

Visual Design Innovation through Instagram to Increase User Interaction and Build Brand Awareness at PT. Oninyon Revolusi Kreatif Indonesia

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ARTICLE INFO

Keywords: Visual Design, Brand Awareness, User Interaction, Instagram Social Media, Creative Strategy

Received : 16, January

Revised : 30, January

Accepted: 24, February

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ABSTRACT

This research aims to enhance user interaction and brand awareness of PT Oninyon Revolusi Kreatif Indonesia through visual design on Instagram. The company's main challenges include ineffective visual design and low audience awareness of offered services. Using qualitative methods through direct observation and interviews, the study found that creative strategies such as visual content planning, design guidelines, and content scheduling can increase audience engagement. The implementation of visual elements successfully created a strong brand identity and improved engagement, demonstrated by growth in Instagram Insights metrics. This study provides recommendations for sustainable strategies to optimize visual content according to market trends.

INTRODUCTION

In today's digital era, social media which is widely used by the public become an important platform for marketing, user interaction, and increasing brand awareness (S. Prihatmoko et al., 2024). One of the most popular social media platforms one of the most popular social media platforms is Instagram, which offers a wide range of features to reach target audience and strengthen brand awareness. However, PT Oninyon Revolusi Oninyon Revolusi Kreatif Indonesia faces obstacles in clearly conveying the services they offer to potential customers. This problem hinders the company's ability to build and expand its brand reach in the market. In 2021, the number of social media users in Indonesia increased by 10 million (+6.3%) between 2020 and 2021. This translates to 61.8% of the total population in Indonesia are active social media users (Primasiwi et al., 2021). With this data, it is possible for a brand or company to create its own social media channel to create an advertisement for the wider community. With the company's desire to create their digital connection with the community, it will also make it easier for the audience to find out what services or products are offered by the company.

By applying attractive visual design innovations to advertisements or promotions on Instagram, it is expected that companies can reach a wider audience and strengthen brand awareness. Through a branding concept that is realized in interesting content and impressive visuals on Instagram, companies have the potential to increase user interaction with the services offered as well as convey the unique values of the company's brand (Primasiwi et al., 2021). In this context, this research will involve analyzing the condition of the audience in recognizing and providing in-depth interactions related to the what services are offered by PT Oninyon Revolusi Kreatif Indonesia. In addition, this research will also explore the strategies and features in developing an effective marketing campaign from a company that can increase consumer engagement. Cahyono, in Abidin & Soegiarto (2021), defines social media as a platform that allows users to carry out various activities, known as sharing, joining, and creating. Sharing activities refer to the actions of users in disseminating information or content through their social media accounts. Meanwhile, the activity allows users to participate and be part of communities or organizations that exist on various social media platforms. On the other hand, creating activities empower users to create and produce original content on the social media they use.

Instagram has become a very important social media platform for businesses, especially since 2016 with the introduction of new features that facilitating product promotion and direct interaction between businesses and consumers (Rizal, 2019). The effectiveness of Instagram as a marketing medium is supported by the various benefits it offers, covering the fields of photography, business, and information dissemination (Ramdan, Rismawan, Wiharnis, & Safitri, 2019). As one of the Public Relations Tools, Instagram supports the marketing activities of PR practitioners through features that allow the delivery of messages and information in image, video, and audio formats quickly and easily. Interactive features such as tagging, sharing, and commenting allow for direct engagement users and reach a wider audience (Afiah, 2020). The ease of

access and use of Instagram makes it a popular tool for business people to build and enhance their business brand (Untari & Fajariana, 2018).

Brand awareness is a fundamental element in marketing strategy, as it is the first step in building a relationship between the consumer and the brand. According to Keller (1993), brand awareness includes two main components, brand recognition (the ability of consumers to recognize brands in certain categories) and brand recall (the ability of consumers to remember the brand when thinking of a certain categories). A high level of brand awareness allows the brand to become top of mind among competitors, which has a direct impact on consumer purchasing decisions. Aaker (1996) also asserts that brand awareness contributes to brand value (brand equity) by creating positive associations and consumer confidence in the products or services offered. In today's digital era, strategies such as social media marketing are an effective tool to increase brand awareness quickly, as stated by Felix, Rauschnabel, and Hinsch (2017). Therefore, consistent management marketing and brand communication activities is essential to strengthen brand awareness during increasingly fierce competition.

