

## **AISAS-Based Content Writing Strategies to Increase Instagram Engagement: A Case Study of News Accounts @Tvonenews**

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### **Abstract**

The rapid growth of digital media has transformed how news is consumed, with Instagram emerging as a key platform for information dissemination. However, many news accounts, including @tvonenews, struggle with low audience engagement due to ineffective content strategies. This study examines how *AISAS* (Attention, Interest, Search, Action, Share)-based content writing strategies can enhance engagement on Instagram news accounts. This study aims to analyze the content writing strategy on the Instagram account @tvonenews in increasing audience engagement through the *AISAS* (Attention, Interest, Search, Action, Share) model approach. The method used is qualitative descriptive, employing observation techniques, literature studies, and interviews. The results show that the use of catchy headlines, informative and persuasive captions, and the integration of call-to-action (CTA) and relevant hashtags significantly increases engagement rates. Content that has been intervened shows an increase in the number of likes, comments, shares, and saves compared to before. The application of the *AISAS* model has proven effective in shaping two-way engagement with audiences and strengthening media imagery in the digital age. This research provides practical contributions for media institutions in designing content that is more communicative and responsive to information consumption behavior on social media.

**Keywords:** *content writing, Instagram, digital engagement, AISAS model, social media journalism, digital communication strategy*

## **INTRODUCTION**

The development of information and communication technology has driven a major transformation in the way people access and disseminate information (Heeks, 2017). One of the most obvious impacts of this development is the shift in media consumption from conventional media to digital media, including social media. In Indonesia, the number of internet users has reached 221 million people by 2024, covering 79.5% of the total national population (APJII, 2024). Social media such as Instagram is the main means of obtaining and distributing information, including news. In this context, news media such as TV One are beginning to develop their presence on digital platforms to reach a wider audience and maintain relevance in the digital era.

In the era of digital disruption, the consumption pattern of public information has undergone fundamental changes. The latest Datareportal report (We Are Social, 2024) shows that the average duration of social media use by Indonesians reaches 3 hours and 15 minutes per day, with Instagram being one of the most popular platforms for finding actual information. This condition requires broadcasting institutions and news media to modify their communication strategies to suit the digital ecosystem that prioritizes participation, interactivity, and algorithmic distribution. In this case, conventional media such as TV One can no longer rely solely on the power of broadcast narratives but must align their content writing with visual and digital-native communication practices, which are the main characteristics of social media users today. Therefore, research on content writing strategies that are adaptive to the behavior of digital users is of significant scientific urgency.

However, the presence of news media on social media presents its own challenges, especially in terms of audience engagement. Engagement is an important indicator in assessing the effectiveness of digital content, as it reflects user interaction with the content presented. One of the aspects that affects engagement is the quality of content writing—the ability to write text or captions that attract attention, educate, and encourage actions from the audience. In

practice, there are still many news media accounts that have not optimized Instagram content writing, both in terms of structure, language style, and the use of features such as calls to action and hashtags (Primasarii et al., 2022). The *AISAS* (Attention, Interest, Search, Action, Share) model is one of the strategic approaches in compiling digital content, especially in marketing and disseminating information through social media. This model emphasizes the importance of capturing the audience's attention from the start through strong headlines, providing relevant and concise information, and encouraging audiences to seek out more information and share it with others. In the context of news media such as @tvonenews, the implementation of *AISAS* is very important so that content is not only informative but also able to build a two-way relationship with the audience.

Although social media has become the main distribution channel for news media, the challenge of designing communicative digital messages remains a fundamental issue. Content that is too descriptive, lacks storytelling elements, or does not contain a call to action tends to stagnate user interaction. A recent study by Li, Zhou, & Wang (2023) shows that captions containing persuasive and participatory elements have a significant impact on user engagement rates, especially in the context of political and economic news. Additionally, the habits of social media users—who are more interested in lightweight, concise, and emotionally relevant content—underscore the importance of developing writing strategies that not only inform but also build resonant digital experiences. This suggests that news content strategies must be redesigned based on a communication paradigm rooted in participation and engagement, rather than mere one-way information flow.

The *AISAS* model is indeed the main approach to understanding digital consumer behavior. However, to reinforce the theoretical dimension of this journal, I suggest expanding the perspective through the integration of the Uses and Gratifications 2.0 theory developed by Sundar and Limperos (2023), which examines the motivations of audiences in interacting on social media—including the need to gain information, uncover identity, and build social relationships. Thus, the success of Instagram content in driving engagement is determined not only by the linear structure of *AISAS*, but also by the extent to which the content can facilitate the user's psychological motivation. The integration of this theory will enrich the analytical framework and open up a more in-depth evaluation space for the quality of interaction between users and news media.

