

**OPTIMIZING DIGITAL VISUAL COMMUNICATION THROUGH
INSTAGRAM FOR INCREASING USER ENGAGEMENT AND
DEVELOPING BRAND IMAGE AT PLAZA AMBARRUKMO MALL**

Internship Final Report



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**INTERNATIONAL UNDERGRADUATE PROGRAM IN
MANAGEMENT**

FACULTY OF BUSINESS AND ECONOMICS

UNIVERSITAS ISLAM INDONESIA

YOGYAKARTA

2026

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Compiled and submitted to meet the final exam requirements to obtain a
Bachelor's degree in Management Study Program, Faculty of Business and
Economics, Islamic University of Indonesia

Written by

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2026

DECLARATION OF AUTHENTICITY

Hereby, I declare that this final project, which I have arranged as one of the requirements for obtaining a Bachelor's Degree in the International Undergraduate Study Program of the Management Department, Faculty of Business and Economics, Universitas Islam Indonesia, is my original work. As for the parts in the writing of the final project that I cited from other people's creations, the source has been mentioned clearly in accordance with the norms, rules, and ethics of scientific writing. Suppose in the future it is found that all or part of this final project is not my work, or there is plagiarism in certain parts. In that case, I am willing to accept sanctions, including revocation of my bachelor's status under applicable laws.

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PREFACE

Assalamu'alaikum Wr. Wb. All praise be to Allah SWT for all the blessings, gifts, and guidance given to the writer. By Allah's grace and guidance, the writer has finally completed this final research project titled "Optimization Digital Visual Communication on Instagram to Increase User Engagement and Develop Brand Image at Plaza Ambarrukmo Mall", which was prepared as one of the requirements for obtaining a Bachelor's degree in Management from the International Undergraduate Program, Faculty of Business and Economics, Islamic University of Indonesia. During the process of compiling this report, the writer realized that there were many challenges and experiences that provided valuable lessons, both academically and personally. The writer also received a great deal of support, assistance, guidance, and motivation from various parties who played a role in the completion of this report. Therefore, with the greatest respect and gratitude, the writer would like to express her deepest appreciation to:

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ABSTRACT

Digital visual communication plays a crucial role in building customer engagement and strengthening a company's brand image on social media. In the retail and lifestyle industries, delivering high-quality and consistent content through Instagram is one of the communication strategies used to shape customer perceptions of the brand. This study aims to analyze the application of digital visual communication on Plaza Ambarrukmo's Instagram, which is managed by PT Putera Mataram Mitra Sejahtera, in enhancing customer engagement and developing brand image. This study used a descriptive qualitative approach. Data were collected through observation of Plaza Ambarrukmo's Instagram content, interviews with both visitors and non-visitors of Plaza Ambarrukmo, and documentation during the internship period. The data were then analyzed to understand the relationship between social media content, customer perception, customer engagement, and brand image. The research results generated recommendations regarding content management strategies, maintaining visual consistency, and expanding marketing strategies through the TikTok platform.

Keywords: Social media marketing; Audience perception; Customer engagement; Brand image

ABSTRAK

Komunikasi visual digital berperan penting dalam membangun keterlibatan pelanggan dan memperkuat citra merek perusahaan di media sosial. Di dalam industri retail dan gaya hidup, penyampaian pesan konten yang berkualitas dan konsisten melalui Instagram menjadi salah satu strategi komunikasi untuk membangun persepsi pelanggan terhadap merek. Penelitian ini bertujuan untuk menganalisis penerapan komunikasi visual digital pada Instagram Plaza Ambarrukmo, yang dikelola oleh PT Putera Mataram Mitra Sejahtera, dalam meningkatkan keterlibatan pelanggan dan mengembangkan citra merek. Penelitian ini menggunakan metode pendekatan kualitatif deskriptif dengan mengumpulkan data melalui observasi terhadap konten Instagram Plaza Ambarrukmo, wawancara dengan pengunjung dan bukan pengunjung Plaza Ambarrukmo, dan dokumentasi selama proses magang berlangsung. Data kemudian dianalisis untuk memahami hubungan antara konten media sosial, persepsi pelanggan, keterikatan pelanggan, dan citra merek. Hasil penelitian memberikan rekomendasi berupa strategi konten manajemen untuk menjaga visual yang konsisten dan memperluas strategi marketing melalui platform TikTok.

Kata kunci: *Pemasaran Media Sosial; Persepsi Audiens; Keterlibatan Pelanggan; Citra Merek*

CHAPTER I

INTRODUCTION

1.1 Company Profile

1.1.1 Company History

PT Putera Mataram Mitra Sejahtera is a company engaged in the management and development of modern shopping centers located in the Special Region of Yogyakarta. The company is known as the operator of Plaza Ambarrukmo, one of the shopping centers that plays a strategic role in supporting economic and social activities in the Yogyakarta region. Plaza Ambarrukmo was established and began operations in 2006. Within its vicinity lies the Royal Ambarrukmo Hotel, which is part of the same group as Plaza Ambarrukmo, namely Ambarrukmo Group. This area was developed as a mixed-use complex integrating a shopping center, a hotel, and other supporting facilities within a single site. Within the complex, Plaza Ambarrukmo and the Royal Ambarrukmo are closely tied to the cultural heritage of the Yogyakarta Palace (*Kraton Yogyakarta*). Consequently, their architecture and ambiance blend modern design with local Yogyakarta culture. The choice of interior colors, room fragrance, and decorations all reflect this cultural value. This is further supported by monthly and annual programs that frequently highlight the local customs and culture of Yogyakarta.

Since its inception, PT Putera Mataram Mitra Sejahtera has embraced the concept of a lifestyle shopping center, a retail destination that serves not only as a venue for economic transactions but also as a social recreational space for the community. This is evident in its tenant mix and the events it hosts. For example, there are several SME tenants housed in a dedicated

block for selling Yogyakarta souvenirs known as the Souvenir Market (*Pasar Oleh-Oleh*). Additionally, batik bazaars and community-organized social activities by residents of Yogyakarta and surrounding areas are held in the mall's main hall. These initiatives demonstrate that PT Putera Mataram Mitra Sejahtera strongly supports local community activities and upholds Yogyakarta's local culture. Plaza Ambarrukmo attracts not only residents but also international visitors who serve as customers and patrons of this company. Consequently, the company plays a significant role in directly promoting local culture. This aspect serves as a key attraction and competitive advantage within the shopping center category.

The company strongly emphasizes a customer experience-oriented approach, prioritizing comfort and the quality of service provided. This is evident in the available facilities, such as the provision of seating /layout or massage chairs on every floor, parking spaces provided on every floor are designed to allow customers to park directly on their destination floor, a feature intended to assist elderly customers or those with special needs, and the provision of two elevator locations, each equipped with two elevators. Additionally, the company continuously updates and renovates the building, facilities, and tenant mix to align with current trends while preserving and maintaining Yogyakarta's local cultural elements.

As the competitive retail industry evolves, PT Putera Mataram Mitra Sejahtera continues to innovate in tenant management and the utilization of digital platforms. Monthly thematic events, seasonal promotions such as those for major holidays, and collaborations with local organizations are part of the strategy to increase foot traffic, boost engagement on social media platforms, and enhance customer engagement.

Thus, from an economic contribution perspective, Plaza Ambarrukmo Mall can have a positive impact on local economic growth by making it easier for people to discover MSME brands. From a tourism perspective,

Plaza Ambarrukmo Mall serves as a destination for domestic and international tourists visiting Yogyakarta. Additionally, the mall's strategic location near hotels makes it a hub of activity.

In the present day, PT Putera Mataram Mitra Sejahtera continues to maintain its position as the mall's operator. By prioritizing innovation, service quality, and cultural preservation, Plaza Ambarrukmo has established itself as a shopping center that can compete in today's market. Through these strategies, the company contributes to economic and tourism growth in Yogyakarta.

1.1.2 Company Vision and Mission

Vision:

“To be one of the best malls and shopping destinations for family and urban youth in Indonesia, through excellent services and comfortable as well as dynamic shopping experiences, developing Plaza Ambarrukmo to be a significant part of the Indonesian Community.”

Mission:

- a. Providing fast, accurate, and quality services to tenants as work partners.
- b. Providing complete, clean, safe, and comfortable building facilities for visitors, along with dynamic and creative services.
- c. Implementing an objective and synergistic performance management system to increase company profits and competitiveness (in the service sector).
- d. Creating a safe, comfortable, and challenging work environment for increasing human resources competency (especially in the world of customer service).

- e. Increasing the company's participation in the community and social environment through community service activities.
- f. Synergy with Company Vision.

1.1.3 Company Logo



Figure 1.1 Company Logo

Source: Primary Data, 2021

Figure 1.1 shows the logo used by Plaza Ambarrukmo as part of its brand identity. The logo is composed of distinctive visual elements, the umbrella symbol and water droplet element, and color selections that are intended to communicate Plaza Ambarrukmo's image and values to audiences. Each element and color used in the logo carries specific meanings that support Plaza Ambarrukmo's branding identity.

The umbrella symbol in the logo represents protection, comfort, and safety. Philosophically, the umbrella illustrates Plaza Ambarrukmo's role as a place that provides protection and comfort for visitors, tenants, and all parties involved in the shopping center environment. The umbrella also symbolizes hospitality and warmth, reflecting the company's commitment to creating a comfortable and welcoming atmosphere for customers.

Meanwhile, the water droplet element symbolizes good fortune, prosperity, and a continuous flow of blessings. Water is often associated with life, growth, and sustainability, which in this context represents the hope that Plaza Ambarrukmo will continue to grow, prosper, and bring positive value to the surrounding community. The flowing water droplets also reflect dynamic movement and continuous development in adapting to the changing times and consumer lifestyles.

The gold color used in the logo symbolizes elegance, exclusivity, luxury, and premium value, which aligns with Plaza Ambarrukmo's position as a modern lifestyle shopping destination in Yogyakarta. The logo embodies the company's vision to be a shopping and lifestyle center that offers comfort, prosperity, and an unforgettable experience to its visitors.

1.1.4 Product and Services

This company's concept was a lease mall. The saleable area covers Lower Ground until Level 3, which was 40%. The area of Plaza Ambarrukmo has three categories, they are: Anchor Tenant, Junior Anchor Tenant, and Specialty Tenant for a period of lease of three to five years. Furthermore, the company had an exhibition area 60% of the mall, which includes Atrium, Hall A, Hall B, Mini Hall LG, Mini Hall level 1, and Mini Hall level 3. The products of Plaza Ambarrukmo are leasing the places, leasing the exhibition area (Atrium, Hall, and Mini Hall), Island (small booth), Branding, etc. In summary, Plaza Ambarrukmo provides and serves its customers with high-quality standards.

The company operates as a commercial retail and lifestyle center that provides integrated space solutions for tenants while delivering a comprehensive customer experience. Its core offering lies in leasing retail spaces to various tenants, including fashion, food and beverage, and entertainment businesses. In addition to long-term leasing, the company also

offers short-term rental options for exhibitions, pop-up stores, and promotional activities, allowing flexibility for businesses to engage with consumers.

Beyond space provision, the company supports tenants through marketing and promotional activities aimed at increasing visibility and foot traffic. These include in-mall branding opportunities, collaborative campaigns, and organized events that enhance tenant exposure. In addition, the other service that Plaza Ambarukmo gives to tenants is giving a chance for a brand to be used on the mannequin outfit on each floor to attract customers based on the theme of the month. Moreover, the division also provides a service by handling guest lists in press conferences and company events. Furthermore, the company ensures a high-quality customer experience by maintaining facilities, security, and overall convenience, which are essential in attracting and retaining visitors.

A key differentiating factor of the company is its integration of annual and seasonal events that incorporate elements of Yogyakarta's local culture. These events are designed not only to entertain visitors but also to create a unique and memorable shopping experience that reflects local identity. By combining commercial activities with cultural engagement, the company strengthens its positioning as more than just a retail space but as a community-oriented destination.

1.1.5 Organization Structure

The organizational structure of PT Putera Mataram Mitra Sejahtera is shown in the chart below.

Struktur Organisasi
PT Putera Mataram Mitra Sejahtera
Per 1 April 2021

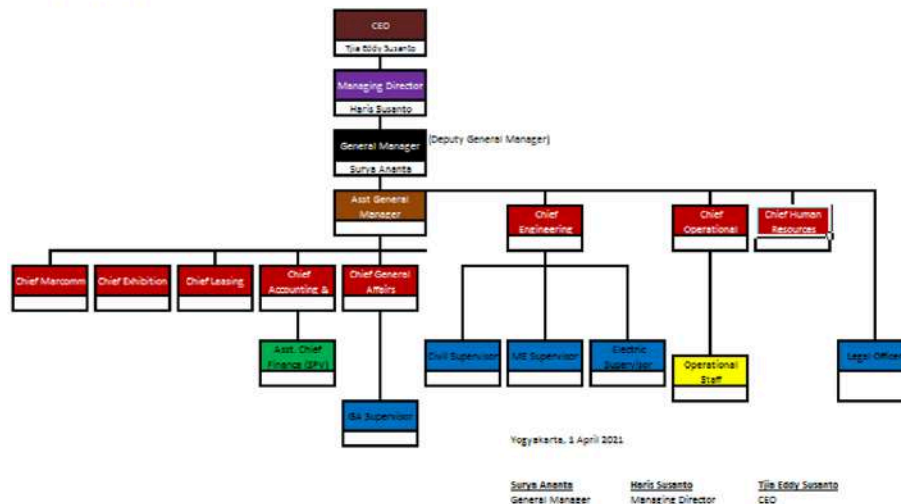


Figure 1.2 Company Structure
Source: Primary Data, 2021

Table 1.1 illustrates the organizational structure of the company, which is led by the Chief Executive Officer (CEO), followed by the Marketing Director and General Manager, who oversee several divisions within the company. Under the management level are departments such as Assistant General Manager, Chief Engineering, Chief Operational, Chief Human Resources, and Legal Officer, along with supporting supervisory and staff positions in each division. This structure reflects the hierarchy and distribution of responsibilities within the company.

The digital marketing division is responsible for:

- a. Social media specialist

This division is responsible for creating Instagram content that aligns with current events and trends, from gathering content materials to the editing process. Therefore, this division must ensure that content information is conveyed to Instagram users.

b. Brainstorming ideas for monthly events

This division is responsible for planning the monthly events. The goal is to attract more customers to the mall to meet traffic targets.

c. Arranging mannequin displays

Another task of the marketing division is arranging mannequin displays, including selecting the clothing and accessories worn by the mannequin on each floor.

d. Managing guest invitations

The marketing division is responsible for managing invitations to press conferences and events for guests. This includes welcoming guests at the front desk of the event.

e. Tenant recommendation

The marketing division plays a role in selecting tenants to be featured at Plaza Ambarrukmo. The goal is to gain additional insights and perspectives regarding tenant selection.

1.2 Research Background

In the current digitalization, conventional marketing is no longer popular in many businesses. A fundamental transformation in a company's operational system driven by the adoption of digital technology. According to Egodawe et al. (2022), digitalization is a transformation within a company undergoing changes that have never been seen before. As a result, it can impact various aspects, ranging from customer engagement to marketing strategy. Such changes may occur in the retail industry to meet customer needs. Since customer preferences are not static, they can change at any time. Therefore, companies must keep up with what customers need and want. Consequently, traditional or offline marketing methods are shifting toward online marketing. This phenomenon happened because of the changes in customers' communication with businesses. According to

Yuxiang (2025), one example of a company that is considered successful in implementing digital transformation in the retail sector is Walmart. By continuously adapting to evolving technologies, this case is relevant to the situation at Plaza Ambarrukmo, where Walmart, as a retail company with offline stores, has implemented digitalization and shifted its marketing strategy from conventional to online marketing to compete in the industry. This strengthens the fact that digital marketing is now more effective and efficient. In addition, digital marketing is cheaper when compared with conventional marketing; not only by sharing information, businesses can build a communication relationship with customers in real time. However, it needs to be noted that this technology works if businesses can utilize it effectively (Meria et al., 2023). In addition, operating digital marketing is not easy; there are many activities, such as content marketing optimization, influencer marketing, and campaign-based marketing. All those activities need a deep understanding of target market segmentation, the habits of customers, and the right timing for customers, even worldwide. So, that understanding could give positive feedback.