Based on this background, the focus of this research is to explore creative strategy in Instagram advertising to increase brand awareness of PT. Oninyon Revolusi Kreatif Indonesia, with the aim of overcoming the lack of clarity of the services offered while expanding the company's brand reach. The increase in social media users in Indonesia provides a great opportunity for companies to utilize Instagram as a promotional medium through attractive and innovative content that is visually appealing and innovative. By utilizing the interactive features and an effective branding strategy, companies can create advertisements that are able to attract the attention that are able to attract audience attention, strengthen brand value, and increase user interaction with the services offered. This research will also explore how PT Oninyon Revolusi Kreatif Indonesia can optimize the use of Instagram to increase consumer engagement or clients and expand the brand's reach in the market.

LITERATURE REVIEW

Social Media

Social media platforms facilitate the formation of social networks and information exchange (Kaplan and Haenlein, 2010). The emergence of social media has brought significant changes to the market, particularly in terms of interaction between companies and consumers. Various social media platforms, such as Instagram and Facebook, enable individuals to connect with others who share similar interests and values (Kaplan and Haenlein, 2010).

Furthermore, social media has not only transformed how businesses operate but also changed how consumers make decisions. Social interactions on social media, whether through direct communication or observation, significantly influence consumer choices and behavior. Information obtained from social media also enables consumers to compare products or services, seek recommendations, and make more informed purchasing decisions (Libei *et al.*, 2010). If your work is quantitative, please provide previous research that agrees or rejects your proposed hypothesis.

Instagram

Instagram comes from the word “instant” or “insta”, which refers to the concept of instant photos, like the polaroid cameras known as “instant photos”. Instagram allows users to display photos instantly on their platform. Meanwhile, the word “gram” is derived from “telegram”, which has the function of sending information quickly to others. Similarly, Instagram, which allows photos to be uploaded and spread quickly to social networks. According to Bambang in (Atmoko, 2010), Instagram is a social media application designed specifically for smartphones, which has functions like twitter.

Definition of Visual Design

In the context of marketing, Visual Design is an image or illustration that is used to convey a message to an audience or present a brand, product, service, or event. Creative strategies in marketing a product or service is to take a planned approach that utilizes visual elements such as images, colors, and typography to effectively convey a message. This strategy aims to build emotional connection between the sender and receiver of the message (Irem & Ozkan, 2024).

Instagram Promotional Design

Sugiana, Dadang *et al.* (2019) define promotion as a communication activity conducted by business owners to introduce or demonstrate the existence and utility of company services to potential buyers or clients, with the objective of increasing sales volume. Promotional media takes various forms, including both online and offline platforms. A prominent example in the current era is online promotional media through the Instagram platform. The use of online promotional media like Instagram is considered effective because it can disseminate identical information or messages to multiple recipients simultaneously while serving as a communication channel between brands and consumers (Idana, 2018).

Definition of User Interaction on Instagram

User interaction on Instagram encompasses all forms of activity occurring between users and aligned content on the Instagram platform. These interactions include various actions that demonstrate user engagement with uploaded content or other accounts. Therefore, content that consistently attracts and focuses on target audiences according to predetermined insights can enhance consumer engagement or customer engagement (Purwatiningtyas, 2024). User interaction components include likes, comments, shares, saves, and story views.

Brand Awareness

According to Duriyanto *et al.* (2017), brand awareness is the ability of potential clients or buyers to recall a brand as part of a specific product or service category. Brand awareness comprises several levels, as outlined by Aaker (2018). The most basic level is being unaware of the brand, where consumers or clients have no recognition or awareness of a brand's existence. The next level is brand recognition, where consumers or clients begin to recognize the brand and can recall it with the assistance of print or digital media. This is followed by brand

recall, which occurs when an individual can name a specific brand without any media assistance. The highest level is top of mind awareness, where the brand becomes the most memorable in consumers' or clients' minds, superseding other brands in their memory.

