framework. The analysis focused on five communication strategies, namely storytelling, call to action, personal branding, audience interaction, and the use of simple language. The findings revealed that all five communication strategies were identified across the twelve observed Instagram Reels. Among these strategies, the use of simple language was the most dominant, as it appeared consistently throughout all observed videos. This strategy was mainly demonstrated through the use of everyday, conversational, and easily understandable language to simplify academic information. Personal branding was the second most frequently identified strategy and was reflected through Ginanjar Rahmawan's consistent communication style and educational content identity as a lecturer, researcher, and academic mentor. Storytelling and call to action were also frequently applied, while audience interaction appeared less frequently. Overall, the findings indicate that the consistent application of these communication strategies supports the effective delivery of educational content and contributes to audience engagement on Instagram.

Keywords: Communication Strategy, Instagram Reels, Educational Content, Personal Branding, Simple Language.