One of the most widely used in digital marketing is social media, especially if the target market is B2C. This activity is supported by the increasing role of social media marketing based on the growth of social media users over the years. In addition, the illustration is in the graph below.

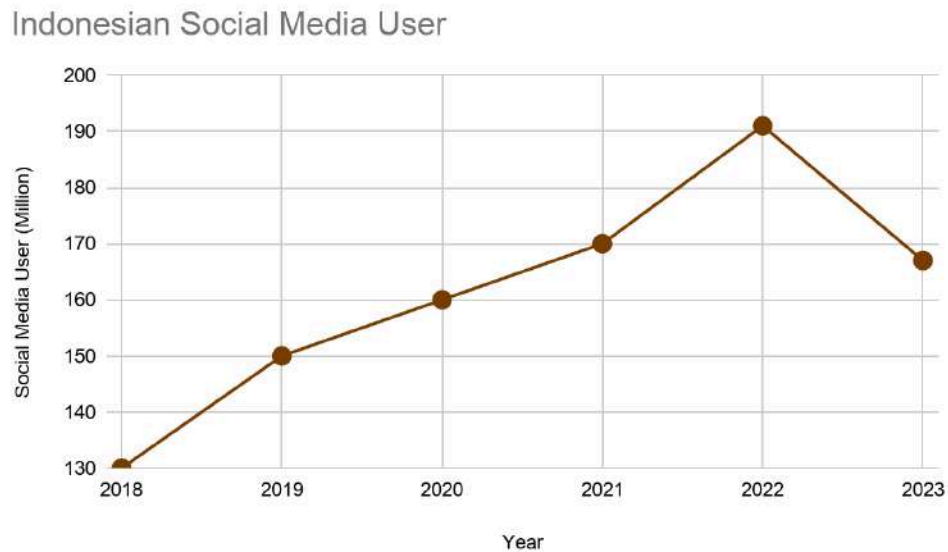


Figure 1.3 Indonesian Social Media User

Source: Data adapted from DataReportal Digital Reports (2018-2023)

Figure 1.2 indicates that social media usage continues to experience significant growth, making social media platforms increasingly relevant as marketing communication channels for companies. Although the chart shows a slight decrease in social media users between 2022 and 2023, this decline may be influenced by platform policy adjustments, including the removal of inactive accounts, spam, duplicate, or unverified accounts.

Furthermore, the effectiveness of social media in B2C marketing is supported by the high level of social media usage among younger generations, especially Generation Z. Whereas search engines like Google were once the primary source for finding information, users aged 18-24 now tend to turn to social media platforms as their main resource for searching (Koetsier, 2024). In addition, this is the supporting figure illustrating social media usage among Generation Z based on age categories.

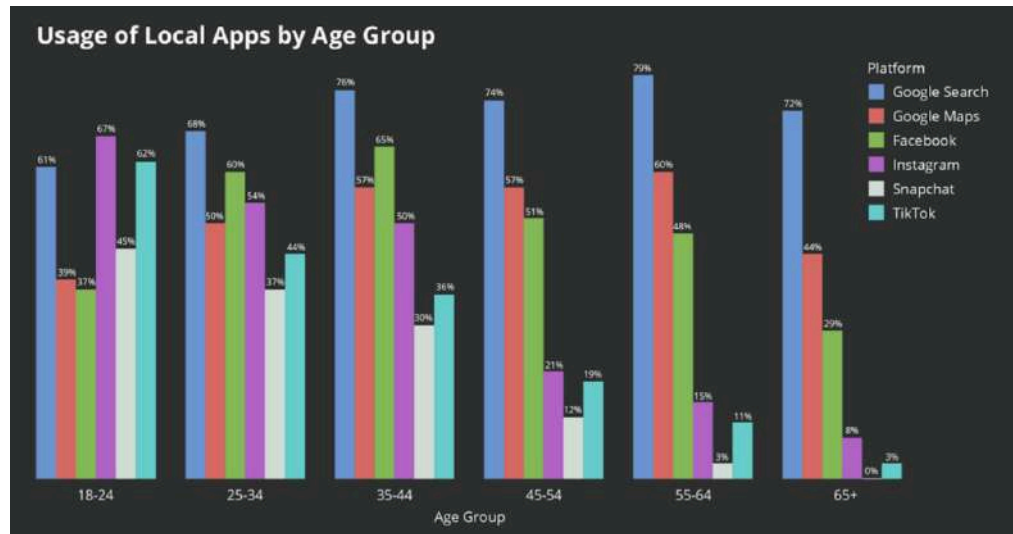


Figure 1.4 Usage of Local Apps

Source: Koetsier, 2024

Figure 1.3 explains the popularity of social media as a search media compared to Google among users aged 18-24; older age groups still predominantly rely on Google for information searching activities. This finding indicates a shift in information-seeking behavior among younger consumers, particularly Generation Z, who prefer visual, interactive, and socially driven platforms. In addition, this figure also illustrates the difference in generation in using apps on their cellphones.

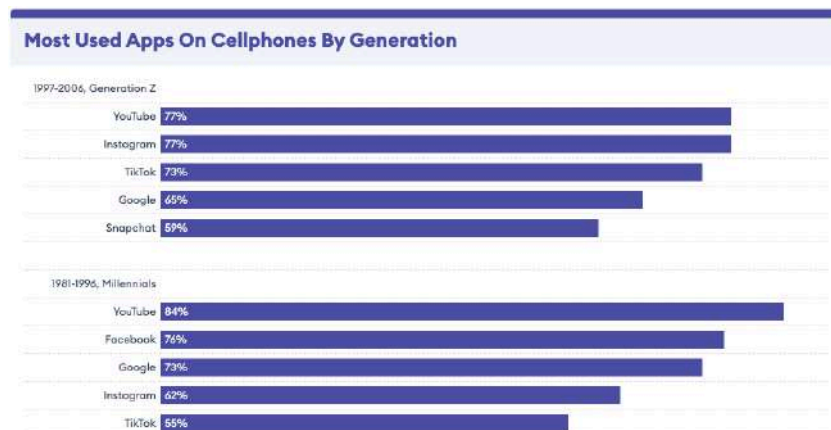


Figure 1.5 Most Used Apps on Cellphones by Generation

Source: Koetsier, 2024

Figure 1.4 explained that there are differences between Generation Z and Millennials in accessing their apps on cellphones. The chart also shows that most of them prefer using social media rather than Google. This remains relevant to Plaza Ambarrukmo's target market, as Generation Z represents an active and influential consumer segment in the digital era. Furthermore, younger consumers often play an important role in influencing purchasing decisions and preferences within their social environment, including friends and family members. In addition, according to a Forbes report, approximately 40% of the younger generation prefer using social media over Google when seeking information. Furthermore, Instagram and TikTok are the most widely used platforms for such search activities. This phenomenon indicates that social media no longer serves as a means of entertainment alone but has evolved into a visual and interactive platform for discovery and information search.

In an increasingly competitive retail industry, shopping centers compete both digitally and physically. Failing to maximize the use of Instagram could hinder Plaza Ambarrukmo's ability to expand its market reach and attract visitors, particularly the digital generation, which relies

heavily on social media to seek information and enjoy entertainment. Based on Figure 1.2.2, Instagram is one of the most widely used platforms in the world, and the most popular platform among Generation Z. Furthermore, it is estimated that one billion people used Instagram in 2020, and in 2021, 61.8% of Indonesia's total population were active social media users. Additionally, the same study indicated that the percentage of internet users is aged 16 to 40 (Primasiwi et al., 2020). This data is relevant to Plaza Ambarrukmo's target market, which is focused on the active age. So Instagram might help Plaza Ambarrukmo utilize and efficiently reach its target. This shows that Plaza Ambarrukmo has already made a good start by choosing Instagram as its social media platform, which could help maximize the opportunity. However, there are some other things that Plaza Ambarrukmo should improve in its Instagram strategy, such as brand visibility, scheduling strategy, and frequency of posts on social media that are related to engagement rate.

As a visually oriented platform, Instagram somehow requires companies to upload more consistent and attractive content in order to catch the audience's attention. The aesthetic quality of visual communication is important because Instagram users tend to engage more with content that is visually appealing, organized, and able to capture attention effectively (Kusuma et al., 2023). In this context, visual elements are not only used to enhance appearance but also to communicate messages, emotions, and brand values to the audience. That is why image, colors, typography, and layouts can influence how audiences interpret and respond to a brand's identity. Furthermore, visual communication serves as a representation of the experience and visibility of a brand. Through visual content, audiences are able to form initial perceptions regarding the professionalism, credibility, and quality of a company (Kusuma et al., 2023). This is why visual communication can be considered as the first impression for potential customers. In addition, effective visual

communication can become the first stage in transforming audience interest into customer conversion and long-term retention.

Furthermore, each social media platform tends to create different perceptions among its users based on the type of content commonly presented and the characteristics of its audience. As stated by Eka et al. (2025), Instagram is often associated with aesthetic visuals, polished content, and an aspirational lifestyle, which leads to perceptions of exclusivity and premium value. This reflects a concept of luxury where users engage with content that reflects social status and identity. In contrast, TikTok is generally viewed as an authentic and accessible platform that emphasizes spontaneous, user-generated, and informal content. Thus, TikTok is seen as a platform that reflects everyday life experiences. These differences show that each platform carries its own stigma and identity, which influence how users interpret content and perceive brands. Therefore, understanding the differences between Instagram as a more premium-oriented platform and TikTok as a more authentic and accessible platform is crucial for designing effective digital communication strategies. In addition, visually oriented needs such as scheduling strategy need to be consistent. One way to attract consumers is to use visual aesthetics in a marketing context, which can influence engagement levels on Instagram content. Instagram users are less interested in content that lacks color and has simple visuals. As a result, Instagram users are more drawn to colorful and more visually complex content (Kusumasondjaja, 2019). Plaza Ambarrukmo can leverage this by creating content that adds more color and aligns with their posts to boost engagement on their social media platforms.

In addition to delivering messages, visual communication also plays a huge role in customer engagement. According to Santini et al. (2020), customer engagement on social media directly influences company performance, behavioral intent, and Word of Mouth. A study analyzing 97

previous studies and involving more than 161,000 respondents also found that customer engagement is driven by satisfaction, positive emotions, and trust. Therefore, customer engagement is a critical factor in strengthening brand relationships and improving overall business performance in the digital age. In addition, according to Kusumasondjaja (2021), there are three dimensions of consumer engagement: the cognitive, the affective, and the behavioral dimensions. The cognitive dimension focuses on customers' perceptions and understanding of the content or messages communicated by a brand. The effective dimension relates to consumers' emotional responses and engagement with the content presented on social media. Meanwhile, the behavioral dimension reflects the actions consumers take after viewing the content, such as liking, commenting, sharing, or interacting with the brand on social media platforms. These three dimensions indicate that customer engagement is not only related to interactive behavior but also involves cognitive processing and emotional attachment to the brand. Schwehm & Prigge (2022) also stated that companies frequently use giveaways because they can attract the audience's attention by offering specific prizes, which can increase engagement quickly and expand reach. Plaza Ambarrukmo has created giveaways to increase engagement on Instagram. However, it has not fully maximized the storytelling potential in each post, resulting in unbalanced engagement.

Furthermore, user engagement can influence the formation of a company's brand image. Brand postings that use expressive visual aesthetics have received more likes and comments compared to content that uses classic aesthetics (Kusumasondjaja, 2019). The study found that expressive visual aesthetics increase psychological stimulation, enjoyment, and emotional engagement of consumers, which can enhance consumer appeal toward the brand. Moreover, luxury goods consumers tend to perceive brands as more luxurious, exclusive, and premium when the

content uses expressive visual aesthetics. This indicates that aesthetic visual presentation is not only important for capturing attention but also for shaping emotional and psychological responses that can drive consumer interest and purchase intent. As a result, more often, when they look at our uploads, they will recognize us, remember, and develop a perception towards Plaza Ambarukmo. However, despite the importance of visual communication on Instagram, the company still faces several challenges in optimizing its Instagram content. Based on preliminary observations, the company's Instagram content appears to have inconsistent visual presentation and limited audience interaction. This condition may affect audience engagement and the development of the company's brand image on social media.

The digital marketing activities at Plaza Ambarukmo are positioned not only for promotional purposes but also as a strategic communication tool to strengthen customer engagement and maintain the mall's brand image in the digital world. Based on the responsibilities of the marketing division, Instagram has been used as one of the primary communication platforms to share information, promote events, and visually represent Plaza Ambarukmo's identity as a lifestyle-oriented shopping destination. The social media specialist division is responsible for creating Instagram content aligned with trends and events, from content material collection to the editing process. This process highlights the importance of visual consistency, content presentation, color composition, layout arrangement, and branding elements in ensuring information is effectively communicated to Instagram users.

This practical experience aligns with the findings of the previous studies that emphasize the importance of visual communication and a social media strategy focused on the audience in enhancing customer engagement and brand perception. Research by Kusumasondjaja (2020) explains that visually attractive and expressive Instagram content tends to

generate higher audience response and engagement. Similarly, recent studies on social media marketing indicate that content consistency, visual aesthetics, and interactive communication significantly influence how audiences perceive brands and interact with digital platforms. In the context of Plaza Ambarrukmo, the implementation of digital visual communication strategies using Instagram has the potential to play a crucial role in shaping audience perceptions, boosting customer engagement, and strengthening the mall's overall brand image in the digital age.

Furthermore, a previous study has highlighted and explained the importance of visual design, user engagement, and brand image for a company operating in the retail shopping center sector. Therefore, this study will explore how to increase Instagram engagement by improving visual design and strengthening the brand image through the content uploaded to Instagram.

1.3 Problem Formulation

During the internship activity, the writer identified several specific issues, namely:

- a. Plaza Ambarrukmo's Instagram content has not yet demonstrated consistent digital visual communication, causing difficulties in delivering a clear and recognizable brand identity to audiences.
- b. The high frequency of Instagram postings may reduce the effectiveness of information delivery and audience engagement toward promotional and informational content shared by Plaza Ambarrukmo.
- c. Ineffective visual communication and content management on Instagram may influence audience perceptions toward Plaza Ambarrukmo's professionalism and branding image, which can also affect visitor interest and tenant attractiveness.

The problem formulation in this research is based on findings obtained during the internship period through direct observation and involvement in Plaza Ambarrukmo's digital marketing activities, particularly in Instagram content management. Through active participation in content planning, visual communication, and social media monitoring, a deeper understanding was gained regarding the role of Instagram as a digital communication platform for the company.

During the observation process, several issues were identified, such as those mentioned above. These conditions may affect how information is delivered to audiences and influence public perceptions toward the company's brand image. In addition, as Ambarrukmo Plaza is a department store that relies on visitor traffic and tenant attractiveness, effective Instagram communication is considered crucial in supporting promotional activities and strengthening the company's commercial image. Therefore, a deeper analysis regarding the optimization of digital visual communication through Instagram is necessary to support user engagement and brand image development.

Based on the issues identified earlier, the research questions to be addressed in this report are:

1. How can digital visual communication through Instagram improve the consistency of Plaza Ambarrukmo's brand presentation?
2. How does Instagram content management influence user engagement effectiveness on the Plaza Ambarrukmo's Instagram account?
3. How does digital visual communication through Instagram influence audience perceptions toward Plaza Ambarrukmo's brand image and attractiveness?