METHODOLOGY

The research used by researchers is a qualitative method. In quantitative research is a tool that can interpret data precisely (Arikunti, 2011). According to Moleong (2018), qualitative research is a approach that studies phenomena that develop dynamically or quickly, so that it is possible to carry out a process of documentation, observation and interviews to obtain the latest information. The purpose of the qualitative approach was chosen to gain an in-depth understanding of the in-depth understanding of the creative strategy process on Instagram social media that occurs at PT. Oninyon Revolusi Kreatif Indonesia. According to Prasanti (2018), descriptive research is a type of research that uses data or documentation from the research subject, which will then be categorized as follows from the research subject, which will then be classified by the researcher and concluded based on the data.

This research focuses on the implementation of visual design innovations on Instagram, PT Oninyon Revolusi Kreatif Indonesia to create good user interaction and build the company's brand awareness. Therefore, the selection of sources in this research are related to the digital marketing division and the project manager of social media, especially the Instagram of PT Oninyon Revolusi Kreatif Indonesia, namely the Human Resource Manager, Project Manager, Human Resource Manager, and Project Manager from the digital marketing division.

Table 1. List of Informants.

Name	Role
Novia Haryani	Manager of Human Resource Department
Nicholas Novendra Sadharmawan	Programmer Lead
Shelyana Wulandari	Content Creator

The researcher used purposive sampling method to determine sources in this study, considering their understanding of the problem under study, the availability of information, and the accuracy of information of the problem under study, the availability of information, and the accuracy of the information required. Sugiyono & Lestari (2021) explain that purposive sampling is a technique for selecting sources based on certain criteria, meaning that the person is considered the most knowledgeable about what we need. In this context, these criteria refer to the selection of sources who are considered to have an in-depth understanding related to the research problem or who can relate to the research problem or who can provide information in accordance with the research objectives.

RESEARCH RESULT

Observation Results

This research focuses on marketing activities through Instagram social media to increase brand awareness and user interaction for PT Oninyon Revolusi Kreatif Indonesia's web development services. This research aligns with the author's position in the digital marketing division. In digital marketing, the author conducts research and identifies company marketing strategies through design content created on Instagram. Additionally, the author participates in brainstorming sessions and internal meetings conducted by the digital marketing team to evaluate achieved results and design more effective marketing strategies for the following month

The job description and activities supporting the digital marketing team during the internship program at PT Oninyon Revolusi Kreatif Indonesia include:

1. Designing and arranging monthly Content Plans, a task fully controlled by the Content Planner and Content Creator, though the content plan creation process is designed collaboratively with the design team.
2. Creating company design guidelines (Artboard) as a reference for content to be created and uploaded on PT Oninyon Revolusi Kreatif Indonesia's Instagram account. These guidelines facilitate designers in creating designs from the implemented content plan.
3. Creating content designs based on descriptions developed by the content creator team, aiming to produce creative and engaging promotional designs so that the intended message is easily received by audiences who may be interested in PT Oninyon Revolusi Kreatif Indonesia's web development services.

Interview Results

This research focuses on marketing activities through Instagram social media to increase the interview process yielded relevant additional information. Results from each interview with respondents can be seen as follows:

1. Instagram as a Brand Awareness Medium
Regarding how Instagram's use as a marketing platform has influenced brand awareness for PT Oninyon Revolusi Kreatif Indonesia.

Table 2. Media Promotion Interview Results

N1	N2	N3
Respondent indicated that Instagram is an effective platform for increasing brand awareness because Oninyon uses a combination of quality content and active user interaction	Oninyon started with zero followers and the public initially didn't understand the brand and its offerings. After establishing an Instagram presence, there was significant impact through user	Compared to other marketing media, Instagram has been far more effective and has shown significant growth since Oninyon's formation through their created content.

inquiries from other accounts, leading to increased understanding and awareness about Oninyon.

2. The Impact of Visual Design Innovation on Brand Awareness
 Question about steps taken to ensure brand messaging is clearly conveyed to target audiences through visual design.

