

# **AN ANALYSIS OF VISUAL COMMUNICATION STRATEGIES IN PROMOTING FORÉ COFFEE'S PRODUCT COLLABORATIONS ON INSTAGRAM**

Name : Melani Utami  
Reg.Number : 5504221077  
Advisor : Arita Destia Ningsih, M.Pd

## **ABSTRACT**

The rapid growth of social media has made visual communication an essential strategy for strengthening brand identity and encouraging audience engagement. This study aims to analyze the visual communication strategies implemented in Foré Coffee's Instagram collaboration product posts and to examine the audience engagement generated by those posts. This study employed a descriptive qualitative research design using a Visual Content Analysis (VCA) approach. The data consisted of twenty Instagram collaboration product posts selected through purposive sampling and collected through observation and documentation. The posts were analyzed using a coding guideline and coding criteria based on seven visual communication indicators: color, typography, layout, imagery, language style, media format, and message delivery. Audience engagement was examined using interaction indicators, including likes, comments, shares, and saves. The findings indicate that Foré Coffee consistently implemented visual communication strategies by maintaining a recognizable brand identity while adapting visual elements to suit different collaboration partners. Most collaboration posts demonstrated strong performance across the visual communication indicators, reflecting the consistent application of branding principles throughout the campaigns. Audience engagement was classified into High (40%), Medium (25%), and Low (35%) categories, indicating that although effective visual communication supports audience interaction, engagement is also influenced by collaboration relevance, campaign concepts, and storytelling. Overall, this study concludes that consistent visual communication strengthens brand identity and contributes positively to audience engagement. However, successful Instagram collaboration marketing depends on the integration of effective visual communication, relevant collaboration strategies, and meaningful promotional content.

**Keywords:** *Visual Communication, Visual Content Analysis, Instagram, Brand Collaboration, Audience Engagement.*