1.4 Research Objective

1.4.1 General Objective

This study aims to gain an in-depth understanding of the use of digital visual communication via Instagram at Plaza Ambarrukmo to increase user engagement and enhance the company's brand image. The study used a qualitative approach to explore the perspectives and experiences of both internal and external regarding the effectiveness of visual communication strategies, including visual consistency, content management, and audience interaction. The findings of this study are expected to provide a comprehensive understanding of how digital visual communication contributes to audience engagement, shapes audience perceptions, and strengthens Plaza Ambarrukmo's brand image, while also offering practical recommendations for improving the company's digital marketing strategy.

1.4.2 Specific Objective

This research aims to achieve the following specific objectives:

- Analyzing how digital visual communication through Instagram can improve the consistency of Plaza Ambarrukmo's brand perception through visual elements such as visual consistency, content, color, layout, branding, and posting frequency.
- Examining the influence of Instagram content management on the effectiveness of user engagement by identifying content strategies and communication approaches that encourage audience interaction and participation.
- Analyzing how digital visual communication through Instagram influences audience perception toward Plaza

Ambarrukmo's brand image and attractiveness as a lifestyle shopping destination.

- Providing strategic recommendations for optimizing digital visual communication and Instagram content planning to strengthen audience engagement, enhance brand image, and support the company's long-term digital marketing strategy.

1.4.1 Benefits for Students

Through the company's internship program, students gain new insight into how a mall is managed, particularly the operations of a shopping center. This experience provides students with practical knowledge of team coordination, strategies for increasing foot traffic, and other real-world experiences.

Through digital marketing strategies, students gain hands-on experience in developing the company's digital marketing strategies and creating Instagram content plans. Additionally, students learn how to boost engagement and enhance the company's brand image.

In terms of skill development, students have the opportunity to develop their social media skills in content creation and organizing giveaways, aiming to increase content engagement. Furthermore, students can hone their video and photography techniques to produce more engaging content.

1.4.2 Benefits for the Company

The companies can identify the right marketing strategies that align with their goals and objectives. This allows companies to utilize the most effective methods to maximize their marketing efforts, such as targeted advertising, social media campaigns, and customer feedback analysis.

From this study, the company can increase engagement and brand awareness by incorporating content giveaways or annual events that can

boost engagement with its Instagram content. Increased Instagram will also boost brand awareness and brand loyalty. The company gains new creative insights to tailor its marketing efforts to a younger target audience, such as understanding the types of content that resonate with this demographic and the platforms they prefer to use.

The company can also develop a strategy based on customer needs. From this study, the company can gain new insights regarding upcoming initiatives tailored to consumer needs. These new adjustments can increase traffic and engagement on the company's social media platforms.

1.4.3 Benefits for the Internship Report

Improving graduate quality and competitiveness, this program benefits the university's reputation by producing graduates who are ready to contribute to the workforce. Additionally, graduates are more competitive due to their real-world work experience.

Knowledge development, the knowledge imparted by the university can be further developed and directly applied by students in this program, particularly in the field of marketing. Consequently, the experiences gained through this program can serve as material for academic research.

New university-industry partnerships, the establishment of new collaborative relationships for the university in the retail and shopping center industry, create opportunities for collaboration.

1.5 Implications or Contributions

1.5.1 Practical Contribution

This study is expected to provide practical contributions to Plaza Ambarrukmo Mall by offering strategic recommendations that can be directly implemented in the company's social media management and

digital marketing activities, particularly in optimizing visual communication to increase engagement rate and strengthen brand image. By understanding how visual elements, content design, and communication strategies are applied on social media platforms, the company can improve the effectiveness of its content in attracting audience attention and delivering messages more clearly and consistently.

In addition, the findings of this research may assist the company in evaluating the effectiveness of visual content, content consistency, and audience interaction strategies that align with the characteristics of its target audience, especially Gen Z and active social media users. These contributions are expected to support better content planning, increase audience engagement, create more visually appealing communication, and strengthen the company's professional and commercial brand image among audiences, partners, and potential clients. Ultimately, this research is expected to support more effective decision-making based on real communication practices observed during the internship period.

1.5.2 Theoretical Implications

According to the theoretical perspective, this research enriches the discussion of digital communication studies by emphasizing the role of visual presentation in shaping audience perception and interaction on Instagram. The study demonstrates how visual communication can function not only as an aesthetic element but also as a strategic tool to build audience interest and support brand positioning in the digital environment.

Moreover, this research provides insight into how social media content can influence public perception through the use of design consistency, visual attractiveness, and interactive communication approaches. The findings may become a useful reference for writers, universities, and companies that are interested in social media branding and audience behavior in digital platforms.

This study also creates opportunities for future research related to social media engagement and branding strategies, particularly in examining the impact of specific visual elements, platform characteristics, or audience preferences across different industries and communication contexts.

1.5.3 Expected Solutions

The expected solution of this research is the development of a more effective and well-organized visual communication strategy for Plaza Ambarrukmo through Instagram optimization. This strategy is expected to help the company create visually appealing, consistent, and structured designs that are expected to help the company's identity as a luxury department store. The implementation of a clearer content plan and more organized visual layout is expected to improve the overall appearance of Plaza Ambarrukmo's Instagram and make the delivered messages easier for audiences to understand.

Another expected solution is to strengthen the representation of the company's brand image through the use of consistent design elements, communication style, and content themes that reflect professionalism, exclusivity, and commercial value. By improving visual consistency and content organization, the company is expected to increase audience engagement, build stronger audience trust, and create a more positive perception among potential customers and business partners.

Furthermore, these solutions are intended to support the internal team, including content creators, designers, and management, in developing future communication and promotional strategies that are more strategic, visually cohesive, and aligned with current Instagram trends and audience preferences.

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Basis

2.1.1 Social Media Marketing

Social media is a platform where software developers and users can interact with each other. It is not just a place for interaction. It also serves as a space where other users can contribute, modify, and develop content collaboratively. Social media makes it easier for users to present and introduce themselves to a wider audience without any restrictions (Kaplan & Haenlein, 2010).

Social media marketing involves promoting products or services across various social media platforms, including Facebook, Instagram, Twitter, and LinkedIn. With so many platforms available, to engage with the audience by creating compelling content, building community followers, and encouraging interaction. (“An Effective Tool for Small Business,” 2024).

This study indicates that social media marketing can significantly influence brand loyalty, depending on the type of content, the target audience, and the platform used. As a result, companies can create more engaging content on social media to increase customer interest. The study also analyzes the types of content that social media users share and like (Erdoğanmış & Çiçek, 2012).

2.1.1.1 Visual Consistency

Visual consistency plays a crucial role in helping audiences recognize and remember a brand. Through the consistent use of visual

elements such as color palettes, layouts, logos, and design styles, a company can create a cohesive identity across its communication platforms. Further discussion regarding branding aspects will be explained in Section 2.1.4 Brand Image.

According to a study published by Tsai and Shyr (2022), visual information can be categorized into two types, namely sustained attention and distracted attention. These categories are closely related to audience engagement, visual perception, and brand image formation, as audiences tend to respond differently depending on how visual information is presented. Effective visual presentation, therefore, becomes essential in attracting and maintaining audience attention, particularly on visually oriented platforms such as Instagram.

Previous studies suggested that presentations (on social media) containing extensive visual information were considered effective in delivering messages. However, more recent research from Kujur and Singh (2020) found that the combination of verbal and visual communication produces better audience responses and engagement. This indicates that audiences not only evaluate information through written messages, but also through the visual presentation accompanying the content.

In addition, visual consistency is closely related to brand identity. According to research published by Nguyen (2020), brand identity consists of several interconnected facets, including marketing culture, client relationships, visual identity, integrated marketing communication, and brand personality. Therefore, visual consistency can be understood as a part of a brand's visual assets that help strengthen brand recognition and public awareness. Consistent visual presentation enables audiences to more easily associate certain visual characteristics with a particular company.

In conclusion, based on these studies, the researcher understands that cohesive visual presentation may influence audiences to perceive a company as more professional and trustworthy. This is one of the reasons why many companies carefully maintain the consistency of their logos, color palettes, layouts, and other visual elements. Visual appearance often becomes the audience's first impression before direct interaction with the company occurs.

2.1.1.2 Color and Layout

Color, layout, and branding are important components in visual communication because they represent a company's identity and help audiences recognize a brand. In other words, these visual elements function as a form of communication code that conveys complex messages through visual features. According to research published by Schloss et al. (2018), visual elements such as color are capable of communicating meaning, emotions, and signals to audiences. Different colors may create different emotional responses and interpretations, which makes color selection important in communication and marketing strategies.

In addition, an attractive appearance may help capture an audience's attention and encourage engagement. This is especially relevant on social media platforms, where audiences tend to process visual information quickly. Therefore, the use of appropriate colors may influence how audiences perceive a company. On the other hand, inappropriate color selection may create negative impressions and affect audience perceptions toward the company. For this reason, color choice becomes an important aspect of visual communication and brand identity. Consistent use of color on social media may also strengthen audience recognition and help differentiate a brand from its competitors (Schloss et al., 2018).

Besides color, layout also plays an important role in delivering messages effectively. According to Saw and Gatzke (2024), visual communication is integrated with graphic design, illustration, user interface, and user experience to support the process of sharing information. Within visual communication, the concept of visual hierarchy helps audiences identify and understand information more easily through the arrangement of visual elements such as size, placement, spacing, and even contrast.

Furthermore, based on Gestalt Theory, the human brain naturally organizes visual elements into unified patterns in order to process information efficiently. This explains why layout arrangement, consistency, sizing, and visual patterns are important in attracting audience attention and improving message delivery. A well-organized layout may increase readability and help audiences follow the flow of information more effectively, while a poor layout may cause confusion or even miscommunication in social media content. Therefore, the arrangement of text and graphic elements or layout becomes essential in supporting effective visual communication.

2.1.1.3 Post Frequency

Post frequency refers to how often a company uploads content on its social media platforms. Regular posting activity is important because audiences tend to perceive active accounts as more credible and informative compared to inactive ones. Therefore, companies need to maintain continuous communication with audiences through consistent content updates. According to research published by Lupinacci (2021), social media encourages continuous connectedness through ongoing interactions and constant information updates. This indicates that audiences expect brands to remain active and continuously present on social media platforms.

In addition, an organized posting strategy is needed to maintain audience interest and encourage them to stay engaged with the company's social media accounts. Consistent exposure to content may help audiences become more familiar with a brand and gradually strengthen brand awareness. The more frequently audiences encounter a company's content on their social media homepage, the more likely the brand becomes remembered by audiences and develops top-of-mind awareness.

Furthermore, post frequency is closely related to customer engagement, which will be discussed further in [Section 2.1.3](#). Different social media platforms also apply different algorithms and audience behaviors, making posting consistency an important strategy for businesses. According to a study published by Azzahra et al. (2024), audience attraction and interest may be influenced by the frequency of weekly postings. The study also explains that posting consistency, including posting schedules, timing, and the number of uploads, may help optimize social media performance and audience interaction.

Many studies emphasize that trending content can effectively increase engagement rates. However, companies sometimes focus only on trends and overlook the importance of maintaining consistent posting activity. In reality, social media trends and audience behavior are dynamic and may change depending on situations and user habits. For example, during lockdown periods, audience activity patterns and active hours on social media shifted significantly, as explained in a study published by Vassio et al. (2022). As a result, posting activity and communication timing may influence follower engagement and audience interaction on social media platforms.

2.1.2 Audience Perception

Audience perception refers to the way individuals interpret and evaluate information received through communication media. As stated in Kujur and Singh (2020), information delivered through particular media is processed and interpreted by audiences based on their personal experiences and understanding. As a result, audience perceptions may vary from one individual to another depending on how they interpret the presented content.

In relation to visual consistency, visual elements play an important role in the formation of audience perception on social media platforms. Elements such as color, typography, layout, and visual composition influence how audiences interpret and evaluate a brand's content. This concept is supported by Gestalt Theory, which explains that individuals tend to perceive visual elements as an organized and unified whole rather than as separate components. Through principles such as similarity and continuity, audiences naturally associate consistent visual patterns with stronger identity and professionalism. Therefore, the consistent use of colors, layouts, and visual styles may help companies establish recognizable brand identities and create positive audience perceptions (Bustamante, 2025). Research on Instagram aesthetics conducted by Hauser et al. (2022) found that visual composition and color significantly affect aesthetic perception and audience responses toward visual content. The use of consistent colors, organized layouts, and cohesive visual styles may create impressions of professionalism, credibility, and aesthetic appeal. Conversely, inconsistent visual presentation may cause audiences to perceive a brand as unorganized and less trustworthy. Therefore, visual consistency is considered important in helping companies communicate their identity and establish positive perceptions among audiences.

Furthermore, Cvijikj and Michahelles classify social media content into three categories: informative, entertaining, and remunerative content. These

categories influence how audiences respond to and perceive brand communication on social media (Kujur & Singh, 2020). Therefore, companies need to pay close attention to visual communication strategies to deliver appropriate messages to their intended audiences. In addition, poor visual communication may lead to misunderstanding and attract audiences that do not align with the company's target market.

Different social media platforms tend to create different perceptions among users based on the characteristics of the content commonly presented. According to Eka et al. (2025), Instagram is often associated with aesthetically pleasing visuals, polished content, and aspirational lifestyles, leading audiences to perceive brands on the platform as more exclusive and premium. This perception reflects how Instagram users often engage with content related to identity and social status. In contrast, TikTok is commonly perceived as a more authentic and accessible platform that emphasizes spontaneous and UGC (User Generated Content) representing everyday experiences. These differences indicate that each platform possesses its own identity and audience expectations, which influence how users interpret content and perceive brands. Consequently, selecting inappropriate communication strategies for a particular platform may reduce audience interest and cause companies to lose potential opportunities.

2.1.3 Customer Engagement

Customer engagement is a key factor in digital marketing, particularly on social media. By identifying and understanding the audience that interacts with the content on social media platforms, such as by liking, following, and sharing it, higher levels of engagement also indicate that the audience is actively responding to and interpreting the messages delivered in the content.

In addition, according to studies, there are three dimensions of consumer engagement: the cognitive dimension, the affective dimension, and the behavioral dimension (Kusumasondjaja, 2021). The cognitive dimension focuses on customers' perceptions and understanding of the content or messages communicated by a brand. The effective dimension relates to consumers' emotional responses and engagement with the content presented on social media. Meanwhile, the behavioral dimension reflects the actions consumers take after viewing the content, such as liking, commenting, sharing, or interacting with the brand on social media platforms. These three dimensions indicate that customer engagement is not only related to interactive behavior but also involves cognitive processing and emotional attachment to the brand.

Customer engagement on social media is influenced by satisfaction, positive emotions, trust, engagement, and the content shared by the company. Consistent engagement can boost loyalty, behavioral intentions, and especially in a hedonistic context with high comfort levels (Santini et al., 2020).

In the same way, Cheung et al. (2020) explain that social media marketing elements significantly influence consumer engagement with a brand and brand awareness. According to the study, to strengthen audience engagement and enhance positive perceptions of a brand, companies can optimize their content visually and interactively. This is supported by the argument that effective Instagram communication strategies can foster stronger engagement among the audience.

In addition, previous research has shown that engagement levels on social media platforms significantly influence customer loyalty and behavioral intent. Audiences who actively interact with digital content through activities such as liking, commenting, sharing, or rewatching content often develop stronger emotional bonds with the brand. The

emotional bonding encourages consumers to build more sustainable and long-term relationships with the company. Therefore, customer engagement also indicates the extent to which the audience feels connected and engaged with the brand's communication and identity.

Moreover, in the context of the retail and lifestyle industries, customer engagement plays a crucial role in strengthening a brand's position and maintaining audience interest. Social media interactions enable brands to build closer relationships with consumers through more interactive, personalized, and visually engaging communication. Consequently, brands that can generate high engagement on social media are more likely to retain audience attention, strengthen positive perceptions, and encourage consumers to continue interacting with the brand in the future. Therefore, customer engagement can be viewed as a key indicator for evaluating the effectiveness of digital communication strategies and brand development on social media platforms.