Table 3. Interview Results Design for Brand Awareness

N1	N2	N3
From an HR perspective, they require the marketing team to ensure brand identity, including vision, mission, values, and brand personality, is well-defined and clearly presented in every Oninyon content piece.	Content quality is enhanced through technical excellence, such as resolution, engaging copywriting, and relevant hashtags, as high-quality content increases audience interest in Oninyon.	Highlighted the importance of researching trends and implementing creative design innovations, respondent said that Reels content has been particularly successful in generating high audience engagement and views.

3. The Impact of Visual Design Innovation on User Interaction
 The correlation between visual content and user interaction metrics, such as follower count and content reach.

Table 4. Interview Results Design for User Interaction

N1	N2	N3
Emphasized consistency, noting that maintaining consistent visual elements (brand colors, fonts, typography style) demonstrates user loyalty and interest, as users tend to engage more with familiar content.	The correlation, citing examples such as content headlines, body content writing, and calls to action.	Stressed the importance of authentic and relatable visuals, noting that audiences prefer content that feels genuine and relevant to their lives.

4. Marketing Effectiveness in Driving User Interaction
 Question about the most effective marketing strategies for driving Instagram user interactions (likes, comments, shares, and saves).

Table 5. Interview Results Marketing Effectiveness

N1	N2	N3
While giveaway content generated rapid growth, monthly giveaways were not sustainable. Their solution was to implement quarterly giveaway campaigns.	Oninyon doesn't utilize paid advertising but instead maximizes social media trends, with entertaining educational content proving most successful, resulting in increased traffic to Oninyon's Instagram bio and website.	Emphasized that using a combination of popular, relevant, and specific hashtags to expand post reach remains an effective current strategy.

5. Challenges of Design Innovation in Enhancing Brand Identity

The biggest challenges faced in conveying brand identity to audiences through visual design on Instagram.

Table 6. Interview Results Strategy Challenges

N1	N2	N3
Highlighted content consistency as a major challenge, noting that during periods of high external and internal events, the digital marketing team had to pause Instagram management to assist other divisions.	Identified three content types - educational, entertaining, and selling - with the challenge being that many Instagram users seek entertainment rather than education. Their solution was to combine entertainment with education, though content ideation burnout remains a challenge.	Conveying core brand values through attractive visual design presents its own challenges, particularly when audiences interpret visual elements differently than intended.

DISCUSSION

The Process of Building Brand Awareness Through Visual Design Innovation on Instagram by PT. Oninyon Revolusi Kreatif Indonesia

As Tara Gustafon (2007) explains, brand awareness refers to the extent to which customers and potential customers recognize a business and its products or services. To effectively build brand awareness on social media through innovative visual design, PT. Oninyon Revolusi Kreatif Indonesia has implemented a systematic and phased approach. According to Sahuni *et al.* (2020), humans are capable of perceiving and appreciating information presented through visual media.

A crucial initial step in visual media is the development of design guidelines. These guidelines serve as a reference for the design team in creating visual content consistent with the company's brand identity. The design

guidelines cover various aspects, including the selection of color palettes, typography, and the desired visual style. With these guidelines in place, every piece of content produced is characterized by unique and memorable attributes that resonate with the audience.

Once the design guidelines are established, the digital marketing and design teams regularly conduct evaluations and refinements. At the beginning of each month, the teams hold meetings to discuss the latest trends on Instagram, particularly those related to the information technology industry. Insights from these trends are integrated into the design guidelines to ensure the content remains relevant and engaging for the audience. This continuous process of evaluation and improvement ensures that the company's visual strategies stay up-to-date and competitive within the industry.

By adopting this approach, the company aims to optimize its creative and engaging visual design strategies. The steps required to implement a marketing strategy through Instagram content design include:

1. *Promotion Plan for Services*

This series of activities is carried out by PT. Oninyon Revolusi Kreatif Indonesia to establish a clear target for its digital marketing efforts through a series of systematic steps. The digital marketing plan serves as a crucial tool for the company to reach the target market defined by the digital marketing team.

