

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Communication is an important factor for achieving the goals of an organization, a leader regularly communicates with his subordinates to convey various information related to the company's activities to its members. A leader is required to be able to communicate better to his subordinates so that the information conveyed is clearer. Good communication created will affect the performance of its members, therefore in organizational communication a good communication strategy is needed so that the information conveyed can run well (Umam et al., 2022).

Communication strategy is an overall approach related to planning, implementation and evaluation activities in a communication activity within a certain period of time, so that what has been planned can run according to the targets or objectives that have been planned by the organization or agency. Planning a communication strategy that is carried out can be estimated that it is not as easy as imagined, there are many things that must be done in a planned manner and there are also many obstacles that are experienced (Umam et al., 2022)

One of the communication strategies is visual communication. Visual communication is the process of conveying information or messages through media that can be seen. In modern times, many people utilize media to communicate and provide information. The information that is widely spread on digital media typically uses attractive and easily understandable visuals. This way, visual communication occurs between the information provider and the recipient because the message has been conveyed. Visual communication can also be defined as any form of message that stimulates the sense of sight and is understood by those who witness it.

Visual communication is very important in the news industry because it has the ability to convey information in a more effective and interesting way. In this information-rich era, stories that are only conveyed through text often fail to attract

the attention of readers or writers. Visual aids like images, infographics, and videos can secretly captivate viewers and make them eager to learn more. In addition, visual communication makes it easier to understand information that may be complicated. Complex data, such as statistics or technical facts, may be easier to understand through infographics or diagrams. This allows people to extract information from text more quickly without having to examine the text paragraph by paragraph. Simply put, visual aids not only help convey stories more clearly and concisely. Tempo is one of the media groups in Indonesia. Tempo is a company that focuses on business media and information. These services include publishing magazines, newspapers, and online media. Apart from that, Tempo Media is also developing and moving in the fields of book publishing, online takeout, and even event organizer services.

Analyzing Tempo's Instagram visual communication strategy to attract readers is crucial because, in today's digital era, visuals have become a key element in capturing the audience's attention. Instagram, as an image- and video-based platform, has become one of the most effective social media platforms for delivering information quickly and engagingly. Understanding how Tempo utilizes visual communication on this platform provides insights into how they adapt to changing consumer behavior, especially among younger generations who tend to be more drawn to visual content.

In addition, amidst the intense competition between mass media in the digital realm, an effective visual strategy can help Tempo differentiate itself from its competitors. With content being uploaded daily, it is important to understand how Tempo designs its visuals to capture users' attention and increase engagement. Effective visuals are not only aesthetically appealing but also capable of conveying messages clearly and guiding readers to engage more with the news content present

Currently, Instagram has become one of the important platforms for news media, including Tempo, to deliver information to a broader audience, especially among the younger generation. However, there is a lack of research that specifically analyzes how media like Tempo use visual communication strategies to engage

readers, including which visual elements are most effective in building audience engagement and increasing interest in news content.

Therefore, this study aims to fill this gap by analyzing Tempo's Instagram visual communication strategy and how this approach is used to capture readers' attention.

Table 1. 1 Social Blade Data of Tempo's Instagram Account

Metric	Value
Instagram Account	@tempo.co
Followers	1,906,923
Total Posts	34,198
Engagement Rate	0,21%
Average Likes	3,795
Average Comment	152
Social Blade Grade	A
Social Blade Rank	23,959th
Followers Rank	22,254th

1.2 Formulation of the problem

Based on the background stated above, this study address two formulations of the problem, there are:

1. How does Tempo's visual communication strategy on Instagram to attract reader interest?
2. What are the most effective visual elements in engaging readers on Tempo's Instagram account?

1.3 Scope and limitation of the study

This study focused on eight selected posts from Tempo's official Instagram account (@tempo.co) published from April to June 2026. The posts were purposively selected based on their relevance to political and current issues, the presence of visual elements such as images, videos, infographics, typography, color, and layout, and their audience engagement. The study analyzed Tempo's

visual communication strategies, visual elements, and engagement indicators, particularly the numbers of likes and comments.

This study was limited to selected Instagram posts and did not examine audience perceptions through interviews or surveys. Therefore, the findings were limited to Tempo's Instagram content during the specified research period.

1.4 Purpose of the Study

Based on the problem formulation above, the purpose of the study is:

1. To analyze and describe the visual communication strategy implemented by Tempo on its Instagram account.
2. To identify the most effective visual elements in capturing the audience attention and engagement on Instagram

1.5 Significance of the Study

This research is expected to contribute to the development of communication studies, particularly in understanding visual communication strategies on social media platforms like Instagram. It can also enrich the literature related to the effectiveness of visual storytelling in digital communication and mass media.

Practically, this research is expected to serve as a reference for media companies, especially Tempo, in optimizing the use of Instagram as an effective visual communication tool. The results of this study may provide guidance for media managers in designing engaging visual content and enhancing audience engagement on social media.