According to Schwehm and Prigge (2022), companies frequently use giveaways because they can attract the audience's attention by offering specific prizes, which can increase engagement quickly and expand reach. Many users, known as "giveaway hunters", are only interested in the prizes and promotions, not in the content or brand values promoted by the company. Once the giveaway ends, engagement levels typically drop because these users stop interacting or even unfollow the brand's account. This situation leads to unstable engagement that is difficult to sustain in the long term (Maulina, 2026).

In addition, strong and sustainable engagement should be built through audience-oriented content, emotional connection, and content relevance, not just through momentary promotions. Studies on customer engagement have found that more stable engagement is formed when audiences feel emotionally connected to the content and brands they follow (Maulina,

2026). Therefore, while giveaways are effective for boosting visibility and interaction in the short term, companies still need to develop a content strategy that is consistent, relevant, and has an emotional value to ensure the audience remains engaged after the giveaway period ends.

2.1.4 Brand Image

Keller and Swaminathan (2020) stated that brand image is the consumer's perception of a brand that remains in their memory. When an audience sees a piece of content, they immediately recognize who it belongs to. This is because brand image is shaped by consumers' experiences, impressions, emotional responses, and interactions with the brand. Consequently, visual communication and social media content play a crucial role in shaping how audiences perceive and remember a brand. Furthermore, building a strong, positive image is important for a company.

Based on Keller and Swaminathan (2020), there are three components of brand image: strength, favorability, and uniqueness. Strength refers to how well the audience can recall the company's visuals when the content appears. Then there is favorability, which refers to how positively the audience perceives the brand, such as the perception that the company has a modern and exclusive image. Lastly, there is uniqueness, which refers to how unique the brand is compared to its competitors.

A brand image can be shaped by the visual consistency a company maintains in its social media content. Visual consistency helps establish a distinct identity for the company. Maintaining a strong, consistent brand image gives the company a competitive edge and makes it difficult for competitors to imitate. A strong brand image also builds customer trust, increasing the chances of repeat purchases (Wibawa, 2023).

2.2 Conceptual Framework

The conceptual framework in this study illustrates the systematic process used to analyze the effectiveness of digital visual communication through Instagram in increasing customer engagement and developing brand image at PT Putera Mataram Mitra Sejahtera or Plaza Ambarrukmo. This framework serves as a guide that connects each stage of the research process, from identifying existing issues to generating strategic recommendations and conclusions. Through this framework, this study aimed to examine how the visual communication strategies implemented on Instagram influence audience response and contribute to the building of a stronger brand image.



Figure 2.1 Conceptual Framework

Source: Compiled by the writer, 2025

Figure 2.1 illustrates the conceptual framework of this study, which consists of several stages, including problem identification, preliminary observation, data collection, data analysis, strategy development, and conclusion. These stages describe the systematic process conducted in this

research to identify problems, gather and analyze data, develop strategies, and formulate the final conclusions of the study.

1. Problem Identification

At this stage, the research focuses on identifying issues related to the effectiveness of Instagram as a digital communication platform for Plaza Ambarrukmo. Several issues were identified, including inconsistencies in visual communication, differences in audience perception of Instagram content, customer engagement on Instagram, and challenges in maintaining a strong and consistent brand image in the digital environment. In addition, increasing competition in the retail and lifestyle industries requires Plaza Ambarrukmo to continuously adapt its social media communication strategy to meet changing audience preferences and digital trends.

2. Preliminary Observation

The preliminary observation phase aims to gain a preliminary understanding of communication practices on Plaza Ambarrukmo's Instagram account. This involves observing the company's Instagram account, including the types of content posted, visual consistency, color usage, layout composition, branding elements, and posting frequency. Audience interaction indicators such as likes, comments, shares, and views are also considered to identify general engagement patterns. Additionally, this phase examines how Instagram content visually represents Plaza Ambarrukmo's identity as a lifestyle shopping destination. The purposes of this phase are to develop initial assumptions and identify potential gaps between the communication strategies implemented by the company and the audience's response to the presented content.

3. Data Collection

This stage of the research involves collecting primary and secondary data using qualitative methods. Secondary data was collected from literature reviews, relevant previous studies on engagement rates, and supporting references related to social media communication, visual aesthetic, and brand image. Primary data collected through in-depth interviews with active Instagram users who have viewed Plaza Ambarrukmo's content and those who do not follow Plaza Ambarrukmo. The interviews aim to explore audience perceptions regarding content appeal, visual consistency, emotional response, engagement behavior, and brand perception. This phase provided deeper insights into how the audience interprets and responds to Plaza Ambarrukmo's digital communications.

4. Data Analysis

The collected data were analyzed using a qualitative descriptive approach. This stage focused on identifying the relationship between social media content elements and audience responses. This analysis explored how variables such as visual consistency, content type, color composition, layout, branding, and posting frequency influence audience perception and customer engagement. The findings were then analyzed to understand how audience engagement and responses contribute to the shaping of Plaza Ambarrukmo's brand image. Through this analysis, the study aims to identify the most influential factors affecting the effectiveness of the Instagram communication strategy and determine areas requiring improvement.

5. Strategy Development

Based on the analysis stage, strategic recommendations were developed to enhance Plaza Ambarrukmo's digital visual communication strategy. This stage focused on identifying more effective approaches to Instagram content management, including

strengthening visual consistency, optimizing branding elements, improving content quality, and adjusting posting frequency to align with audience preferences. The developed strategy emphasizes the importance of creating visually appealing and interactive content that improves customer engagement while strengthening Plaza Ambarrukmo's image as a modern, lifestyle-oriented shopping destination. The objective of this stage is to provide practical solutions that enhance the effectiveness of the company's social media communication.

6. Conclusion

The final stage of the framework is to draw conclusions based on the entire research process. This stage summarizes the relationship between social media content, audience perception, customer engagement, and brand image on Instagram. The conclusions highlight how effective visual communication strategies can influence audience interaction and strengthen Plaza Ambarrummo's digital brand image. Moreover, this stage presents recommendations that the company can implement to optimize its Instagram communication strategy going forward. It can be expected that the results of this research will contribute both academically and practically to the development of digital marketing communication strategies in the retail and lifestyle industries.

CHAPTER III

METHODOLOGY

3.1 Research Approach

3.1.1 Type of Research

The writer chose to use qualitative research methods to collect the data needed for the study. Qualitative research methods are tools used to gain deep insights and understand complex phenomena. In addition, qualitative methods allow for a deeper exploration of social phenomena and enable the writer to connect with the subjective perspectives of informants. They offer a comprehensive overview and pragmatic strategies for navigating their diverse dimensions (Lim, 2025). According to Aspers and Corte (2019), qualitative research involves taking a deeper approach to a significant new phenomenon or concept by gaining a deeper understanding of that phenomenon or concept through an evolving analytical process. It focuses on the meaning of the phenomenon rather than merely on numbers or relationships between variables.

Therefore, the writer employed a qualitative research method to obtain in-depth data on the relationship between digital visuals and engagement at Plaza Ambarrukmo. According to Lim (2025), to help answer complex questions, such as how and why, qualitative methods can serve as valuable tools in implementation research. Qualitative research emphasizes context, existence, experience, perspective, meaning, and subjectivity, offering new insights for exploring and interpreting the complexity of social phenomena. It aims to provide a balanced and logical qualitative perspective, promoting informative and reflective research practices.

3.2 Sampling Method Research

This study used convenience sampling to select interviewees. The use of this method was intended to align with the research objectives, which required the perspectives of Plaza Ambarrukmo customers. According to the explanation from Golzar et al. (2022), convenience sampling is a data collection method in which participants are selected from a population that is easily accessible to the writer. It is also mentioned that many researchers use convenience sampling because it offers various practical advantages. It requires less time, money, and effort because respondents are more easily accessible to the writer compared to other methods. Convenience sampling was used in this study because data collection only took a relatively short time, and the writer was able to easily identify respondents. In addition, this method allowed the writer to efficiently collect data from both non-customers and customers who were familiar with Plaza Ambarrukmo's digital content. By using this method, the writer can find data that is more relevant to the research objectives. The research focuses on optimizing the visual design of Plaza Ambarrukmo's Instagram account to increase user engagement and enhance the company's brand image. In collecting the data, the writer obtained information from both internal and external sources. The internal data were gathered through an interview with an employee from Plaza Ambarrukmo's marketing department, while the external data were collected from both customers and non-customers of Plaza Ambarrukmo. This approach was conducted to compare perspectives from different parties and to minimize bias in the research findings.

The internal interviewee is:

a. Name: Syahrudin Ramadhan

Position: Marketing Division

Responsible for digital marketing, specifically managing Plaza Ambarrukmo's social media and developing strategies for the types of content the company will produce.

The external interviewees are:

a. Name: Yasinta Eka Amalia

Status: Student/Customer Plaza Ambarrukmo

b. Name: Kagan Wibowo

Status: Student/Customer Plaza Ambarrukmo

c. Name: Eko Palmanto

Status: Worker/Customer Plaza Ambarrukmo

d. Name: Putri Tiara

Status: Student/Customer Plaza Ambarrukmo

e. Name: Eva Hikmatul Naili

Status: Housewife/Customer Plaza Ambarrukmo

f. Name: Adhitya Meika

Status: Worker/Non-customer Plaza Ambarrukmo

The selection of interviewees included both customers and non-customers of Plaza Ambarrukmo to minimize bias in the research results. A variety of employment statuses were included to obtain more complicated responses.

3.3.3 Main Problem

In this research, visual design and brand awareness are utilized to enhance user engagement on Plaza Ambarrukmo's Instagram. Several key issues can be identified as follows:

- a. Lack of improvement in digital visuals to convey the message of the content. The goal is to make customers more interested in the content. With a clearer message, user engagement levels will become more stable.
- b. Brand image, which is still lacking, can be seen from the Instagram content, which rarely features or highlights the brand or specific characteristics. With specific characteristics, viewers will immediately recognize the unique content of Plaza Ambarrukmo.

3.3.2 Supporting Issues

- a. The effectiveness of the content created is not yet fully established.
- b. The imbalance between promotional content, such as giveaways, and non-promotional content has not yet demonstrated its effectiveness, resulting in the messages communicated being less than optimal for building long-term engagement.
- c. Visual consistency has not yet been aligned with the brand identity. The frequency of posts or the number of posts per day influences user engagement.
- d. There is a discrepancy between the visual messages conveyed in the content and how users interpret them. Consequently, the published content may not necessarily result in a brand perception that aligns with the intended one.

Table 3.1 Relationship between Problem and Research Purpose

Identification of Problems	Research Purpose
Instagram visual consistency (color, layout, and branding) affects audience perception	To evaluate how visual consistency influences customer perception.
Instagram posting frequency impacts engagement levels	To examine the impact of post frequency.
Users perceive the brand based on its Instagram content	To analyze how users perceive the brand based on Instagram content.

Source: Compiled by the writer, 2024

Table 3.1 presents the relationship between the identified problems and the research purposes of this study. The table is intended to explain the objectives of the research based on the problems found within Plaza Ambarrukmo and to show how each problem is addressed through the research process.

3.4 Data Source

Tahersdoost (2021) explains that qualitative research provides answers to the “how” and “why” questions in a research study and primarily involves data regarding feelings, perceptions, and emotions, using structured approaches for data collection, such as interviews. The necessary data can be gathered through audio recordings, sketches, notes, and photographs. There are three main methods for collecting qualitative data: observation, document review, and in-depth interviews. Basically, data collection

methods are classified into two main categories, which are the primary data collection methods and the secondary data collection methods.

- a. The primary data used consists of results from interviews with internal Plaza Ambarrukmo, customer's Plaza Ambarrukmo and non-customers, as well as Plaza Ambarrukmo's Instagram content, such as visual posts, content types, layouts, and audience interactions, was analyzed to understand how the company presents its brand identity through digital platforms..
- b. Secondary data is obtained from published sources such as articles and journals, which can help provide information or serve as a foundation for conducting research.

3.5 Data Collection Techniques

3.5.1 Observation

In this method, data is collected directly through the observation of events, behaviors, interactions, and processes in order to gain an understanding of the concept (Taherdoost, 2021). Observation helps the writer by allowing them to observe and note down events occurring in the surrounding environment.

Qualitative research may involve various forms of observational data, depending on the researcher's level of involvement and the structure of data collection. The choice of observational methods depends on the research objectives, the nature of the study environment, and the level of interaction required from participants. Observation makes it possible to obtain and collect data that is more up-to-date and reliable (Chand, 2025).

3.5.2 Interview

As a fundamental form of social interaction, interviews involve asking questions and collecting data based on the response provided. Interviews can be conducted face-to-face, which allows for more in-depth and detailed data collection. Additionally, this approach makes it possible to explain questions to the interviewee to ensure clarity (Taherdoost, 2021). The writer conducted face-to-face interviews with customers and non-customers of Plaza Ambarrukmo. Non-customers were included as participants to ensure that the interview responses were unbiased. These participants were selected because the required data would align with the perspectives of relevant customers to improve user engagement on Plaza Ambarrukmo's Instagram, where the majority are followers of the company's Instagram account. The interviews were conducted using an unstructured interview method to ensure greater flexibility and rationality.

3.5.3 Secondary Data

Secondary data is data that has been collected and published by existing sources. Secondary qualitative data analysis can provide insights that cannot be obtained from the primary data analysis (Cheong et al., 2023). In this study, secondary analysis was used to support strategies aimed at increasing audience engagement with digital marketing or content on the Instagram platform at Plaza Ambarrukmo.

Additionally, online sources regarding social media marketing trends were also reviewed to provide supporting context for the implementation of visual design strategies, sourced from academic books, international journals, the company's official website, and relevant websites. Through this approach, secondary data can connect Plaza Ambarrukmo's marketing strategy with wider academic insights.

3.6 Validity and Reliability

3.6.1 Triangulation Data

The validity and reliability of the research data were strengthened through data triangulation by comparing interview findings, observations, and supporting secondary research. In qualitative research, methodological triangulation allows researchers to obtain more in-depth data by comparing findings from various perspectives or data collection sources (Santos et al., 2020). Based on the interview results, participants showed a greater preference toward the newer content layout and visual communication compared to the previous content design. Participants stated that the updated visual appearance appeared more attractive, organized, and easier to understand. These findings were also consistent with observable conditions in competitor social media accounts, as mentioned by one of the interviewees during the interview process, that showed stronger audience attraction and indications of higher store visitors through more engaging visual presentation.

In addition, the findings were supported by secondary research explaining that visual communication plays an important role in helping audiences understand the company's message more effectively. Good visual communication can also influence audience perception toward a brand. Based on the writer's observation, companies with stronger visual consistency and more organized content presentation were more likely to be perceived by audiences as more professional, premium, and trustworthy.

Therefore, the consistency between interview findings, observations, competitor conditions, and supporting literature strengthened the credibility and validity of the research findings regarding the importance of visual communication in increasing audience perception and engagement. However, the writer acknowledges the limitation of access to detailed

Instagram insight data, which limited the ability to conduct deeper quantitative analysis regarding audience engagement performance.

3.6.2 Member Checking

Member checking is generally promoted as a process that can increase the accuracy, validity, and credibility of qualitative research findings (Lloyd et al., 2024). After the interview process, the writer reconfirmed several interview results and interpretations with the interviewees to ensure that the information and opinions provided were accurately understood and interpreted. This process was conducted to minimize misinterpretation and to ensure that the findings regarding visual communication, audience perception, and content preferences were consistent with the interviewees' intended meanings. Through this process, the credibility and trustworthiness of the research findings were strengthened.

3.7 Unit Analysis

The units of analysis used by the writer in this study are Instagram users and Plaza Ambarrukmo's Instagram content. The subjects are users who have interacted with Plaza Ambarrukmo's content, such as viewing content, liking posts, following the account, and forming perceptions of Plaza Ambarrukmo's content. In addition, there are objects that are also used as units of analysis, such as the Plaza Ambarrukmo content. This includes Instagram post types, layout, text selection, visual consistency, and posting frequency.