- a) Market Analysis

Market analysis is a critical step in identifying the potential and devising strategies for marketing a product or service. According to research published in *Jurnal Maen* (2022), market analysis aids companies in understanding consumer needs and preferences, identifying market segmentation, and formulating effective product positioning. By comprehending these market needs, PT. Oninyon Revolusi Kreatif Indonesia can more effectively tailor its services.

- b) Market Segmentation

In its market segmentation efforts, PT. Oninyon Revolusi Kreatif Indonesia focuses on segmentation based on age. The company's services, primarily web server maintenance and mobile application development, are targeted at startups or private companies, whose majority workforce consists of young professionals aged between 21 and 40 years. Additionally, the geographic segmentation targets the entire Indonesian territory. This is achievable due to the company's use of social media marketing strategies, which are expected to reach consumers across Indonesia.

2. *Promotion Strategy*

The primary goal of PT. Oninyon Revolusi Kreatif Indonesia's promotional efforts is to enhance brand awareness while simultaneously promoting its web development services. These promotions are conducted through Instagram, leveraging the platform's strengths, such as visually appealing and creative content designs and a direct messaging feature that connects users directly to the company's administrators.

After conducting market analysis and target segmentation, PT. Oninyon Revolusi Kreatif Indonesia creates promotional content designs to be uploaded

on Instagram. These designs are crafted to be both attractive and informative, combining creative design elements that captivate the audience. As the services promoted pertain to coding and web development, the content strategy emphasizes educational content related to information technology.

3. Design Guidelines (Artboard)

Artboards are utilized by designers to define the workspace used for creating, organizing, and managing design elements within graphic design software, such as Adobe Photoshop, which is employed by the company. The artboard serves as an initial guide before implementing content descriptions from PT. Oninyon Revolusi Kreatif Indonesia's digital marketing team. Key components of the artboard include:

a) Color Palette (Core Colors)

A set of colors specifically selected for use in a design. Colors help create visual harmony, maintain consistency, and establish the distinct identity of the company's brand.

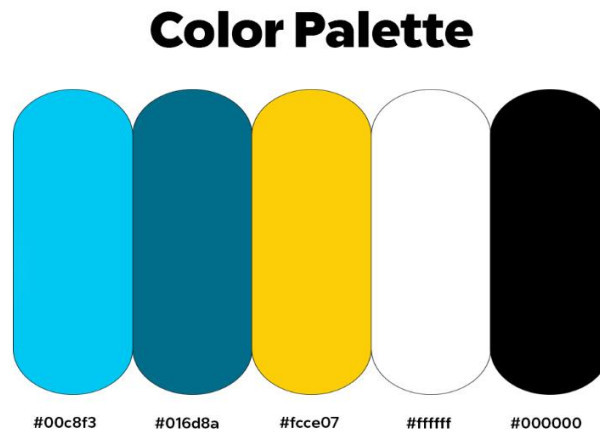


Figure 1. Color Palette PT Oninyon Revolusi Kreatif Indonesia
Source: PT. Oninyon Revolusi Kreatif Indonesia

b) Typography (Font)

Typography in design is the art and technique of arranging text to make it not only readable but also aesthetically pleasing and aligned with the goals of visual communication. Typography involves the

selection, arrangement, and combination of typefaces to create an engaging layout that supports the intended message.



Figure 2. Content Font PT Oninyon Revolusi Kreatif Indonesia
Source: PT. Oninyon Revolusi Kreatif Indonesia

c) Design Reference

Design references are useful for ensuring consistency in design elements, such as colors, fonts, layouts, and visual styles. They help designers align their work with brand guidelines or specific themes and can also serve as a benchmark to compare the design results against industry standards or trends.



Figure 3. Design Content Reference PT Oninyon Revolusi Kreatif Indonesia
Source: PT. Oninyon Revolusi Kreatif Indonesia

d) Design Result

The design result in the artboard represents a visual output of the concept or idea that has been developed. It serves as a tangible reference for evaluating whether the design aligns with the brief or the specified requirements.



