

ANALYZING TEMPO'S INSTAGRAM VISUAL COMMUNICATION STRATEGY TO ATTRACT READERS

Name : Rindiani
Reg. Number : 5504221087
Advisor : Aswandi, M.Pd., CICS

ABSTRACT

This study aimed to analyze the visual communication strategy used by Tempo on its official Instagram account, @tempo.co, to attract readers and to identify the visual elements that most effectively generated audience engagement. This research employed a descriptive qualitative approach using content analysis. The data consisted of eight purposively selected Instagram posts related to political and current issues published from April to June 2026. Data were collected through observation and documentation, including screenshots, captions, numbers of likes and comments, and supporting statistical data from Social Blade. The findings indicated that Tempo attracted readers by combining journalistic information with political satire, caricatures, visual metaphors, storytelling, humor, bold headlines, relevant captions, emotional appeal, and timely issues. Images or caricatures, typography, color, and visual emphasis were the most effective elements, supported by layout, composition, and content format. Instagram Reels generally generated high interaction, while static images with clear messages also achieved substantial engagement. The study concluded that concise messages, strong imagery, emotional relevance, and consistent editorial branding strengthened Tempo's visual communication and audience engagement on Instagram.

Keywords: *visual communication strategy; Instagram; Tempo; visual elements; audience engagement*