The relationship between these two units of analysis is that content can serve as a stimulus to influence users and generate a response. Meanwhile, visual communication can influence engagement and perception. The purpose of using these units of analysis is to identify the effectiveness of the

Instagram content created by Plaza Ambarukmo. Additionally, the aim is to examine the relationship between visual communication and user engagement; furthermore, another objective is to determine the importance of brand image to the company's visibility.

CHAPTER IV

RESULTS AND DISCUSSIONS

4.1 Research and Implementation Result

4.1.1 Optimization of Digital Visual Communication Consistency on Instagram

Based on the interviews conducted with six interviewees, the findings show that digital visual consistency is generally perceived as a crucial element in attracting audience attention. Most interviewees emphasized that consistent visual elements such as colors, typography, layouts, and design styles create a more appealing appearance and help audiences recognize information more easily. As shown in the table below:

Question: *Do you think visual communication is important? And which visual elements interest you the most?*

Table 4.1 Interview Results about the Importance of Visual Communication

Interviewees	Answer
Yasinta Eka Amalia	I think yes, I love the aesthetic content. Clean and modern content makes it feel expensive, and for me, just visually memorable. So, the important elements are layout, font choices, color, and the quality of the pictures. But yes, I will definitely notice the layout first, whether it is neat or messy.
Kagan Wibowo	I need to get information in a pleasant format. Because, honestly, if the format is messy, I am likely to skip it.

Eko Palmanto	Yes! I really observe a thing first (If I am going out of town). While Amplaz is just here, I just came to check myself. It means the first impression of social media performance is important to me. Maybe, as I answered before, a little information is helpful. If this is my first time, I will not get lost there.
Putri Tiara	Very important, but I don't know if someone lives near here; they can easily come to check, but for me, I need to make sure the store is worth visiting. It is because I love to take photos and sightseeing around. So I need to search first before it puts me in a bad mood. That is why I think the most important thing is the quality of the photo that shows the facility and architecture. If the quality and layout of the photo are close to the real message, I will definitely not go there.
Eva Hikmatul Naili	Not really. I don't usually check the Instagram of a department store. I only visit directly. Of course department stores nearby.
Adhitya Meika	Yes. For the esthetician, a lot of visitors are attracted. Of course, the picture quality and layout.

Source: Compiled by the writer, 2024

Table 4.1 presents the interview results from six interviewees regarding the importance of visual communication on the Plaza Ambarrukmo's Instagram account. The table summarizes the interviewees' perspectives on

how visual communication contributes to attracting audiences, delivering messages, and supporting Plaza Ambarrukmo's brand image on social media.

Out of six interviewees, five stated that visual consistency positively influences their experience when interacting with digital platforms or content. Meanwhile, one of the interviewees considered visual consistency less important because she does not usually pay close attention to visual appearance.

Several interviewees stated that digital visual consistency helps attract audience attention more effectively. According to Table 4.1 Interview Results about the Importance of Visual Communication, visually organized and consistent content appears more appealing compared to inconsistent designs. These data explained that when visual elements are arranged consistently, the content looks more professional, neat, and comfortable to see. Some interviewees also mentioned that they are more likely to notice content that has a recognizable and consistent visual appearance while browsing social media.

In addition, five interviewees mentioned that visual consistency helps them recognize and search for information more easily. Repeated use of similar colors, layouts, or design styles allows audiences to quickly identify certain accounts without needing to examine the content in detail.

Another finding from the interviews shows that visual consistency contributes to memorability. Several interviewees stated that they tend to remember accounts that consistently use the same visual identity in their digital content. According to the interviewees, repeated visual presentation creates a stronger impression and makes the content easier to recall in the future. Some participants also mentioned that visually consistent content

creates a more pleasant viewing experience because the design appears more organized and harmonious.

However, not all interviewees shared the same perspective regarding the importance of digital visual consistency. Naili, one of the interviewees, stated that *“Not really. I don’t usually check the Instagram of a department store. I only visit directly. Of course, department stores nearby”*. This response indicates that audience perceptions toward visual consistency may vary depending on individual preferences and viewing habits.

Overall, the findings demonstrated that most interviewees viewed digital visual consistency positively. The majority of participants agreed that consistent visuals can attract attention, facilitate information recognition, create a pleasant visual experience, and improve the memorability of digital content. Although one interviewee considered it less important. The interview results generally show that visual consistency plays a meaningful role in how audiences perceive digital content.



Figure 4.1 Comparison Visual in Post

Source: Instagram @plazaambarrukmo, 2024

Figure 4.1 shows a comparison of visual posts on Plaza Ambarrukmo's Instagram feed before and after the adjustment of visual communication. The figure illustrates the changes in visual presentation implemented to improve the consistency and attractiveness of Plaza Ambarrukmo's Instagram content.

Question: *Between these before and after pictures of adjustment on visual communication, which one is more attractive to you? Why?*

Table 4.2 Interview Results about Comparison of Before and After Adjustment

Interviewees	Answer
Yasinta Eka Amalia	Definitely, the picture after adjustment is neater and not too many words.
Kagan Wibowo	After adjustment. Because the proportion of the image and the sentences is the same.
Eko Palmanto	The after is more structured.
Putri Tiara	I like pictures after adjustment. Because it is more understandable, and the layout is very clear.
Eva Hikmatul Naili	After, because the information and pictures are aligned, I can understand what it means.

Adhitya Meika	Picture after, more structured.
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Source: Compiled by the writer, 2024

Additionally, Table 4.2 is about findings from the interview and also reveals the importance of visual communication through content comparison activities. In this comparison, interviewees were shown content before and after visual adjustments on Figure 4.1. All interviewees preferred the adjusted version because it appeared neater and more structured. They also stated that the improved layout, appropriate font selection, concise wording, understandable information, and balanced visual proportion made the content easier to read and more visually appealing. One of the interviewees is Tiara, who mentioned, *“I like pictures after adjustment, because it is more understandable and the layout is very clear”*. This finding indicates that organized visual elements can support message clarity and audience understanding.

Furthermore, based on a comparison of the interviewees’ responses to the feeds before and after the visual adjustments, the majority stated that the content’s appearance after the adjustments was more attractive and easier to recognize as representing Plaza Ambarrukmo’s. Changes in visual elements, such as a more structured layout, a more consistent font selection, and the addition of a small logo placed in the top left corner, successfully enhanced the content’s visual appeal to the audience.

The interviewees also noted that the feeds after the adjustments appeared more professional, modern, and had a more cohesive feel compared to before. The consistent presence of brand identity elements helped the audience more quickly recognize that the content originated from Plaza Ambarrukmo, thereby creating visual consistency and strengthening brand recall. Additionally, the use of a neater layout and typography makes the information in the content more comfortable to view and understand, as

mentioned by Amalia (2024), “*Definitely, the picture after adjustment is neater and not too many words.*” This finding indicates that visual adjustments on social media not only enhance aesthetic appeal but also play a role in strengthening the brand image and increasing audience engagement with the displayed content on Plaza Ambarrukmo.



Figure 4.2 Instagram Feeds of Plaza Ambarrukmo Before and After

Source: Instagram @plazaambarrukmo, 2024

Figure 4.2 presents the Instagram feed of Plaza Ambarrukmo before and after the visual communication adjustment. The comparison was used during the interview process to identify which visual presentation was more appealing to audiences.

As a result, based on Figure 4.2 and Table 4.2, layout adjustments affect the overall appearance of the feeds. Before the adjustments, the placement looked inconsistent. However, after the adjustments, the layout appears cleaner, more modern, and more professional. As shown in Figure 4.2, the font choices after the adjustments are more visually appealing and easier to read. These changes have given Plaza Ambarrukmo’s content a consistent layout.

Question: *From Figure 4.2, what do you notice between these two?*

Table 4.3 Comparison of Plaza Ambarrukmo's Instagram Feed

Interviewees	Answer
Yasinta Eka Amalia	I like the after adjustment more because the font, placement, and consistency are structured. However, the engagement before is a bit of a mess, like the sentences are almost closing the picture. I think the sizing and layout are a bit messy as well, so it's hard for me to focus on which elements, the picture or the font.
Kagan Wibowo	I think the layout of the logo or the structure of the font in the picture. But mostly, they look the same, I mean, about the content.
Eko Palmanto	Actually, it is still the same but more consistent in the placement and the font choices. Maybe Plaza Ambarrukmo could check on Grand Indonesia's Instagram account because they have very consistent visual communication, like a small element, and I think not everyone noticed it, but it is helpful. As you know, the bottom corner of every posting has little notes about the information about the location or any others.
Putri Tiara	The adjusted content is more consistent in layout and font choices. So it feels more structured. However, the original adjustment still has an understandable visual communication, but a bit of an upgrade makes it better and more professional.
Eva Hikmatul Naili	I cannot spot any differences, actually ahahaha.

Adhitya Meika	I don't spot many differences.
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Source: Compiled by the writer, 2024

Table 4.3 presents the interview results regarding the comparison of Plaza Ambarrukmo's Instagram feed before and after the visual communication adjustment, as shown in Figure 4.2. The table summarizes the interviewees' opinions on the effectiveness and audience acceptance of the visual changes implemented on the company's Instagram feed.

The interview results indicated that the Instagram feed adjustments implemented by Plaza Ambarrukmo were generally perceived positively by the interviewees. Most participants considered the revised feed to be more visually consistent and structured compared to the previous version. The improved structure of the content also contributed to a more appealing overall appearance. However, Meika said, *"I don't spot many differences"*, and Naili said, *"I cannot spot any differences, actually ahahaha"*. In addition, Palmanto said, *"Actually it is still the same but more consistent on the placement and the font choices. Maybe Plaza Ambarrukmo could check on Grand Indonesia's Instagram account because they have very consistent visual communication, like a small element, and I think not everyone noticed it, but it is helpful. As you know, the bottom corner of every posting has little notes about the information about location or any others."* It shows the importance of observing competitor social media accounts as a reference point, specifically mentioning Grand Indonesia as a potential benchmark for developing Plaza Ambarrukmo's Instagram content strategy.

4.1.2 Analysis of User Engagement Through Instagram Content Management

Based on the interviews conducted with six respondents, the findings show that the type and management of Instagram content influence audience interest and engagement. The interviewees expressed different preferences

regarding the content uploaded by Plaza Ambarrukmo on Instagram. Overall, most participants were interested in informative and relevant content that matched their personal interests and daily activities, as explained in the table below, Table 4.4 Instagram Types of Content.

Question: *What types of Instagram content do you usually find most attractive? And from Plaza Ambarrukmo's content, which types do you find the most engaging? Why?*

Table 4.4 Instagram Types of Content

Interviewees	Answer
Yasinta Eka Amalia	Event or lifestyle content, but sometimes about fashion as well hahaha. In Amplaz, I love events such as LOL and Land of Beauty. Cause you know, I am just a girl, so I love promotions and a lot of interesting or new products appearing in this event.
Kagan Wibowo	Event things, like the exhibition, Amplaz's anniversary event, are also beyond words, good ahahaha.
Eko Palmanto	The facility, so I know, is a place comfortable enough and spacious enough to meet up or meet with important people. If in Amplaz, I love their info about their event, because the event is cool.

Putri Tiara	Event, Fashion, Tenant. Plaza Ambarrukmo's content helps me to get information before I decide to go. Yeah, not gonna lie, I am interested in their events. However, I got it first from an influencer, and then I checked Plaza Ambarrukmo's Instagram, and yeah.
Eva Hikmatul Naili	Event. Because I love to visit events in many places and love to explore the experiences.
Adhitya Meika	I think about events or exhibitions. However, I rarely open for Ambarrukmo Plaza, maybe if there is such an exhibition or content that is more relatable to me, they will appear on my explorer.

Source: Compiled by the writer, 2024

Table 4.4 presents the interview results regarding preferred types of Instagram content among the interviewees. The findings were used to understand audience content preferences and serve as a benchmark in developing content strategies aimed at achieving higher engagement on Plaza Ambarrukmo's Instagram account.

Based on Table 4.4, Instagram Types of Content, several interviewees stated that they were more attracted to content related to lifestyle, events, exhibitions, mall facilities, and tenant information. One of the interviewees said that *"Event or lifestyle content, but sometimes about fashion as well hahaha. In Amplaz, I love events such as LOL and Land of Beauty. Cause you know, I am just a girl, so I love promotions and a lot of interesting or new products appearing in this event"*. These types of content are considered useful because they provide updates about activities,

entertainment, and available services within the mall environment. Some interviewees explained that event and exhibition content increases their curiosity and encourages them to visit the mall, while information about tenants and facilities helps them explore products, dining options, or services more easily. In addition, lifestyle-related content was perceived as more engaging because it feels closer to audiences' everyday experiences and interests.

Question: *Have you ever seen or participated in a giveaway or promotional content from Plaza Ambarrukmo?*

Table 4.5 Instagram Giveaway Content

Interviewees	Answer
Yasinta Eka Amalia	No
Kagan Wibowo	Unfortunately no.
Eko Palmanto	Mmm, I have tried once.
Putri Tiara	Yes! Just trying my luck, not a giveaway hunter.
Eva Hikmatul Naili	Mmm, not too much.
Adhitya Meika	No.

Source: Compiled by the writer, 2024

Table 4.5 presents the interview results regarding Instagram giveaway content to understand the interviewees' preferences and perceptions of the attractiveness of giveaway posts. The findings were used to identify

audience interests and support the analysis of user engagement on Plaza Ambarrukmo's Instagram account.

The interviews also revealed different responses toward giveaway content on Instagram, as stated in Table 4.5, Instagram Giveaway Content. Three interviewees stated that they were not particularly interested in giveaway posts because they considered them less relevant to their personal interests. Meanwhile, the other three interviewees showed positive responses toward giveaway content and admitted that they had participated in giveaways as entertaining and interactive content that can encourage audience participation, especially when the prizes offered are attractive or relevant to their needs. One of the interviewees, Tiara, mentioned that *"Yes! Just trying my luck, not a giveaway hunter"*. The other response from Palmanto was *"Mmm, ever tried once"*. This resulted in half of the interviewees having ever tried a giveaway.

Question: *How often do you think a brand should post on Instagram?*
And what do you think about Plaza Ambarrukmo?

Table 4.6 Instagram Post Frequency

Interviewees	Answer
Yasinta Eka Amalia	I think twice or three times a day is enough, so people will not be left out of the information. Honestly, I don't know because I rarely open Plaza Ambarrukmo's account, I just have to come, cause it is really close to my home.
Kagan Wibowo	Twice maybe, in the morning and night (for posting), for a story you can make more than 3 but no more than 5, but I don't know, I think it depends

	on the goal that you want to achieve on that day, but too many postings will definitely be annoying. However, I don't really know about the Amplaz's, but they have so many posts.
Eko Palmanto	I don't understand it, and I never checked Amplaz's story or account activities.
Putri Tiara	Actually, I don't really understand this. But I think Amplaz is a bit overwhelming for me. So, if I am not stalking, I will not realize what the messages are. Or I can be left out by the information.
Eva Hikmatul Naili	I don't know. I think Amplaz has enough stories for their marketing activities.
Adhitya Meika	Maybe twice a day for posting on feed, and no more than 15 stories, I think it will be ideal, and more structured postings or campaigns. I think Amplaz has many stories and posts.

Source: Compiled by the writer, 2024

Table 4.6 presents the interview results regarding Instagram post frequency to understand the interviewees' preferences toward content posting frequency and audience habits in using Instagram. The findings were used to support the analysis of user engagement on Plaza Ambarrukmo's Instagram account.

Another finding from the interview relates to posting frequency on social media, as attached in Table 4.6, Instagram from the Customer's POV.

Four interviewees stated that excessive posting by Plaza Ambarrukmo can create boredom and reduce their interest in the content. In addition, according to the participants, uploading too many posts within a short period may feel repetitive and overwhelming, especially if the content lacks variety. One of the interviewees, Tiara, said that *“Actually, I don’t really understand this. But I think Amplaz is a bit overwhelming for me. So, if I am not stalking, I will not realize what the messages are. Or I can be left out by the information”*. As a result, most of the interviewees felt that the content of Plaza Ambarrukmo is too frequent in the frequency of posts, and the message is not delivered well. On the other hand, two interviewees stated that frequent posting is still acceptable. These responses indicate that audiences pay attention not only to the quantity of content uploaded but also to the relevance and quality of the information presented. In addition, Table 4.6 Instagram Post Frequency is the recommendation or the ideal posting frequency based on Customers.