Figure 4. Design Content Results PT Oninyon Revolusi Kreatif Indonesia
Source: PT. Oninyon Revolusi Kreatif Indonesia

e) Feed Layouting (Layout Design)

Feed layouting within the design artboard helps designers create an aesthetically pleasing pattern or grid structure for the company's Instagram account. This ensures a cohesive and visually appealing feed that aligns with the brand identity.



Figure 5. Content Layout Design PT Oninyon Revolusi Kreatif Indonesia
Source: PT. Oninyon Revolusi Kreatif Indonesia

Implementation of Instagram Content Design to increase Brand Awareness of PT Oninyon Revolusi Kreatif Indonesia

The strategic use of colors, fonts, and graphic elements aligned with PT. Oninyon Revolusi Kreatif Indonesia's branding plays a critical role in establishing a recognizable identity for its audience. Consistency in theme and visual style across all Instagram posts ensures a professional and attention-grabbing feed, making the brand more memorable. This visual uniformity not only enhances the aesthetic appeal of the feed but also strengthens the brand's identity in the minds of its audience. An effective content strategy connects the brand with its audience on both emotional and informative levels. As highlighted by Michellina (2023), a structured social media strategy is essential for building

brand awareness, particularly on visually dominant platforms like Instagram. PT. Oninyon Revolusi Kreatif Indonesia integrates educational content about its web and application services into its strategy, combining compelling design elements with relevant narratives. This approach fosters trust and engagement while leveraging Instagram's features, such as Stories, Reels, and Carousels, to enhance organic reach and brand recognition.

First, the company employs a meticulously organized content schedule, spanning from the beginning to the end of the month. This schedule ensures that content is posted at optimal times, maintaining consistency and improving brand recall. Moreover, it facilitates better planning, allowing the digital marketing team to allocate resources effectively for creating high-quality content. A structured schedule also enables performance tracking, helping the company identify the best times to post and the most effective content types for engaging its audience.

Kanal	Total Views	Total Likes	Total Comment	Total Shares	Total Reach	Profile views	Klik Website	Followers	Engaged
Tiktok Oninyon	74.000	4918	624	333	61.000	646	-	120	280,07%
Instagram Oninyon	2445	148	3	3	1528	397	34	38	27,19%

Jadwal Upload	Jam	Jenis Konten	Kanal	Catatan	Jenis Postingan	Status Konten	Brief	Deskripsi Konten	Link desah	Link post
Senin, 04 Maret 2024	14:00	Tren...	Tiktok	Konten dengan performa terbaik di tiktok. Mengikuti trend dengan sound yang trending, dan narasi yang menarik. Tapi kurang bekerja di instagram karena beta algoritma.	Video	Uploaded	Trend playlist INT jadi INT	Trend playlist INT jadi INT	https://www.tiktok.com/@oninyonvideo/7343449592033138546?is_from_webapp=1&sender_d=602620626172823793817988225865	https://www.tiktok.com/@oninyonvideo/7343449592033138546?is_from_webapp=1&sender_d=602620626172823793817988225865
Kamis, 07 Maret 2024	14:00	Tren...	Tiktok		Video	Uploaded	Berisi video koding yang disuruh ngoding pakai background viral	Berisi video koding yang disuruh ngoding pakai background viral	https://www.tiktok.com/@oninyonvideo/7343449592033138546?is_from_webapp=1&sender_d=602620626172823793817988225865	https://www.tiktok.com/@oninyonvideo/7343449592033138546?is_from_webapp=1&sender_d=602620626172823793817988225865
Jumat, 08 Maret 2024	15:00	Tren...	Tiktok		Video	Uploaded	berisi sindiran untuk programmer yang kodingnya error mulu, dengan sound viral	berisi sindiran untuk programmer yang kodingnya error mulu, dengan sound viral	https://www.tiktok.com/@oninyonvideo/7343449592033138546?is_from_webapp=1&sender_d=602620626172823793817988225865	https://www.tiktok.com/@oninyonvideo/7343449592033138546?is_from_webapp=1&sender_d=602620626172823793817988225865
Jumat, 08 Maret 2024	13:00	Eduk...	Instagr		Image	Uploaded	Pengenalan Oninyon	Pengenalan Oninyon	https://www.instagram.com/p/C3u8v1Zf1-1/	https://www.instagram.com/p/C3u8v1Zf1-1/

