

CHAPTER I

INTRODUCTION

1.2 Background of the study

Marketing communication strategy is one of the first steps in introducing products to consumers, this is very important because it is related to the benefits that can be obtained by sellers. In product marketing communication, both online and face to face marketing, communication strategies are very important. From the above definition, we can understand that a visual communication strategy is a way or process of sending and receiving messages or information using visual media such as images, photos, and videos. Visual communication is not only an aesthetic aspect but also aims to convey information clearly and easily understood Bala & Verma, (2018).

With visual communication, messages or information can be conveyed more effectively because it can attract attention, facilitate understanding, and improve memory. The use of images, photos or videos provides the advantage of attracting the attention of more people compared to plain text. In addition, graphs, diagrams or infographics help convey complex information in a way that is easier to understand. Visual communication also has an important role in strengthening branding or identity through consistent graphic design, photography, and animation. Thus, the use of visual communication not only enhances the presentation of information, but also has a positive impact on memory, understanding, and brand recognition. In a visual communication strategy, determining the visual style in the selection of elements is very important to match the characteristics of the intended target audience, both geographically, demographically, and psychographically. The compatibility between visual elements such as layout, fonts, colors, photo illustrations, and icons, as well as audio and visual elements for digital media with audience preferences and characteristics, so as to create stronger resonance. By considering these factors, visual communication can be more effective in reaching and interacting with the desired

audience, thus creating a stronger and more relevant relationship between the message conveyed and the intended audience Josephson et al., (2020).

One of the leading global brands that actively implements visual communication is Kentucky Fried Chicken (KFC). KFC uses various social media platforms such as Instagram, Facebook, and YouTube to reach its target market and strengthen its brand image. The content displayed includes food photos, short videos, graphic designs with specific themes, as well as musical elements and visual gestures. In Indonesia, the @kfcindonesia account serves as the primary platform for showcasing these visual strategies. Elements such as bold colors, appealing product photography, and consistent content layout demonstrate how visuals are the primary tool in their promotions.

The purpose of this study is to examine how KFC Indonesia uses visual communication strategies through its Instagram account @kfcindonesia as a promotional medium. This study also aims to determine whether the visual style and selection of visual elements such as graphic design, photography, and video content in each of KFC Indonesia's Instagram posts can effectively attract the audience's attention, as well as how these elements contribute to the appeal of its promotional content. By analyzing the visual style and visual elements used by the @kfcindonesia account, this study aims to uncover the strategies used to attract and retain the audience's attention. Therefore, this study can be an important contribution to a deeper understanding of how well known brands utilize social media as an effective promotional tool through visual communication (Albarq, 2023).

The selection of Instagram as the medium for analysis is based on the fact that Instagram has more than one billion active users per month, allowing KFC to reach a wide and diverse audience. Additionally, Instagram is a highly visual platform where images and videos are the primary focus, making it suitable for analyzing visual communication strategies. The number of interactions on Instagram is also generally higher compared to other social media platforms, enabling observation of audience responses and engagement based on interactions that occur in each post. Instagram also offers various creative features such as Feed,

Stories, and Reels. All of these features provide different visual formats that can be analyzed to understand KFC's visual communication strategy, as well as how different content formats affect user perception and engagement (Pearce et al., 2020).

The reason for choosing this research object is because Kentucky Fried Chicken (KFC) is one of the world's leading fast food brands with an effective digital marketing strategy. The official Instagram account @kfcindonesia was chosen as the focus of this research because it actively and consistently features visual promotional content that reflects their visual communication strategy in the local market. This content includes product photos, promotional videos, and themed designs tailored to specific moments or trends relevant to the Indonesian audience.

1.3 Formulation of the Problem

Researchers formulated two questions that need to be answered in this study. The problems are:

1. What visual communication strategies are used in KFC Indonesia's Instagram posts?
2. How is the effectiveness of visual communication strategy on KFC Indonesia's Instagram measured?

1.4 Limitation of the Problem

This study is limited to analyzing the visual communication displayed in posts on KFC Indonesia's official Instagram account. The main focus of the study is on visual elements such as graphic design, photography, typography, layout, color, and the types of visual media used, both static images and video content. This study does not discuss verbal communication aspects or marketing strategies in their entirety, but rather focuses on how visual elements are used as part of a visual communication strategy.

The data analyzed consists of 9 posts published by the @kfcindonesia account during December 2023. The selection of these 9 posts was done

purposively, based on the total number of content posted during that period. With this limitation, the researcher can focus more on observing the visual communication strategies used and evaluating how effective these visual elements are in attracting attention and encouraging audience engagement, as reflected in the form of digital interactions on the posts.

1.5 Purpose of The Study

1. To Identify the visual communication strategies used in KFC Indonesia Instagram Post
2. To evaluate the effectiveness of those visual strategies in engaging the audience

1.6 Significance of The Study

Here are three important aspects of visual communication research: Analysis of visual communication strategies on KFC posts on Instagram.

1.6.1 Significance for Students

This research helps students understand how consumer behavior patterns are related to the consumption and engagement of visual content on KFC Instagram posts. Effective visual communication can have a big impact on consumer perceptions of KFC. By analyzing the content, captions, comments, and interactions from KFC's Instagram posts, this research can provide insight into how a brand like KFC builds an image and communicates brand values through social media platforms. The results of this study can be a reference for academics for further research on visual content strategies and their impact on consumer engagement.

1.6.2 Significance for Societies

This research provides benefits and insights into how KFC uses social media to communicate with its audience. This can be a lesson for the public about the importance of effective communication in the digital era. By understanding how KFC interacts with its followers on Instagram, people can gain inspiration to develop their creativity in communicating and interacting on social media

platforms.

1.6.3 Significance for Customers

This research helps customers understand how each KFC post conveys its message and what it is trying to convey. This allows customers to feel closer to the brand and gain a deeper understanding of KFC's values. In addition, through KFC's visual communication strategy, customers can learn effective ways to participate in conversations, stay informed, and take advantage of promotions offered.