Question: *Do you feel overwhelmed or uninterested if a brand posts too frequently?*

Table 4.7 Instagram Post Frequency from the Customer’s POV

Interviewees	Answer
Yasinta Eka Amalia	Of course.
Kagan Wibowo	Yes.
Eko Palmanto	Maybe yes, I will unfollow maybe, and it is hard to find the information.
Putri Tiara	Yes.

Eva Hikmatul Naili	No, if the content is related to me. But so far, I can still enjoy it. As I said before, I rarely opened Instagram in department stores.
Adhitya Meika	If it is relevant, I am not bored. But I will not check or get all the information, of course.

Source: Compiled by the writer, 2024

Table 4.7 presents the interview results regarding Instagram post frequency from the customers' point of view, particularly related to their preferences and reactions toward excessive posting frequency. The findings were used to understand audience behavior and its influence on user engagement on Plaza Ambarrukmo's Instagram account.

According to Table 4.6 and Table 4.7, user engagement on Instagram is influenced by content relevance, variety, and posting management. Most interviewees preferred content that provides useful information and aligns with their interests, such as lifestyle updates, events, exhibitions, facilities, and tenant-related information. The findings also demonstrate that audience responses toward giveaway content and posting frequency may vary depending on individual preferences and expectations toward digital content.

This contrast indicates that audience preferences expressed during interviews may differ from their actual behavior on social media platforms. Although interviewees perceived giveaway content as less appealing in terms of information value, the interactive nature of giveaways was still effective in attracting audience attention and increasing engagement. Therefore, giveaway strategies may contribute positively to engagement performance despite receiving mixed perceptions from audiences. As shown in Figure 4.3, Giveaway Instagram Content Plaza Ambarrukmo, and the

result can be seen in Table 4.8, Insight Instagram Content Plaza Ambarrukmo. Additionally, the original or average total insight is in Table 4.4, Instagram Insight of Plaza Ambarrukmo's Content.

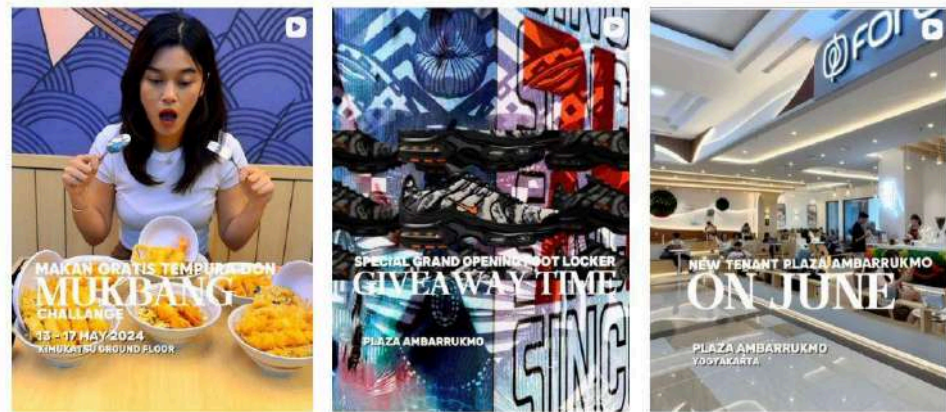


Figure 4.3 Giveaway Instagram Content Plaza Ambarrukmo

Source: Instagram @plazaambarrukmo, 2024

Figure 4.3 shows the Plaza Ambarrukmo Challenge Instagram post, which was created as a giveaway content strategy to increase engagement on the account. The post was designed to encourage audience participation and interaction through interactive social media activities. presents an example of giveaway content from Fore on Plaza Ambarrukmo's Instagram. Figure 4.3 is also used as a reference for promotional and interactive social media content aimed at increasing audience engagement and participation.

Table 4.8 Insight Giveaway Instagram Content Plaza Ambarrukmo

Brand	Like	Comment
Kimukatsu	278	24
Footlocker	191	22
Fore	241	116

Source: Instagram Insight @plazaambarrukmo, 2024

Table 4.8 presents the insight comparison of giveaway content from Kimukatsu, Foot Locker, and Fore on Plaza Ambarrukmo’s Instagram. The table displays engagement data, particularly the number of likes and comments, to compare audience interaction on the giveaway contents.

The findings presented in Table 4.8 indicate that each brand generated different engagement results in terms of likes and comments. Among the three brands listed in Table 4.8, Kimukatsu received the highest number of likes, while Fore generated the highest number of comments.

In terms of user engagement, the giveaway content showed contrasting results between the interview findings and Instagram insights. During the interviews, as attached in Table 4.5, Instagram Giveaway Content, most participants stated that they were not highly interested in giveaway content because it was perceived as less informative and mainly focused on promotional activities. However, Instagram insight data showed that the giveaway content generated relatively high engagement, including a significant number of viewers, likes, and interactions compared to other posts. It is because some people focus on giveaway contents; in other words, they are giveaway hunters.

Table 4.9 Insight into Plaza Ambarrukmo’s Organic Content

Brand	Like	Comment
Garnier	28	2
Levis	7	0
L’Occitane	11	0
Mako	37	0
Gosh	10	0
Garnier	36	0
Omo	9	0

Source: Instagram Insight @plazaambarrukmo, 2024

Table 4.9 presents the insight results of the Instagram feed shown in Figure 4.2, “before”. Table 4.9 presents the Instagram insight data of Plaza Ambarrukmo’s organic content that was not associated with giveaway activities. Table 4.9 functions as supporting data to compare the engagement results between organic content and giveaway content. Further discussion of this comparison will be explained in the discussion section.

4.1.3 The Role of Instagram Visual Communication in Developing Brand Image

Based on the interview conducted with six interviewees, the findings show that the company’s visual communication through Instagram has shaped certain perceptions about Plaza Ambarrukmo’s brand image. Most interviewees perceived Plaza Ambarrukmo as commercial, family-oriented, and active due to the large amount of promotional content, tenant information, food-related posts, and event updates uploaded on social media. The frequent appearance of promotional and tenant-focused content made Plaza Ambarrukmo appear busy and commercially driven. Several interviewees also associated Plaza Ambarrukmo with family activities because the Instagram content often highlights dining places, lifestyle content, and facilities that are suitable for families and visitors of different age groups. As attached in Table 4.10, Impact of Visual Communication Towards Brand Image

Question: *Based on Instagram content, how would you describe Plaza Ambarrukmo as a brand?*

Table 4.10 Impact of Visual Communication Towards Brand Image

Interviewees	Answer
Yasinta Eka Amalia	Mmm, just family-friendly.

Kagan Wibowo	Unpopular or new entry shopping malls, maybe. Because what I see on Instagram is too much information, which makes it look like I'm seeking engagement.
Eko Palmanto	Family friendly, because a lot of food tenants are family friendly.
Putri Tiara	Busy and commercial.
Eva Hikmatul Naili	Commercial.
Adhitya Meika	More commercials, I think.

Source: Compiled by the writer, 2024

Table 4.10 presents the interview results regarding the impact of visual communication on Plaza Ambarrukmo's brand image. The table explains the interviewees' perceptions of the company's brand image based on the visual communication presented on its Instagram account.

In addition, Wibowo, one of the interviewees, said that *"Unpopular or new entry shopping malls maybe. Because what I see on Instagram is too much information, which makes it look like I'm seeking an engagement"*. However, despite these positive impressions, several participants felt that the visual communication presented on social media appeared overwhelming and less organized. According to the interviewees, the large quantity of uploaded content made the Instagram feed look crowded, making it difficult for audiences to focus on specific information or recognize a strong visual identity.

Overall, the findings indicate that visual communication through Instagram contributes to the formation of the mall's brand image as a commercial, family-oriented, and active destination. However, the majority of interviewees also felt that the visual presentation on Instagram appeared overly crowded and did not fully represent the positive experience, facilities, and atmosphere available in reality. These findings suggest that while social media successfully communicates activity and commercial appeal, the current visual communication may still lack effectiveness in representing the mall's overall identity and visitor experience.

Table 4.11 Importance of Brand Image according to Internal Plaza Ambarrukmo

Questions	Answer
Based on Instagram content, how would you describe Plaza Ambarrukmo as a brand?	As a modern shopping center that not only offers a shopping experience but also serves as a lifestyle destination for the people of Yogyakarta. Through the digital platform of Instagram, Plaza Ambarrukmo intends to appear approachable to its audience, actively follow trends, and provide relevant information and entertainment for visitors.
What kind of image does Plaza Ambarrukmo want to build for its digital audience?	Plaza Ambarrukmo wants to build a modern, elegant, trendy, and welcoming image. Plaza Ambarrukmo also wants to be known as a comfortable place for a variety of activities, ranging from shopping, dining, and entertainment to youth, family, and youth events.
Is there a specific identity or characteristic that you	The characteristics we aim to highlight through Plaza Ambarrukmo's Instagram content include

want to highlight through Plaza Ambarrukmo's Instagram content?	aesthetic, premium, and informative visuals with a consistent tone. Additionally, Plaza Ambarrukmo features various events, tenant promotions, and a lifestyle hub for the people of Yogyakarta. The content created also follows current trends to remain relevant and engaging for the audience, while still adhering to Plaza Ambarrukmo's content standards and identity.
What is Plaza Ambarrukmo's primary goal in using Instagram? Is it more focused on increasing customer engagement and interactions, building brand image, or both?	Plaza Ambarrukmo's primary goal in using Instagram is to increase customer engagement and build brand image. Instagram is used to engage with the audience through content, stories, and digital campaigns, while also reinforcing Plaza Ambarrukmo's image as a modern, dynamic mall that keeps pace with current trends.
According to the company, how important is Instagram's role in shaping Plaza Ambarrukmo's brand image in the eyes of the audience?	Instagram plays a very important role in shaping Plaza Ambarrukmo's brand image in the eyes of the audience. Since Instagram is one of the most frequently accessed digital platforms, it is considered effective for introducing the brand's identity, increasing awareness, building relationships with customers, and influencing perceptions of Plaza Ambarrukmo.

Source: Compiled by the writer, 2024

Table 4.11 presents the interview results regarding the importance of brand image from the internal perspective of Plaza Ambarrukmo. The table

explains the company's expectations and desired brand image to be perceived by the public through its communication and promotional activities.

However, based on the internal interview results with Ramadhan, the marketing division at Plaza Ambarrukmo mentions that *"As a modern shopping center that not only offers a shopping experience but also serves as a lifestyle destination for the people of Yogyakarta. Through the digital platform of Instagram, Plaza Ambarrukmo intends to appear approachable to its audience, actively follow trends, and provide relevant information and entertainment for visitors"*. The result from the interview with the company, Plaza Ambarrukmo, aims to position itself as a modern shopping center through its Instagram presence. The company intends to create an approachable image while remaining trendy and relevant by providing informative and entertaining content for visitors. In addition, the desired brand image emphasizes modern, elegant, trendy, and welcoming characteristics that can appeal to youth, families, and event audiences. Plaza Ambarrukmo also aims to be recognized as a complete destination for shopping, entertainment, and lifestyle activities. Ramadhan said that *"Plaza Ambarrukmo's primary goal in using Instagram is both increasing customer engagement and building brand image. Instagram is used to engage with the audience through content, stories, and digital campaigns, while also reinforcing Plaza Ambarrukmo's image as a modern, dynamic mall that keeps pace with current trends."*

To support this positioning, Plaza Ambarrukmo highlighted the importance of delivering aesthetic, premium, and informative visual content with a consistent tone across Instagram posts. This consistency is expected to strengthen audience perception and reinforce the company's visual identity.

Furthermore, the interview results revealed that the primary objectives of using Instagram are customer engagement and brand image development. Instagram is utilized as a platform to connect and engage with audiences through stories, content, and digital campaigns. Plaza Ambarrukmo also stated that Instagram plays an important role in introducing the brand identity, increasing brand awareness, building relationships with audiences, and influencing public perception toward Plaza Ambarrukmo. The further results of the internal interview can be seen in Table 4.11, Importance of Brand Image according to Internal Plaza Ambarrukmo.

4.2 Discussion

This section discusses the research findings by linking the empirical results presented in [Section 4.1](#) with relevant theories and previous studies on user engagement, visual communication, and brand image within digital marketing contexts. The discussion focuses on interpreting how the optimization of Instagram visual communication contributes to increasing user engagement and strengthening brand image. In addition, the discussion is supported by theoretical frameworks, prior research, and interview results to compare the findings with existing theories related to engagement, visual communication, and brand image, particularly in the context of social media marketing.

4.2.1 How can Digital Visual Communication Through Instagram Improve the Consistency of Plaza Ambarrukmo's Brand Presentation?

Based on the interview results presented in Table 4.1, most interviewees agreed that a consistent and aesthetically pleasing Instagram appearance is more engaging for audiences. One of the interviewees, Meika, said, *"Yes. For the esthetician, a lot of visitors are attracted. Of course, the picture quality and layout"*. The other response from Amalia mentions that *"I think yes, I love the aesthetic content. Clean, modern content makes it feel*

expensive and, for me, just visually memorable. So, the important elements are layout, font choices, color, and the quality of the pictures. But yes, I will definitely notice the layout first, whether it is neat or messy". This finding indicates that digital visual communication through Instagram can improve the consistency of Plaza Ambarrukmo's brand presentation by maintaining uniform visual elements such as layout design, image sizing, typography, color palette, and overall content style (Nguyen, 2020). Consistency in visual communication helps audiences easily recognize the brand identity and creates a more professional and organized social media presence. This is also shown on Table 4.2, where most interviewees prefer better consistent visuals over an inconsistent visual. As mentioned by Tiara, *"The adjusted content is more consistent in layout and font choices. So it feels more structured. However, the previous adjustment still has an understandable visual communication, but a bit of an upgrade makes it better and more professional"*. In addition, not only the recognizable, visual communication could be helpful for the audience.

This finding is also supported by theories related to visual communication and branding, which explain that consistent visual presentation can strengthen brand identity (Saw and Gatzke, 2024) and influence audience perception. Through consistent Instagram posts, Plaza Ambarrukmo can shape psychological perceptions among audiences by presenting the brand as professional, luxurious, and exclusive, rather than only appearing commercial, overly busy, or merely family-oriented, as indicated by the results from interviewees. In digital marketing contexts, visual consistency not only increases attractiveness and engagement but also builds a stronger emotional connection between the brand and its audience.

Furthermore, optimizing Instagram visual communication can strengthen Plaza Ambarrukmo's competitive position among local malls in Yogyakarta. A distinctive and consistent brand presentation helps Plaza Ambarrukmo remain top of mind for audiences and differentiates the mall

from competitors. A strong USP can increase mental availability, where consumers are more likely to remember and recognize the brand due to its distinctive characteristics. In addition, distinctiveness can reduce consumer confusion by helping audiences clearly identify the brand among competitors and, of course, resulting in clear brand boundaries. This may contribute to higher customer satisfaction, strong competitiveness, and a sense of superiority compared to other brands within the same industry (Khan et al., 2026). As stated by Palmanto, *“Actually, it is still the same but more consistent in the placement and the font choices. Maybe Plaza Ambarrukmo could check on Grand Indonesia’s Instagram account because they have very consistent visual communication, like a small element, and I think not everyone noticed it, but it is helpful. As you know, the bottom corner of every posting has little notes about the information about location or any others”*. Additionally, the interview results demonstrate that audiences are more interested in social media accounts that provide visually appealing, clear, and cohesive content, as these characteristics increase credibility and trust toward the brand.

By revising Instagram visual communication to become more engaging, visually consistent, easy to understand, and attractive for audiences, Plaza Ambarrukmo might improve its brand image while maintaining its position as one of the leading shopping malls in Yogyakarta.