Figure 6. Schedule Content PT Oninyon Revolusi Kreatif Indonesia
 Source: PT. Oninyon Revolusi Kreatif Indonesia

Second, visual optimization has become a core focus for companies operating on digital platforms, as noted by Valerry *et al.* (2024). PT. Oninyon Revolusi Kreatif Indonesia prioritizes the use of visually appealing elements that adhere to pre-designed artboards during its brand awareness-building initiatives. Carousel posts are employed to present information in a well-organized, engaging format, while creative thumbnails serve as enticing entry points for users to explore more detailed content. The primary objective of these diverse and engaging visual strategies is to enhance brand awareness and foster a strong visual identity for PT. Oninyon Revolusi Kreatif Indonesia. Carousel posts, with their storytelling potential, are particularly effective for delivering concise, impactful messages, while thumbnails are strategically designed to attract clicks. These combined efforts not only captivate the audience but also

effectively communicate the brand's message, setting it apart from competitors and reinforcing its position in the market.



Figure 7. Carousel Post Example PT Oninyon Revolusi Kreatif Indonesia
Source: PT. Oninyon Revolusi Kreatif Indonesia

Effectiveness of Instagram Content Design in Enhancing User Engagement for PT. Oninyon Revolusi Kreatif Indonesia

The effectiveness of Instagram content design in increasing user engagement for PT. Oninyon Revolusi Kreatif Indonesia relies on its ability to capture the audience's attention and encourage responses. Reno Mu'min Darmawan *et al.* (2024) stated that social media content delivered via Instagram can effectively attract attention and enhance engagement with the audience. Visually appealing designs, such as branding-consistent color combinations, interactive elements like polls or quizzes in stories, and data visualizations in the form of informative infographics, create significant user appeal. Additionally, interactive designs should include clear calls to action (CTAs) to further drive engagement.

Dedi Damhudi *et al.* (2023) explained that contextual learning prioritizes creating connections between content and real-world events, which can be applied to crafting content relevant to the audience's situations and needs. Content that leverages current trends, popular issues, or special moments such as holidays is more likely to grab attention. The more audiences perceive content as relevant to their interests or needs, the greater their likelihood of interaction.



Figure 8. Education Content and Big Day Post Example PT Oninyon
 Revolusi Kreatif Indonesia
 Source: PT. Oninyon Revolusi Kreatif Indonesia

Social media analysis is a process of selecting relevant data for modeling, eliminating noise, filtering quality data, and analyzing it to derive more valuable information (PH Wijana, 2024). This method enables PT. Oninyon to evaluate interaction metrics such as likes, comments, shares, and saves for each post. Understanding the types of content that generate the highest engagement allows the company to refine its design and content strategies. Consistent improvements in engagement metrics demonstrate that the Instagram content design strategies are effective in fostering closer relationships with the audience. This strategy not only increases interaction but also strengthens user loyalty toward the PT. Oninyon Revolusi Kreatif Indonesia brand.

MARET									
Kanal	Total Views	Total Likes	Total Comment	Total Shares	Total Reach	Profile views	Klik Website	Followers	Engage
Instagram Oninyon	4.842	131	3	6	3.494	201	18	16	None

APRIL									
Kanal	Total Views	Total Likes	Total Comment	Total Shares	Total Reach	Profile views	Klik Website	Followers	Engage
Instagram Oninyon	2845	148	3	3	1508	397	34	38	17,63

MEI									
Kanal	Total Views	Total Likes	Total Comment	Total Shares	Total Reach	Profile views	Klik Website	Followers	Engage
Instagram Oninyon	270.615	29.838	383	3.536	209.126	2.673	98	287	1,213,729

JUNI										
Kanal	Total Views	Total Likes	Total Comment	Total Shares	Total Reach	Profile views	Klik Website	Followers	Engage	
Instagram Oninyon	271.649	22.977	476	1.768	1.885	160.494	1291	71	374	174,825