Previous research by Dwidienawati et al. (2024) in the *Journal of Digital Marketing Insight* showed that the success of content writing strategies is greatly influenced by narrative structures that combine emotional appeal and visual hooks, especially in the fast-paced information sector such as news and entertainment. Meanwhile, a study by Kurniawan & Permata (2023) emphasizes the importance of copywriting based on engagement metrics data, which has been empirically proven to increase audience trust in online news accounts. Another study by Wardani & Susanto (2023) on the @kompascom account also highlights that two-way CTAs, such as calls for discussion in comments, are able to significantly increase audience loyalty levels. These references should be added to strengthen the current position of the research as an empirical study based on methodological gaps, especially on the application of *AISAS* in major news media accounts.

With the increasing dominance of digital platforms in influencing public opinion, mass media are not only required to be fast and accurate but also interactive and narrative. This research is very appropriate because it raises the role of content writers in the transformation of strategic communication, especially in news media Instagram accounts. However, it should also be emphasized in the background that this research opens a new space in the study of digital journalism branding, which underlines that the credibility of the media today is not only seen from institutions but from how the media presents a narrative that can be "shared" and "discussed" (Setyowati & Yunita, 2024). Therefore, this article has the potential to contribute

to academic discourse on algorithm-based social media communication strategies, particularly in building emotional, interactive, and sustained engagement between audiences and media.

Although TV One has a reputation as a credible news television station, the author found problems in writing Instagram content for @tvonenews, which had an impact on low engagement. Some of the problems identified include the use of overly long headlines, uncommunicative captions, the absence of a call to action, and the use of less relevant hashtags. In fact, according to Putra & Widodo (2020), the success of a digital marketing strategy is largely determined by the power of the message and the form of communication used in conveying information to the target audience. This shows the need to redesign content writing strategies to be more effective and impactful. In addition, a study by Rahman & Panuju (2017) emphasizes that good digital communication must be able to integrate persuasive, informative, and interactive elements in a balanced manner to reach and influence the audience optimally. In @tvonenews's case, optimizing the role of content writers not only impacts effective message delivery but also fosters the creation of an image of media institutions that are adaptive and relevant to the information consumption styles of the digital generation. Therefore, it is important to conduct further studies on how content writing techniques can be optimized on social media platforms to achieve organizational communication goals.

Various previous studies have highlighted the importance of content writing strategies in building audience interaction and engagement on social media. Anindya (2022) researched copywriting strategies for writing Instagram content to increase sales in online businesses. The study found that the use of compelling headlines, persuasive language, as well as text structures aligned with the AIDA or AISAS models, can significantly increase user engagement with promotional content. Meanwhile, Primasarii, Yuniati, and Adnan (2022) conducted a study on the effectiveness of digital marketing through Instagram in increasing online engagement. The results show that factors such as consistency of language style, supportive visuals, and the right call to action greatly affect user interactions such as likes, comments, and shares. This research is relevant in strengthening the argument that the writing aspect has a strategic role in building relationships with the audience.

Furthermore, a study by Wahyuningtyas and Wiryanto (2019) examined how digital news media use social media as a channel for information distribution. The researchers found that clear, concise, and visually relevant captions play an important role in increasing readers' interest in accessing further news. Unfortunately, many media have not maximized this potential, so engagement performance tends to be low. Another study by Lestari and Kurniawati (2021) highlights the use of the AISAS model in preparing promotional and informative content on social media. They emphasized that this model is effective for attracting attention, maintaining interest, and encouraging audiences to take action and share information. However, their research focuses more on the commercial sector rather than news media. At the international level, a study by Jansen et al. (2009) on consumer behavior in social media marketing shows that audience engagement in social media is strongly influenced by message structure and perceptions of content credibility. This research highlights that content which is interactive and invites active user responses is more effective in building trust and increasing audience intention to share information.

Although many studies discuss content writing strategies and the application of the AISAS model in the context of digital marketing and social media, there are still few that specifically research how content writing techniques can be optimized to increase engagement on social media accounts owned by news institutions, especially in Indonesia. The novelty of this study lies in its specific focus on the @tvonenews Instagram account, as well as the integration of content writing structure analysis (headlines, captions, CTAs, hashtags) with the AISAS model to measure the effectiveness of audience engagement. This study also adds an evaluative aspect based on Instagram insight data to quantitatively measure the impact of changes in writing style

on engagement. Thus, this study aims to analyze how content writing strategies on @tvonenews's Instagram account can increase audience engagement by examining important elements such as headlines, captions, calls to action, and the use of hashtags. In addition, this study aims to evaluate the application of the *AISAS* model in the process of compiling digital news content, as well as identify factors that affect the effectiveness of user engagement based on Instagram insight data. The results of this study are expected to provide recommendations for more optimal and relevant content writing strategies for news media to face communication challenges in the digital era.