4.2.2 How Does Instagram Content Management Influence User Engagement Effectiveness on the Plaza Ambarrukmo’s Instagram Account?

Instagram content management influences user engagement effectiveness through the delivery of attractive, relevant, and interactive content. Based on the interview results, most interviewees stated that they are more interested in lifestyle content, events, and exhibitions. One of the interviewees said that *“Event things, like the exhibition, Amplaz’s anniversary event are also beyond word good ahahaha”*. These types of

content encourage audiences to stay tuned to the company's social media rather than viewing promotional content only. Therefore, the writer assumes that diverse and attractive content is more effective in maintaining audience interest and increasing engagement on Instagram.

In response to changing audience preferences and digital trends, Plaza Ambarrukmo also attempts to develop structured content planning strategies in Figure 4.4 to maintain a variety of content and audience interest on Instagram. This approach is intended to prevent the content from appearing repetitive or monotonous while also helping the brand maintain consistent audience engagement and stronger communication with Instagram users.

Content Planning							
NO	Date	Days	Event/Tenants	Post Tittle	Status	Format	Content Pillar
	Tanggal posting Content		Pemeringatan Hari	Judul Postingan	Status Content	Format Content	Tujuan dan jenis content
1	01/03/2024	Jumat	Shocking Eighteen	18TH ANNIVERSARY BAGI BACI VOUCHER TIAP HARI! SHOCKING EIGHTEEN 7-36 Maret 2024.	Publised	Video	Events
2	01/03/2024	Jumat	Shocking Eighteen	Banyak Kejutan Menarik di Moment	Publised	Video	Events
3	02/03/2024	Sabtu	XXI	PETUALANGAN PO AKAN DIMULAI LAGI PENASARAN?	Publised	Video	Tenant
4	02/03/2024	Sabtu	MEET & GREET SINETRON	Meet & Greet Cinta Berakhir Bahagia	Publised	Video	Events

Figure 4.4 Content Planning Reels Plaza Ambarrukmo

Source: Compiled by the writer, 2024

Figure 4.4 presents the Reels content planning of Plaza Ambarrukmo. The figure shows an example of content planning created and implemented by the writer as part of the company's Instagram content strategy.

According to Sabyla and Hadiyanto (2025), content planning strategies improve customer engagement. As stated by Ramadhan, *“Plaza Ambarrukmo’s primary goal in using Instagram is both increasing customer engagement and building brand image. Instagram is used to engage with the audience through content, stories, and digital campaigns, while also reinforcing Plaza Ambarrukmo’s image as a modern, dynamic mall that keeps pace with current trends.”* Several steps are mentioned, such as planning, organizing, controlling, and evaluating the implemented strategy. Plaza Ambarrukmo can develop a planning strategy to improve customer engagement. In addition, content planning ensures that the content presented is not monotonous or repetitive.

According to Schwehm and Prigge (2022), companies frequently use giveaways because they can attract the audience’s attention by offering specific prizes, which can increase engagement quickly and expand reach. In addition, based on the writer’s observation, giveaway content showed the highest engagement rate compared to other types of posts. As can be seen from Table 4.8, Insight Giveaway Instagram Plaza Ambarrukmo, and Table 4.9, Insight of Plaza Ambarrukmo’s Organic Content, a comparison of insights from organic content and giveaway content reveals a significant difference in audience engagement levels. These findings indicate that giveaway content generated higher engagement compared to organic content. This higher engagement is shown by the increased number of likes and comments. The results show that giveaways are more effective at capturing audience attention because they encourage active participation through prizes and interactive activities. Additionally, giveaway content creates a sense of excitement and urgency among followers, which boosts visibility and engagement on Instagram. Therefore, the findings highlight that interactive promotional strategies like giveaways are important for improving Plaza Ambarrukmo’s audience engagement. This phenomenon may occur due to several external factors (Maulina, 2026). Although some

interviewees like Wibowo mentioned that they were not particularly attracted to giveaways, Others like Tiara admitted participating is simply to try their luck: *“Yes! Just trying my luck, not a giveaway hunter”*. Furthermore, the writer notes the presence of giveaway hunters, namely users who actively participate in giveaways to obtain prizes without having a genuine interest or loyalty toward Plaza Ambarrukmo. As a result, although giveaway content may significantly increase engagement metrics such as likes, comments, and shares, the engagement tends to decrease after the giveaway session ends because these users do not continue interacting with Plaza Ambarrukmo’s Instagram account.

However, the writer also believes that giveaway sessions can still be utilized strategically to improve long-term engagement performance. In this condition, Plaza Ambarrukmo should understand how to maintain audience attention by providing informative, attractive, and visually engaging content during and after the giveaway period. By consistently delivering relevant content, users who initially follow the account only because of the giveaway may gradually become interested in the Plaza Ambarrukmo’s updates, events, or even activities. Therefore, giveaway content can function not only as a short-term engagement strategy but also as an opportunity to build continuous audience interaction and encourage audiences to stay updated with Plaza Ambarrukmo’s Instagram content.

Moreover, the findings of this research are aligned with previous studies discussed in the earlier section, which explained that engagement can be achieved through effective visual communication, informative content delivery, and content relevance to audience interests. Meika said, *“If it is relevant, I am not bored. But I will not check or get all the information, of course.”* Visual elements, content variations, and interactive activities play important roles in attracting audience attention and encouraging participation on social media platforms, particularly Instagram, as a visually oriented platform.

4.2.3 How Does Digital Visual Communication Through Instagram Influence Audience Perception toward Plaza Ambarrukmo's Brand Image and Attractiveness?

According to internal interview data with Ramadhan, *“Instagram plays a very important role in shaping Plaza Ambarrukmo's brand image in the eyes of the audience. Since Instagram is one of the most frequently accessed digital platforms, it is considered effective for introducing the brand's identity, increasing awareness, building relationships with customers, and influencing perceptions of Plaza Ambarrukmo.”* Visual content on Instagram can influence brand image, emotional response, audience perception, and audience engagement with the brand (Dibda & Ahmad, 2025). That is why digital visual communication through Instagram influences audience perception toward Plaza Ambarrukmo's brand image and attractiveness through the way Plaza Ambarrukmo delivers messages, represents experiences, and builds communication with audiences visually. In an interview with Ramadhan, he said, *“The characteristics we aim to highlight through Plaza Ambarrukmo's Instagram content include aesthetic, premium, and informative visuals with a consistent tone. Additionally, Plaza Ambarrukmo features various events, tenant promotions, and a lifestyle hub for the people of Yogyakarta. The content created also follows current trends to remain relevant and engaging for the audience, while still adhering to Plaza Ambarrukmo's content standards and identity.”* However, based on Table 4.10, the interviewees have not yet fully perceived the message that Plaza Ambarrukmo intends to deliver through its content. Tiara stated that *“Busy and commercial”*, resulting in a brand image that appears more money-oriented rather than experience-oriented.

This finding is important because brand image and attractiveness do not influence visitors, but also potential tenants who are interested in leasing spaces within Plaza Ambarrukmo. Therefore, Plaza Ambarrukmo needs to pay attention to how its visual communication represents the values,

atmosphere, and experiences offered by the mall. Additionally, this finding is also supported by the Shopping Patronage Theory, which explains that non-functional elements, such as atmosphere and experience, can influence consumer perception and behavior (Shahid et al., 2022). In psychology literature, experiential aspects are considered important because they can create unique impressions and emotional attachment toward a brand, which may eventually lead to brand loyalty. Palmanto said, *“Actually it is still the same but more consistent on the placement and the font choices. Maybe Plaza Ambarrukmo could check on Grand Indonesia’s Instagram account because they have very consistent visual communication, like a small element, and I think not everyone noticed it, but it is helpful. As you know, the bottom corner of every posting has little notes about the information about the location or other.”* This finding indicates that Grand Indonesia became the interviewee’s top-of-mind reference when discussing Instagram content and visual communication. In addition, the theory also highlights that luxury retail stores require strong retail branding and visual presentation to express their brand image and fulfill customer expectations (Shahid et al., 2022). Therefore, creating a consistent, aesthetic, and premium Instagram presence can support the company in strengthening its desired brand image and audience perception.

The writer believes that effective and clear visual communication, as discussed in the section on Literature Review and Results, can strengthen brand attractiveness and create a more positive brand image for the company. In addition, uploading content that highlights moments, experiences, events, and audience interactions rather than focusing only on promotional content can help audiences visualize the atmosphere and services provided by Plaza Ambarrukmo. Palmanto stated, *“The facility, so I know, is a place comfortable enough and spacious enough to meet up or meet with important people. If in Amplaz, I love their info about their event, because the event is cool,”* as stated in Table 4.4 about the type of content

that is relevant to what the audiences need. Through this approach, potential visitors may develop perceptions regarding the company's professionalism, service quality, and overall visitor experience before directly visiting the mall.

Moreover, the writer notes that brand image should remain relevant to customer needs and expectations. As stated by Zafar (2026), in 2025, there are 73% of customers expect better personalization, while 65% expect companies to adapt to the changes in their needs and preferences. This indicates that companies need to continuously align their brand image, communication, and digital presence with audience expectations to maintain relevance and strengthen customer relationships. Furthermore, the company that understands audience preferences and successfully fulfills their expectations may position itself as a solution provider for its customers. When audiences feel that the company is able to deliver experiences consistent with the image presented on social media, customer satisfaction and retention are more likely to be achieved.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

Based on the results of the results of the analysis and discussion, this research concludes the following:

1. Improving the consistency of brand presentation

This research concludes that digital visual communication through Instagram contributes to improving the consistency of Plaza Ambarrukmo's brand presentation. Visual elements such as visual consistency, content layout, color, branding, and posting frequency help create a cohesive visual identity that strengthens brand recognition and presents a more professional image. Furthermore, structured content planning supports consistency in delivering the company's message and values across Instagram content.

2. Optimizing Instagram content management to increase user engagement

The findings indicate that Instagram content management plays an important role in influencing user engagement. Content that combines promotional information with lifestyle content, event documentation, visitor experiences, and interactive activities generates more sustainable audience engagement than promotional content separately. Although giveaway campaigns can temporarily increase engagement, long-term audience interaction is more effectively maintained through informative, relevant, and storytelling-based content that creates meaningful communication with audiences.

3. Strengthening audience perception and brand image

This research also concludes that digital visual communication significantly influences audience perception toward Plaza Ambarrukmo's brand image. Consistent and visually appealing Instagram content enables audiences to perceive Plaza Ambarrukmo as a modern, aesthetic, and lifestyle-oriented shopping destination. Effective visual communication not only attracts audience attention but also strengthens emotional connections, increases brand attractiveness, and supports the development of a positive brand image.

4. Research contribution

This research contributes to the understanding of digital visual communication in the retail industry by demonstrating that Instagram functions not only as a promotional platform but also as a strategic communication medium for developing audience engagement and brand image. In addition, this research provides practical recommendations regarding visual consistency, structured content planning, and audience-centered communication strategies that may support Plaza Ambarrukmo in strengthening its digital marketing performance.

5.2 Recommendations

5.2.1 Practical Recommendations

Based on the findings of this research, several practical recommendations are proposed for Plaza Ambarrukmo to optimize its digital visual communication strategy through Instagram.

1. Improving the consistency of brand presentation

Plaza Ambarrukmo is recommended to establish comprehensive visual communication guidelines that include color palettes, typography, layout composition, photography style, logo placement, and content templates. In addition, developing a structured monthly content plan can help ensure that every Instagram post delivers a consistent visual identity and brand message. Maintaining visual consistency across social media content is expected trust toward the company's digital presence.

2. Optimizing Instagram content management to increase user engagement

Plaza Ambarrukmo should diversify its Instagram content by balancing promotional posts with lifestyle content, event documentation, visitor experiences, educational content, and interactive activities such as polls, quizzes, and question-and-answer (Q&A) sessions. Rather than relying primarily on giveaway campaigns, the company should prioritize content that encourages meaningful audience interaction and emotional engagement. Furthermore, implementing a structured content planning strategy can maintain content variation, reduce monotonous posting patterns, and improve sustainable user engagement over time.

3. Strengthening audience perception and brand image

Plaza Ambarrukmo is encouraged to implement storytelling-based visual communication that reflects the company's identity as a modern lifestyle shopping destination. Instagram content should communicate not only promotional information but also the experiences, atmosphere, and values offered by the mall. Content featuring visitor experiences, tenant stories, behind-the-scenes

(BTS) activities, and community events can strengthen emotional connections with audiences while reinforcing Plaza Ambarrukmo's image as an attractive, modern, and lifestyle-oriented destination.

5.2.2 Managerial Implications

The findings of this research provide several managerial implications for Plaza Ambarrukmo:

- a. First, management can utilize digital visual communication as a strategic marketing tool rather than solely as a promotional channel. Establishing standardized visual communication consistency while strengthening the company's brand identity.
- b. Second, management may consider allocating additional resources for digital marketing activities, including content production, creative design, audience analytics, and social media management. This investment is expected to improve audience engagement, strengthen customer relationships, and increase the effectiveness of digital marketing performance.
- c. Lastly, stronger collaboration between the marketing division, tenant relations division, and event management team is recommended to ensure that Instagram content reflects both the company's branding objectives and the diverse experiences offered by Plaza Ambarrukmo. Such collaboration can contribute to more integrated marketing communication and enhance the company's competitiveness in the digital environment.

5.2.3 Managerial Implications

1. Evaluation of content planning strategy

Future research is encouraged to evaluate the effectiveness of the proposed Instagram content planning strategy after its implementation at Plaza Ambarrukmo. The evaluation may focus

on how structured content planning, visual consistency, and content variation influence audience engagement, audience perception, and brand image over a longer period. This would provide practical evidence regarding the sustainability and effectiveness of the proposed digital communication strategy.

2. Expansion of social media platform analysis

Future studies may expand the scope of this research by analyzing other social media platforms, such as TikTok, which has become increasingly popular among younger audiences. Comparative studies between Instagram and TikTok may provide broader insights into the platform in specific content strategies, audience behavior, and the effectiveness of visual communication in supporting Plaza Ambarrukmo's digital marketing objectives.

3. Exploration of additional variables

Future research may explore additional factors that were not examined in the study but may influence audience engagement and brand image. Variables such as electronic word-of-mouth (e-WOM), influencer marketing, user-generated content (UGC), customer experience, social media trust, or brand authenticity may provide a more comprehensive understanding of digital marketing communication in the retail industry. Furthermore, future studies may compare Plaza Ambarrukmo with other shopping malls to identify differences in digital communication strategies and audience perceptions across various retail environments.

5.3 Limitations

One limitation encountered during the internship was the restricted access to Instagram insights, which limited the ability of the writer to

monitor and evaluate content performance comprehensively. Access to the analytics feature was only granted approximately one month before the internship period ended. Consequently, there was a limited opportunity to observe audience behavior, analyze engagement patterns, and identify which types of content generated stronger interactions. This condition also constrained the ability to conduct a trial-and-error process in developing and refining content strategies based on audience responses and performance data.

In addition, the limited duration of access to the insight feature affected the depth of analysis that could be conducted throughout the internship period. Since social media performance often requires continuous monitoring over time, the available data were not sufficient to provide a broader understanding of long-term audience preferences and engagement trends. As a result, the evaluation of content effectiveness could be conducted only within a relatively short observation period and with the help of interview results.

Another limitation was the limited flexibility in exploring and implementing different visual communication strategies, such as experimenting with layouts, editing styles, color palettes, and content presentation approaches. This limitation was influenced by the requirement to fulfill the company's posting KPI, which targeted a minimum of nine feed posts within a given period. Therefore, the primary focus was directed toward maintaining content consistency and ensuring that publication targets were achieved according to the company's schedule and operational needs.

