

CHAPTER I

INTRODUCTION

1.1 Background of The Study

In today's digital era, social media has become one of the primary platforms for marketing communication. Businesses no longer rely solely on conventional promotional methods but increasingly utilize digital platforms to communicate with consumers, strengthen brand identity, and maintain audience engagement. According to Kotler and Keller (2016), digital marketing enables companies to interact directly with consumers through digital technologies while supporting more effective communication and brand development. Similarly, Chaffey and Ellis Chadwick (2019) state that digital marketing has transformed the way organizations communicate with consumers by integrating interactive digital media into marketing strategies. As a result, social media has become an essential communication channel for businesses in various industries.

Among various social media platforms, Instagram has emerged as one of the most influential platforms for visual marketing. Unlike text based platforms, Instagram emphasizes visual content such as photographs, videos, typography, color, and graphic composition. According to Russmann and Svensson (2017), visual communication on social media plays an important role in creating meaning, shaping brand identity, and influencing audience perception through visual representation. Instagram therefore provides businesses with opportunities to communicate their messages effectively while encouraging audience interaction through visually engaging content.

Visual communication has become a fundamental component of digital branding because it enables organizations to deliver information quickly and effectively through visual elements. Kenney (2009) defines visual communication as an interactive process in which meaning is constructed through visual messages and audience interpretation. Likewise, Kress and van Leeuwen (2006) explain that

visual elements such as color, typography, layout, and imagery function as a visual language that communicates meaning in ways comparable to verbal language. In branding, these visual elements not only attract audience attention but also establish a consistent brand identity and strengthen communication between brands and consumers. The importance of visual communication is particularly evident in the food and beverage (F&B) industry, where product presentation significantly influences audience perception. Heller (2009) explains that colors evoke psychological responses that influence how audiences perceive products and brands, while Wheeler (2018) emphasizes that consistency in visual identity strengthens brand recognition and brand credibility. In addition, Krishna (2012) argues that sensory and visual cues contribute to consumers' perceptions of products and brand experiences. Therefore, visually attractive and consistent content has become an important communication strategy for food and beverage brands on social media.

One Indonesian coffee brand that actively applies visual communication on Instagram is Foré Coffee. In addition to promoting its products, Foré Coffee frequently collaborates with various brands, organizations, and public figures to create collaboration campaigns presented through visually distinctive Instagram content. These collaboration posts combine the visual identities of both brands while maintaining Foré Coffee's own brand identity through consistent use of color, typography, layout, imagery, and other visual elements. Consequently, Foré Coffee's collaboration posts provide a relevant context for examining the implementation of visual communication strategies on Instagram.

In recent years, brand collaborations have become one of the most widely adopted marketing strategies on Instagram, particularly in the food and beverage industry. Rather than promoting products independently, brands increasingly collaborate with other companies, public figures, or lifestyle communities to expand market reach, strengthen brand image, and create more engaging promotional content. Such collaborations require not only marketing creativity but also carefully designed visual communication to ensure that the identities of both collaborating

brands are presented consistently while maintaining their individual characteristics. Consequently, visual communication has become a strategic element that determines the effectiveness of collaboration-based promotional campaigns on social media.

Previous studies have examined topics such as digital marketing, influencer marketing, brand equity, and semiotic analysis of social media content. For example, Ibáñez-Sánchez et al. (2021) investigated collaborations between brands and influencers from a marketing perspective, while Sovira and Abidin (2021) analyzed Instagram collaboration content using Roland Barthes' semiotic approach. Although previous studies have contributed valuable insights into digital marketing, influencer marketing, and semiotic interpretation of social media content, relatively few studies have specifically examined visual communication strategies in Instagram product collaboration posts using a systematic Visual Content Analysis approach. Existing studies tend to focus on consumer behavior, brand equity, purchasing intention, or symbolic meanings of advertisements rather than examining how visual communication elements are strategically designed to support collaboration branding. Consequently, there remains a gap in understanding how visual elements are integrated to maintain brand identity while simultaneously representing collaboration partners and encouraging audience engagement.

Based on the identified research gap, this study focuses on analyzing Foré Coffee's Instagram collaboration posts from the perspective of visual communication using a Visual Content Analysis approach. This study offers a novel contribution by integrating visual communication analysis with audience engagement indicators to provide a more comprehensive understanding of collaborative branding on Instagram. This integrated approach provides a more comprehensive understanding of how visual communication strategies support digital branding through collaborative marketing on Instagram. Specifically, this study examines how visual communication elements including color, typography, layout, imagery, language style and collaboration representation are implemented in collaboration posts. In addition, audience engagement indicators such as likes,

comments, shares, and saves are analyzed descriptively to complement the visual analysis by illustrating audience interaction with the collaboration posts. It is expected that this study will contribute to the understanding of visual communication practices in digital branding, particularly in the context of Instagram collaboration marketing.

1.2 Formulation of The Problem

Based on the background described above, the formulations of the problem in this research are:

1. How are the visual communication strategies implemented in Foré Coffee's Instagram collaboration product posts?
2. How are the interaction and engagement levels of Foré Coffee's Instagram collaboration product posts?

1.3 Limitation of The Problem

This research only focuses on analyzing Foré Coffee's use of visual communication on Instagram, specifically in promoting product collaborations. This research is limited to analyze 20 collaboration product posts selected using purposive sampling based on predetermined criteria and does not cover other social media platforms or offline marketing strategies. In addition, this research will discuss the visual elements such as images, colors, typography, and layout, but does not address other non-visual aspects such as copywriting or sound elements. The results of this study are based on the context of Instagram users in Indonesia and may not be fully representative of audiences in other regions or on different platforms.

1.4 Purposes of The Study

The purposes of this study are:

1. To identify what visual communication strategies, defined as the planned use of visual elements such as color, typography, imagery, layout and overall visual composition are implemented in Foré Coffee's Instagram collaboration product posts.
2. To examine the interaction and engagement level of Foré Coffee's in collaboration. Product posts by analyzing audience responses such as like, comment, share and interaction patterns.

1.5 Significance of The Study

In this section, this study gives valuable contributions to several parties by discussing the potential benefits and implications of the findings.

1. For Researcher

This study provides insights into how visual communication supports social media marketing, especially on Instagram. It highlights the importance of visual elements in attracting consumers and increasing engagement. Additionally, the research contributes to the development of visual marketing strategies in the food and beverage industry, serving as a reference for marketers, researchers, and content creators.

2. For Readers:

This study offers a deeper understanding of how visual elements influence brand perception and customer engagement. By analyzing visual strategies used in marketing, the research helps readers recognize the crucial role of visual communication in shaping brand identity and enhancing audience connection in today's digital marketing landscape.

3. For the Company (Foré Coffee)

This study provides actionable insights to enhance Foré Coffee's visual communication strategies on Instagram. By optimizing visual content, the research aims to support stronger brand awareness, strengthen brand communication on Instagram and support more effective visual communication and audience

engagement on Instagram.