## RESEARCH METHOD

This research used a qualitative descriptive approach to understand and analyze content writing strategies on the Instagram account @tvonenews in increasing audience engagement. The qualitative method was chosen because it allowed an in-depth and contextual exploration of digital communication and copywriting practices on social media. The study focused on content posted as feeds and reels from February to May 2024, analyzing writing elements such as headlines, captions, calls to action (CTA), and hashtags. This approach aligns with Moleong's (2018) view that qualitative methods are used to understand the background and context of complex phenomena as a whole.

Data were collected through three main methods: literature study, indirect observation, and interviews. The literature study provided a theoretical framework on content writing, copywriting, engagement, and the *AISAS* model, using sources such as scientific journals, books, and reports on social media strategies in digital communication. Observation involved visually and textually analyzing uploads on the @tvonenews Instagram account to identify writing patterns and audience interactions. Interviews were conducted directly with the Managing Editor at TV One to obtain practical insights into the content production workflow and editorial decisions regarding writing style (Sugiyono, 2019).

The data were analyzed using the *AISAS* model, focusing on five stages: Attention, Interest, Search, Action, and Share. Each content element was assessed based on its ability to attract attention, maintain interest, encourage further information search, and prompt interactive actions such as likes, comments, shares, and saves. To support the analysis, quantitative data from Instagram insights—including reach, impression, engagement rate (ER), and user interactions—were also used. This combined analysis enabled conclusions about the effectiveness of content writing strategies in empirically enhancing audience engagement (Primasarii et al., 2022; Anindya, 2022).

## RESULTS AND DISCUSSION

This study aims to examine how content writing strategies on Instagram accounts can @tvonenews contribute to increasing audience engagement through the application of copywriting techniques and the *AISAS* (Attention, Interest, Search, Action, Share) model approach. In the era of highly dynamic digital communication, effective content writing is not only informative, but also persuasive and interactive in order to provoke responses from the audience. As stated by Kotler & Keller (2016), a successful communication strategy in digital platforms must be able to attract attention from the first second, retain interest, and trigger real actions from consumers or users. In the context of news media, content writing has a strategic role to convey actual information, while maximizing audience reach and response on social media (Primasarii, Yuniati, & Adnan, 2022). To measure the effectiveness of content writing, a content writer analysis was conducted on TV One during the period from February to May 2024. This activity includes observation, content production, and evaluation of the performance of Instagram uploads in the form of feeds and reels. The analysis was carried out comparatively,

namely by comparing the content produced before and after the copywriting intervention based on copywriting principles and the structure of AISAS. A study from Anindya (2022) emphasizes that writing structures that contain attractive headlines, dense captions, and clear calls to action have proven to be more effective in increasing engagement on social media. Therefore, interventions are carried out to improve caption format, the use of hashtags, and message delivery techniques that are more communicative and in accordance with the media consumption habits of Instagram users.

The results show that the success of Instagram content @tvonenews in increasing engagement comes not only from the structure of AISAS, but also from the incorporation of emotional and rational dimensions in caption writing. News narratives that were previously flat and descriptive have been successfully transformed into a more evocative form of communication, especially by inserting elements of empathy, rhetorical questions, and diction that build a sense of urgency. This is in line with the findings of Dwidienawati, Tjahjana, and Wijaya (2024) who stated that digital content that combines *emotional appeal* and *rational hooks* has proven to be more effective in triggering user engagement, especially on news media accounts that have a need to convey information quickly but must also be affectively relevant to ongoing events.