Figure 9. Monthly Report Post Example PT Oninyon Revolusi Kreatif
 Indonesia
 Source: PT. Oninyon Revolusi Kreatif Indonesia

The effectiveness of Instagram content design in increasing user engagement for PT. Oninyon Revolusi Kreatif Indonesia relies on its ability to capture the audience's attention and encourage responses. Reno Mu'min Darmawan *et al.* (2024) stated that social media content delivered via Instagram can effectively attract attention and enhance engagement with the audience. Visually appealing designs, such as branding-consistent color combinations, interactive elements like polls or quizzes in stories, and data visualizations in the form of informative infographics, create significant user appeal. Additionally, interactive designs should include clear calls to action (CTAs) to further drive engagement.

From the presented data, the performance of PT. Oninyon's Instagram account shows significant development between March and June. In March, the account recorded 4,042 total views, 131 likes, and three comments. Posts were shared six times, achieving a total reach of 3,014, leading to 221 profile visits, 18 website clicks, and 50 followers with an engagement rate of 30%.

In April, total views dropped to 2,445, with 148 likes and three comments. Posts were shared three times, reaching 1,528 users, while profile visits increased to 397 and website clicks rose to 34. Followers decreased to 38, resulting in an engagement rate of 27.19%. By May, performance improved significantly, with total views skyrocketing to 270,615, along with 29,038 likes and 393 comments. Posts were shared 3,536 times, achieving a total reach of 200,126. The account recorded 2,073 profile visits, 98 website clicks, and a follower count increase to 207, with an engagement rate of 1,251.72%

In June, total views slightly declined to 231,649, but user activity remained high with 22,977 likes, 476 comments, and a new category of 1,760 saves. Posts were shared 1,845 times, reaching 182,494 users, with 1,291 profile visits and 71 website clicks. The follower count rose to 314, and the engagement rate remained strong at 573.41%. This data highlights the effectiveness of strategic Instagram content design in driving user engagement and building brand awareness for PT. Oninyon Revolusi Kreatif Indonesia.

CONCLUSIONS AND RECOMMENDATIONS

The research on visual design innovation on Instagram demonstrates that creative and relevant design strategies can enhance user interaction and brand awareness for PT. Oninyon Revolusi Kreatif Indonesia. The consistent application of visual elements, along with interactive Instagram features, successfully captured audience attention and created better engagement, while market trend adaptation and understanding audience preferences became key success factors. The findings reveal that combining visual design with engaging narratives effectively reflected the company's identity, building a positive image and strengthening emotional connections with audiences, as evidenced by growth in followers, likes, comments, and other interaction metrics. This research presents a comprehensive framework for digital marketing strategies based on visual design innovation, offering both academic value and practical business implications. To further develop the company's digital marketing strategy, recommendations include creating more diverse content (educational content,

polls, interactive quizzes), regularly analyzing Instagram Insight data to understand user engagement patterns, and conducting regular training for the digital marketing team to keep up with design trends and latest marketing technologies, while enhancing team coordination for more effective content design processes. Through these implementations, PT. Oninyon Revolusi Kreatif Indonesia can strengthen its position as an innovative technology company and increase its relevance in the digital era.

ADVANCED RESEARCH

Future advanced research can explore various innovative approaches in visual design and digital marketing. For instance, studies on the integration of artificial intelligence (AI) in content creation could reveal how personalized and adaptive visuals impact audience engagement. Research on augmented reality (AR) and virtual reality (VR) applications on platforms like Instagram might demonstrate their effectiveness in enhancing user interaction and brand recall. Additionally, a comparative analysis of multi-platform strategies versus single-platform efforts could highlight the broader implications for brand awareness. Investigating the psychological influence of design elements such as colors, typography, and layout on audience emotions and decision-making would provide deeper insights into user behavior. Longitudinal studies could also evaluate the sustained impact of interactive content on brand loyalty and purchase behavior. Incorporating big data analytics, gamification techniques, and neuro-marketing could advance understanding of how design innovations can be optimized for diverse cultural and geographic audiences, setting a foundation for highly targeted and impactful marketing strategies.

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