Due to these conditions, there was a limited opportunity to conduct broader creative experimentation and comparative evaluation between different content approaches. This situation reduced the possibility of testing various visual concepts and measuring their effectiveness toward audience

engagement. Consequently, the observation process during the internship was more focused on supporting ongoing content production activities rather than conducting extensive strategic exploration and optimization based on performance analysis.

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APPENDICES

Appendix 1 Letter of Finishing Internship on PT Putera Mataram Mitra Sejahtera



SURAT KETERANGAN
No : 017/PMMS/HR-Eks/VII/2024

Dengan surat ini kami menerangkan bahwa mahasiswa tersebut di bawah ini:

Nama : **ODILLA ZANETA NURPRASETEJO**
Nama Sekolah : Universitas Islam Indonesia
Fakultas : Bisnis dan Ekonomika
Program Studi : Manajemen

Telah melaksanakan Kuliah Kerja Lapangan (KKL) / Magang di **Marketing Communication Department - PT. Putera Mataram Mitra Sejahtera**, Plaza Ambarrukmo Management Office Lt. 3, Jl. Laksda Adisucipto Yogyakarta 55281 pada tanggal 01 Maret 2024 sampai dengan 30 Juni 2024.

Demikian Surat Keterangan ini dibuat agar dapat dipergunakan seperlunya.

Yogyakarta, 01 Juli 2024



Theodora Dewi A. H.
Chief HRD

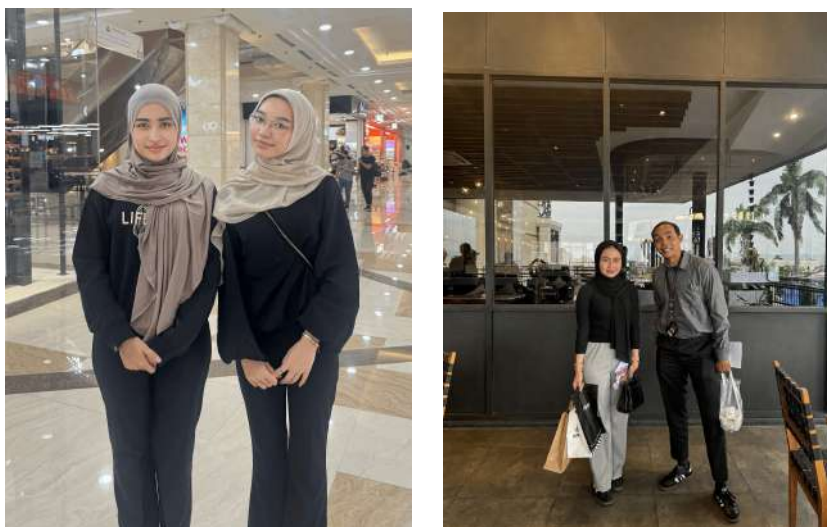
CC : Arsip

Developer:
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Website: www.plaza-ambarrukmo.co.id

Appendix 2 Photos During the Internship



Appendix 3 Photo with Interviewees



Appendix 4 Interview Transcript

- a. Interview Transcript - Yasinta Eka Amalia (Loyal Customer - Student)

1. How often do you visit Plaza Ambarrukmo's account?

Answer: I usually come twice, or maybe three times, in a week. I don't know exactly, cause every meeting I usually come to Amplaz as my top-of-mind department store that is cozy, and complete.

2. What types of Instagram content do you usually find most attractive? And from Plaza Ambarrukmo's content, which types do you find the most engaging? Why?

Answer: Event or lifestyle content, but sometimes about fashion as well hahaha. In Amplaz, I love events such as LOL, Land of Beauty. Cause you know, I am just a girl, so I love promotions and a lot of interesting or new products appearing in this event.

3. Between these before and after pictures of adjustment on visual communication, which content is more attractive to you? Why?

Answer: Definitely, the picture after adjustment is more neat and not too many words.

4. From Figure 4.3, what do you notice between these two?

Answer: I like the after adjustment more because the font, placement, and consistency are structured. However, the engagement before is a bit of a mess, like the sentences are almost closing the picture. I think the sizing and layout are a bit messy as well, so it's hard for me to focus on which elements, the picture or font.

5. Do you think visual communication is important? And which visual elements interest you the most?

Answer: I think yes, I love the aesthetic content. Clean and modern content makes it feel expensive, and for me, just visually memorable. So, the important elements are layout, font choices, color, and the quality of the pictures. But yes, I will definitely notice the layout first, whether it is neat or messy.

6. Have you ever seen or participated in a giveaway or promotional content from Plaza Ambarrukmo?

Answer: No.

7. What makes you interested in joining a giveaway?

Answer: Mmm, maybe if it is simple, related, and has a big prize.

8. Do you feel overwhelmed or uninterested if a brand posts too frequently?

Answer: Of course.

9. How often do you think a brand should post on Instagram? And what do you think about Plaza Ambarrukmo?

Answer: I think twice or three times a day is enough, so people will not be left out of the information. Honestly, I don't know because I rarely open Plaza Ambarrukmo's account, I just have to come, cause it is really close to my home.

10. Based on Instagram content, how would you describe Plaza Ambarrukmo as a brand?

Answer: Mmm, just family friendly.

b. Interview Transcript - Putri Tiara (Customer - Student)

1. How often do you visit Plaza Ambarrukmo's account?

Answer: No, cause my house is a bit far away from here, so yeah.

2. What types of Instagram content do you usually find most attractive? And from Plaza Ambarrukmo's content, which types do you find the most engaging? Why?

Answer: Event, Fashion, Tenant. Plaza Ambarrukmo's content helps me to get information before I decide to go. Yeah, not gonna lie, I am interested in their events. However, I got it first from an influencer, and then I checked Plaza Ambarrukmo's Instagram and yeah.

3. Between these before and after pictures of adjustment on visual communication, which content is more attractive to you? Why?

Answer: I like pictures after adjustment. Because it is more understandable and the layouting is very clear.

4. From figure 4.3, what do you notice between these two?

Answer: The adjusted content is more consistent on layouting, font choices. So it feels more structured. However, the before adjustment still has an understandable visual communication, but a bit of an upgrade makes it better and more professional.

5. Do you think visual communication is important? And which visual elements that interest you the most?

Answer: Very important, but I don't know if someone lives near here, they can easily come to check, but for me I need to make sure

the store is worth visiting. It is because I love to take photos and sightseeing around. So I need to search first before it puts me in a bad mood. That is why I think the most important thing is the quality of the photo that shows the facility and architecture. If the quality and layouting of the photo is close to the real message, I will definitely not go there.

6. Have you ever seen or participated in giveaway or promotional content from Plaza Ambarrukmo?

Answer: Yes! Just trying my luck, not a giveaway hunter.

7. What makes you interested in joining a giveaway?

Answer: Prizes and simple terms and conditions.

8. Do you feel overwhelmed or uninterested if a brand posts too frequently?

Answer: Yes.

9. How often do you think a brand should post on Instagram? And what do you think about Plaza Ambarrukmo?

Answer: Actually, I don't really understand this. But I think Amplaz is a bit overwhelming for me. So, if I am not stalking, I will not realize what the messages are. Or I can be left out by the information.

10. Based on Instagram content, how would you describe Plaza Ambarrukmo as a brand?

Answer: Busy and commercial.

c. Interview Transcript - Kagan Wibowo (Loyal Customer - Student)

1. How often do you visit Plaza Ambarrukmo's account?

Answer: Yes. I usually come here with my family, at least on weekends I spend here.

2. What types of Instagram content do you usually attract your attention the most? And from Plaza Ambarrukmo's content, which types do you find the most engaging? Why?

Answer: Event things, like the exhibition, Amplaz's anniversary event are also beyond word good ahahaha.

3. Between these before and after pictures of adjustment on visual communication, which content is more attractive to you? Why?

Answer: After adjustment. Because the proportion of an image and sentences are the same.

4. From figure 4.3, what do you notice between these two?

Answer: I think the layout of the logo or structure of the font in the picture. But mostly, they look the same, I mean about the content.

5. Do you think visual communication is important? And which visual elements that interest you the most?

Answer: Very important for me to get information in a pleasant format. Because honestly if the format is messy, I am likely to skip it.

6. Have you ever seen or participated in giveaway or promotional content from Plaza Ambarrukmo?

Answer: Unfortunately no.

7. What makes you interested in joining a giveaway?

Answer: Maybe about the prizes and simple terms and conditions.

8. Do you feel overwhelmed or uninterested if a brand posts too frequently?

Answer: Yes.

9. How often do you think a brand should post on Instagram? And what do you think about Plaza Ambarrukmo?

Answer: Twice maybe, in the morning and night (for posting) for a story you can make more than 3 but no more than 5, but I don't know I think it depends on the goal that you want to achieve on that day, but too much postings will definitely be annoying. However, I don't really know about the Amplaz's but they have so many posts.

10. Based on Instagram content, how would you describe Plaza Ambarrukmo as a brand?

Answer: Unpopular or new entry shopping malls maybe. Because what I see on Instagram is too much information, which makes it look like I'm seeking an engagement.

- d. Interview Transcript - Adhitya Meika (Non Customer - Worker)

1. How often do you visit Plaza Ambarrukmo's account?

Answer: I never visited unfortunately.

2. What types of Instagram content do you usually attract your attention the most? And from Plaza Ambarrukmo's content, which types do you find the most engaging? Why?

Answer: Event I think or exhibition. However, I rarely open for Ambarrukmo Plaza, maybe if there is such an exhibition or content that is more relatable toward me, they will appear on my explorer.

3. Between these before and after pictures of adjustment on visual communication, which content is more attractive to you? Why?

Answer: Picture after, more structured.

4. From figure 4.3, what do you notice between these two?

Answer: I don't spot many differences.

5. Do you think visual communication is important? And which visual elements that interest you the most?

Answer: Yes. For the esthetician, a lot of visitors are attracted. Of course the picture quality and layouting.

6. Have you ever seen or participated in giveaway or promotional content from Plaza Ambarrukmo?

Answer: No.

7. What makes you interested in joining a giveaway?

Answer: Maybe prizes or vouchers.

8. Do you feel overwhelmed or uninterested if a brand posts too frequently?

Answer: If it is relevant, I am not bored. But I will not check or get all the information of course.

9. How often do you think a brand should post on Instagram? And what do you think about Plaza Ambarrukmo?

Answer: Maybe twice a day for posting on feed, and no more 15 stories, I think it will be ideal, and more structured postings or campaigns. I think Amplaz has many stories and posts.

10. Based on Instagram content, how would you describe Plaza Ambarrukmo as a brand?

Answer: More commercial I think.

- e. Interview Transcript - Eko Palmanto (Loyal Customer - Worker)

1. How often do you visit Plaza Ambarrukmo's account?

Answer: Yes, on almost every occasion I arrange it in Plaza Ambarrukmo.

2. What types of Instagram content do you usually attract your attention the most? And from Plaza Ambarrukmo's content, which types do you find the most engaging? Why?

Answer: The facility, so I know, is a place comfortable enough and spacious enough to meet up or meet with important people. If in Amplaz, I love their info about their event, because the event is cool.

3. Between these before and after pictures of adjustment on visual communication, which content is more attractive to you? Why?

Answer: The after is more structured.

4. From figure 4.3, what do you notice between these two?

Answer: Actually it is still the same but more consistent on the placement and the font choices. Maybe, Plaza Ambarrukmo could check on Grand Indonesia's Instagram account cause they have very consistent visual communication like a small element, and I think not everyone noticed it but it is helpful. As you know the below corner of every posting has little notes about the information about location or any others.

5. Do you think visual communication is important? And which visual elements that interest you the most?

Answer: Yes! I really observe a thing first (If I am going out of town). While Amplaz is just here, so I just come and check myself. It means, the first impression of social media performance is important for me. Maybe as I answered before, a little information is helpful if this is my first time I will not be lost there.

6. Have you ever seen or participated in giveaway or promotional content from Plaza Ambarrukmo?

Answer: Mmm ever tried once.

7. What makes you interested in joining a giveaway?

Answer: The prizes.

8. Do you feel overwhelmed or uninterested if a brand posts too frequently?

Answer: Maybe yes, I will unfollow maybe, and it is hard to find the information.

9. How often do you think a brand should post on Instagram? And what do you think about Plaza Ambarrukmo?

Answer: I don't understand about it and never checked Amplaz's story or account activities.

10. Based on Instagram content, how would you describe Plaza Ambarrukmo as a brand?

Answer: Family friendly, because a lot of food tenants are family friendly.

- f. Interview Transcript - Eva Hikmatul Naili (Customers - Housewife)

1. How often do you visit Plaza Ambarrukmo's account?

Answer: No, I have kids so I rarely go to department stores.

2. What types of Instagram content do you usually attract your attention the most? And from Plaza Ambarrukmo's content, which types do you find the most engaging? Why?

Answer: Event. Because I love to visit an event in many places and love to explore the experiences.

3. Between these before and after pictures of adjustment on visual communication, which content is more attractive to you? Why?

Answer: After, because the information and pictures are aligned so I can understand what it means.

4. From figure 4.3, what do you notice between these two?

Answer: I cannot spot any differences actually ahahaha.

5. Do you think visual communication is important? And which visual elements that interest you the most?

Answer: Not really. I don't usually check the Instagram of a department store. I only visit directly. Of course department stores nearby.

6. Have you ever seen or participated in giveaway or promotional content from Plaza Ambarrukmo?

Answer: Mmm not too much.

7. What makes you interested in joining a giveaway?

Answer: Prizes of course or voucher discounts.

8. Do you feel overwhelmed or uninterested if a brand posts too frequently?

Answer: No, if the content is related to me. But so far, I can still enjoy it. As I said before, I rarely opened Instagram in department stores.

9. How often do you think a brand should post on Instagram? And what do you think about Plaza Ambarrukmo?

Answer: I don't know. I think Amplaz has enough stories for their marketing activities.

10. Based on Instagram content, how would you describe Plaza Ambarrukmo as a brand?

Answer: Commercial.

g. Interview Transcript - Syahrin Ramadhan (Internal, Marketing Division)

1. Based on Instagram content, how would you describe Plaza Ambarrukmo as a brand?

Answer: As a modern shopping center that not only offers a shopping experience but also serves as a lifestyle destination for the people of Yogyakarta. Through the digital platform of Instagram, Plaza Ambarrukmo intends to appear approachable to its audience, actively follow trends, and provide relevant information and entertainment for visitors.

2. What kind of image does Plaza Ambarrukmo want to build for its digital audience?

Answer: Plaza Ambarrukmo wants to build a modern, elegant, trendy, and welcoming image. Plaza Ambarrukmo also wants to be known as a comfortable place for a variety of activities, ranging from shopping, dining, and entertainment to youth family and youth events.

3. Is there a specific identity or characteristic that you want to highlight through Plaza Ambarrukmo's Instagram content?

Answer: The characteristics we aim to highlight through Plaza Ambarrukmo's Instagram content include aesthetic, premium, and informative visuals with a consistent tone. Additionally, Plaza Ambarrukmo features various events, tenant promotions, and lifestyle hub for the people of Yogyakarta. The content created also follows current trends to remain relevant and engaging for the audience, while still adhering to Plaza Ambarrukmo's content standards and identity.

4. What is Plaza Ambarrukmo's primary goal in using Instagram? Is it more focused on increasing customer engagement and interactions, building brand image, or both?

Answer: Plaza Ambarrukmo's primary goal in using Instagram is both increasing customer engagement and building brand image. Instagram is used to engage with the audience through content, stories, and digital campaigns, while also reinforcing Plaza Ambarrukmo's image as a modern, dynamic mall that keeps pace with current trends.

5. According to the company, how important is Instagram's role in shaping Plaza Ambarrukmo's brand image in the eyes of the audience?

Answer: Instagram plays a very important role in shaping Plaza Ambarrukmo's brand image in the eyes of the audience. Since Instagram is one of the most frequently accessed digital platforms, it is considered effective for introducing the brand's identity, increasing awareness, building relationships with customers, and influencing perceptions of Plaza Ambarrukmo.

Appendix 5 Insight Instagram Plaza Ambarrukmo