This research focuses on content writing strategies as a digital communication tool in increasing audience engagement on @tvonenews Instagram accounts. In this context, copywriting techniques and the AISAS model are applied to improve caption writing structures that were previously less effective. The AISAS model was chosen because it offers a relevant approach to digital platforms, by directing user attention, generating interest, encouraging further search, stimulating action, and facilitating content sharing. This is in line with the opinion of Lestari and Kurniawati (2021) who stated that the application of the AISAS model in digital content strategies has been proven to be able to significantly increase audience response on various platforms, including visual-based social media such as Instagram. In the implementation of industry practices as content writers, the creation, adjustment, and evaluation of feed and reels content on @tvonenews Instagram accounts were carried out during February to May 2024. In the early stages of observation, it was found that most of the previously uploaded content used writing structures that tended to be rigid and less communicative, such as headlines that were too long, the absence of a call to action (CTA), and the use of hashtags that did not support content visibility. Through the improvement process, the author redesigned the caption by using a language style that was more concise, informative, and contained persuasive elements. This process is in accordance with the copywriting guidelines put forward by Anindya (2022), which emphasizes the importance of using interesting sentences from the beginning (hook), elaborating information to the point, and ending with a CTA that is able to move the audience to interact.

This research showcases novelty through a participatory approach in content writing, where captions not only inform but also invite conversations. Use of CTAs that are bidirectional, such as "What do you think?" or "Which one do you choose? Your comments are important," showing a strategy to build *dialogic engagement* between media institutions and their audiences. This strategy has not been widely adopted by conventional media accounts that still tend to convey one-way information. A recent study by Wardani and Susanto (2023) corroborates that two-way CTA is able to increase loyalty and perceived transparency to news accounts, because users feel directly involved in digital conversations.

The analysis of the use of hashtags in this study is not only as a distribution tool, but also as an instrument for rebranding news accounts to be more familiar with the digital community. Hashtags such as #BeritaTerkini or #PolitikIndonesia allow Instagram's algorithm to group content based on users' preferences and interests. This strategy is in line with the findings of Li, Zhou, and Wang (2023) who stated that narrative hashtag personalization contributes

significantly to the algorithm's effectiveness in placing news content to targeted user exploration pages. This is relevant considering that information disclosure on social media is highly dependent on the metadata structure of the content, not just the narrative content.

The results of the implementation of this strategy show a significant increase in engagement rate in the number of content rewritten by the author. For example, uploads with strong headlines such as "Viral!" or "Wow!" combined with short but informative captions and supported by relevant hashtags such as #BreakingNews and #PolitikIndonesia, managed to increase the reach to more than 240,000 users with an ER of 6.27%. In addition, insight data shows that likes, comments, shares, and saves have increased dramatically compared to content before the writing structure was improved. This phenomenon supports the argument of Primasarii et al. (2022) that user engagement is strongly influenced by the style of message delivery in digital content. Use CTAs such as "See more news on tvonenews.com website" or "What do you think? Write in the comments!" has also been proven to invite a more active response from the audience. These findings are in line with the theory of Jansen et al. (2009) which states that the success of social media content lies in its ability to create a two-way dialogue between information presenters and digital consumers.

This study found that optimizing content writing strategies through the copywriting approach had a significant effect on increasing audience engagement on @tvonenews Instagram accounts. In the initial phase before the intervention, content captions tend to be descriptive without any narrative, emotional, or explicit invitation to the audience. This results in a lack of interaction, especially in the form of comments and shares. A study by Hudders et al. (2021) states that digital audiences, especially social media users, are more interested in interactive and emotionally stimulating content, which invites active participation than content that is purely informative.

After the implementation of the AISAS (Attention, Interest, Search, Action, Share) structure, there was a significant change in the caption writing style. The element of attention is formed through the use of provocative headlines and interesting diction, while the interest part is conveyed in the form of a short but dense narrative that conveys the context of the news in a concise manner. In the action section, CTAs such as "Check out the full news..." or "What do you think? Write in the comments!" is an important bridge to encourage real action from users. This implementation contributes to increased interaction, which is supported by the results of Balakrishnan et al.'s (2021) research that the integration of storytelling, headlines, and CTAs can effectively increase engagement as it strengthens the emotional and functional connection between the audience and the content. Insight data from Instagram accounts @tvonenews strengthen the effectiveness of this writing intervention. One of the uploads containing a headline and CTA redesigned by the author managed to reach more than 440,000 users with an engagement rate of 6.27%. When compared to the previous upload which only obtained an ER of 2.3%, it is clear that there is a significant increase. The number of comments increased to more than 2,000, while shares and saves also jumped consistently. These findings support a study from Tran (2020) who explains that engagement is not only determined by the number of uploads, but rather by the quality and structure of communication embedded in the content.

Furthermore, the consistent use of relevant hashtags such as #BeritaTerkini, #TVOneNews, and #UpdateNasional strengthens the search and share elements in AISAS. Hashtags not only expand the reach of content to users with similar interests, but also strengthen the media brand's positioning as a reliable and fast news source. In this context, the addition of strategic hashtags has been proven to drive organic distribution and higher insight achievement. This is in line with the findings from Hwang and Zhang (2020), who emphasized that the use of relevant and segmented hashtags can increase the visibility of content as well as expand the audience network exponentially on algorithm-based platforms such as Instagram.

