

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Title of The Study**

**Communication strategy used on the Instagram account of @ginanjarrahmawan to enhance the audience Engagement.**

#### **1.2 Background of the study**

Communication has undergone a significant transformation, particularly through the development of social media, affecting various aspects of life, including education. These changes highlight the importance of understanding how communication technologies influence teaching methods and educational interactions. Furthermore, the rapid growth of communication technology and social media has changed the way people interact and understand information (Manu, 2023).

In era digital, social media has become one of the main platforms to communication and interact. This can include everything from what channels you will use (e.g., email, social media, print ads, etc.), to what messages you will communicate to how often you will communicate, for this reason, it could also be described as a marketing communication strategy (Jones, 2022). The development of information and communication technology has changed the way individuals and organizations interact. In social media, especially Instagram has very much provided features that we can use to create content, promotion, and build communities. Effective communication strategies on Instagram are very important to reach a wider audience and create engagement, especially in terms of education.

Strategic communication is a term that has become quite popular in communication science education in the second decade of the twenty-first century (Holtzhausen & Zerfass, 2014).

Therefore, communication strategies are always used and must be used in any case, anywhere, especially on social media. This is always a challenge for content creators who use social media to convey education or goals.

Facing these challenges, research on communication strategies used on social media, especially Instagram, becomes very relevant. This is important to understand how an education can be conveyed well and thoroughly. Therefore, all these challenges are needed in social media to build an image and increase audience interest. Communication strategy is very important for content creators because it functions as a guide to connect the message you want to convey with the right audience. With a good strategy, content creators can increase engagement, strengthen personal branding, build a loyal community, and ultimately increase content visibility. The strategy often used by content creators is usually to always display visuals or faces in every video upload. This communication strategy is considered relevant to the current generation (Chandra, 2023).

One of social media use in relation to audience involvement is the Instagram account @ginanjarrahmawan; however, the communication tactics used and their effects on audience participation have not been thoroughly investigated. By utilizing various structured and flexible communication strategies, this account may increase engagement and develop a close relationship with its audience. The result of social media analytical tools about the social media Instagram account @ginanjarrahmawan has engagement of 1.26% and has a total grade of B- (Socialblade.com). Through the combination of visually striking content, informative and creative captions, and silent interaction with followers, this account successfully builds strong loyalty and a strong sense of community among followers.

The use of Instagram social media in implementing product promotion and sales strategies can provide significant convenience for business people (Cahyati et.al). 2024. Although there have been many studies that discuss communication strategies on Instagram, specific studies on how @ginanjarrahmawan's account utilizes interactive features such as polls, Q&A, or live streaming to build two-way communication with audiences are still rare. In addition, research on differences in

audience responses based on demographic segments, such as age or interests, has also not been widely studied. Previous research tends to underemphasize how communication strategies are tailored to Instagram's algorithm to increase organic reach. Therefore, further exploration of these aspects, including the influence of colour psychology and visual consistency on engagement, is an exciting opportunity to provide new insights into effective communication strategies on this platform.

This research is important because it provides an understanding of how the communication strategy used by the Instagram account @ginanjarrahmawan is able to attract attention and maintain audience engagement. It is hoped that the results of this research can contribute in two aspects, both academically and practically. The Instagram account @ginanjarrahmawan was selected as the object of this research because it actively uses Instagram to share educational and motivational content, particularly content related to academic life, thesis writing, and student development. The account is relevant to this research because its content is directed toward young people and students, who are also active users of social media.

However, this study is based on the problem that there is still a lack of clear understanding regarding the communication strategies used by the Instagram account @ginanjarrahmawan in its content to increase audience engagement. Therefore, this research aims to identify and analyse these strategies in a more focused and systematic manner.

Academically, this research will add insight into digital communication strategies, especially in the context of using social media such as Instagram. In this digital era, Instagram is increasingly popular as a communication and marketing tool, so this research can help explain effective ways to build audience interaction and engagement.

This research also provides a clearer picture of how elements such as images, videos, text, and the use of hashtags can be used to increase engagement on social media. Practically, this research can be a guide for students, influencers, or business people who want to develop effective communication strategies on Instagram. With the analysis carried out, the results of this research can be used as

a reference in designing more appropriate content and interaction strategies, so as to increase engagement and make the audience more interested and loyal to the Instagram accounts that are managed.

Based on the aforementioned, this study aims to explore various communication strategies applied on Instagram, as well as its impact on the perceptions and actions of the audience Instagram. This study concentrates on the analysis of the communication strategy used by the account @ginanjarrahmawan to attract and engage Instagram users. This study examines how the aforementioned account uses visual content, human interactions, and the utilization of Instagram features to create effective content for followers. In addition to that, this study identifies the factors that influence an account's ability to maintain a high level of involvement in social media.

### **1.3 Formulation of the Problem**

Based on the background that has been explained, there are several problems that need to be analysed in this study. These problems include:

1. What are communication strategies used by @ginanjarrahmawan Instagram accounts?
2. Which communication strategy is most predominantly used by Instagram Account @ginanjarrahmawan?

### **1.4 Scope and limitation of the study**

The focus of this research is on the analysis of the communication strategy used by the Instagram account @ginanjarrahmawan to engage viewers. The study will examine the content uploaded to the account, including images, videos, and text, as well as the use of tags and audience response techniques. In addition, this study is limited to twelve Instagram Reels uploaded by the @ginanjarrahmawan account during the period from April to mid-July, and concentrates on publicly available statistics related to audience interactions, such as the number of likes, comments, and post engagement. In this study, communication strategies are limited to five main types selected from various existing concepts, namely storytelling, personal branding, call to action, simple language, and audience interaction. This limitation

is applied due to the wide range of communication strategies available, allowing the analysis to be more focused and in-depth.

However, this study has certain limitations. The analysis only presents publicly available data, therefore it does not delve into the details of confidential or proprietary analyses that are not accessible. The interpretation of communication strategies, especially those related to content and aesthetics, may lead to certain subjective ambiguities. In addition, external factors such as changes in Instagram's algorithm or market trends that could affect consumer confidence are not taken into consideration. Due to limited access to private data, this study also struggles to analyze the demographics of the population in detail.

Finally, this study only focused on the account @ginanjarrahmawan and did not compare it to other influencers or accounts, hence the results that were drawn from this case study were limited.

### **1.5 Purpose of the Study**

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

1. To analyze communication strategies used by the Instagram account @ginanjarrahmawan to attract audience engagement.
2. To analyze the most dominant communication strategy used by Instagram Account @ginanjarrahmawan.

### **1.6 Significance of the study**

Potentially to increase audience loyalty and address existing problems, this research is important for individuals or groups of organizations, both academically and practically as follows:

- a) Academically, this research contributes to the development of knowledge in digital communication strategies, particularly in the use of Instagram as a social media platform. In the digital era, Instagram has become increasingly popular as a communication and marketing medium. Therefore, this research helps explain effective strategies for building audience interaction and engagement. In addition, this study provides a clearer understanding of how content elements such as images, videos, text, and the use of hashtags can be utilized to increase engagement on social media.

- b) Practically, this research can serve as a reference for students, influencers, and business actors in developing effective communication strategies on Instagram. The findings of this study can be used as a guide in designing appropriate content and interaction strategies to increase audience engagement and build audience interest and loyalty toward the managed Instagram accounts.