The theoretical contribution of this research is also seen in strengthening the concept of *social media journalism branding*, where media positioning is no longer entirely determined by institutions, but by how the content is packaged narratively, visually, and interactively on social media. In this context, @tvonenews's success in rebuilding relationships with young audiences reflects the phenomenon of *distributed credibility*, which is a credibility formed not from top-down institutionality, but from the consistency of audience engagement with the message. Setyowati and Yunita (2024) note that content writing strategies based on dialogical narratives are the dominant factor in public perception of digital media brands in Indonesia.

One of the main results of this study is the finding of a significant effect of the use of relevant hashtags and the integration of call to action (CTA) in content writing on increasing audience engagement on @tvonenews Instagram accounts. Before the writing structure was improved, the content published on the account tended to contain only basic information in the form of descriptive text, without explicit invitations or topic classifications that could help the algorithmic distribution of the content. Content like this is difficult to reach a wider audience, especially Instagram users who seek information through exploration features or based on interests marked by specific hashtags. This causes user engagement such as likes, comments, shares, and saves to be at a stagnant level. After the content writing intervention by the writer during the industry practice at TV One, the use of CTAs and hashtags was formulated more strategically. Hashtags such as #BeritaTerkini, #TVOneNews, #BreakingNews, and category-based tags such as #PolitikIndonesia or #KecelakaanLaluLintas are inserted consistently at the end of the caption. This strategy not only strengthens the "Search" element in the AISAS model, but also allows content to be found more easily by users who follow or search for a specific topic. Based on the results of observations on Instagram insight data, there was a significant increase in reach and impressions after relevant hashtags were used. This reinforces the statements of Seo and Park (2019), who show that hashtags have an important function in expanding the distribution of content organically because they help platforms in understanding the context of the content and presenting it to the right audience.

In addition, the integration of CTAs in each caption has been proven to drive increased direct interaction activity. The CTAs used are designed in a variety of forms, from explicit invitations such as "Read more on our website," to rhetorical questions such as "What do you think? Write in the comment field!" which is meant to trigger a user response. Based on content data analyzed during the period from February to May 2024, posts with CTAs received up to five times more comments than posts that did not use CTAs. These findings are in line with a study from Alalwan (2020), which states that CTAs that are appropriately and contextually placed in social media content have a strategic role in shaping the interactive behavior of digital users. Not only that, but the interaction gained from the use of CTAs and hashtags also has an impact on increasing the trust and loyalty of the audience to @tvonenews account. Consistent interactions from the audience, such as commenting or sharing content, are indicators that users feel engaged in a two-way conversation. This is supported by research by Chae and Park (2019), who found that activeness in responding to CTAs on digital news content is positively correlated with increased perception of credibility towards the media. In the context of this study, the success of content writing strategies through the use of hashtags and CTAs directly strengthens engagement, increases visibility, and expands the scope of content distribution, making @tvonenews account more competitive in the midst of increasingly massive digital media competition.

This research makes a practical contribution by adapting the AISAS model into a more contextual format and in accordance with the behavior of today's social media users. The stages of AISAS in this study are not only described in a linear manner, but also applied cyclically and responsive to daily data insights from Instagram accounts. This approach reinforces the relevance of research as a strategic work model that can be replicated by social media teams in

various news outlets. As shown by Kurniawan and Permata (2023), a copywriting strategy based on daily insights is able to optimize content distribution without having to increase the intensity of posts excessively. Thus, the success of the strategies studied in this study reflects a combination of conceptual approaches and operational performance based on digital data.

## CONCLUSION

Based on the research findings, content writing strategies that incorporate copywriting principles and the *AISAS* (Attention, Interest, Search, Action, Share) model significantly increased audience engagement on the @tvonenews Instagram account. Effective writing structures—such as compelling headlines, concise and informative captions, and clear calls to action—encouraged active user participation through likes, comments, shares, and saves, while the use of relevant hashtags helped expand content reach organically via Instagram’s algorithm. This study demonstrated that high-quality writing directly impacts social media performance, strengthening the media-audience relationship, enhancing credibility perception, and boosting user loyalty. The notable increase in engagement rates supports the value of communication strategies that engage audiences both emotionally and functionally. Future research could explore the integration of emerging social media features or platforms to further optimize content strategies across diverse digital contexts.

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