

## Design of Instagram Aksesmu Content as a Promotional Medium at PT Sumber Trijaya Lestari

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**Abstract**

The development of social media, particularly Instagram, encourages companies to optimize visual content as a medium for digital information dissemination and promotion. PT Sumber Trijaya Lestari, through the Aksesmu platform, utilizes the Instagram account @aksesmu.id to deliver information regarding products, services, promotions, and educational content to micro, small, and medium enterprise (MSME) actors, particularly stall and grocery store owners. However, the visual presentation of the content currently used still requires optimization in several aspects, particularly layout composition, typographic hierarchy, color application, and visual consistency. This research aims to design Instagram Aksesmu content as an information and promotional medium by applying visual communication design principles that align with the brand identity and characteristics of the target audience. The research method used was qualitative, involving observations of the Instagram account @aksesmu.id, interviews with the Marketing Communication division of PT Sumber Trijaya Lestari, documentation, and literature studies. The design outcomes include Instagram feed designs and Reels cover designs that apply a simple, communicative, informative, and consistent visual approach. The application of design elements, including color schemes, layouts, typography, illustrations, and visual hierarchy, helps improve message delivery clarity and strengthens Instagram's role as an information and promotional medium. Therefore, the design of Instagram Aksesmu content can serve as an alternative approach for developing digital visual communication that is more structured, accessible, and aligned with the company's communication needs.

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### INTRODUCTION

The development of digital technology has driven changes in the way companies convey information and establish communication with audiences. Social media is one of the most widely used digital platforms because it enables users to interact, share information, and create content quickly and easily (Tsabitha & Kusumandyoko, 2024). One social media platform with a strong visual character is Instagram, as it can convey messages through photographs, videos, illustrations, and graphic design (Prihatmoko & Setiyadi, 2024). In the corporate context, Instagram is not only utilized as a communication medium but also as a tool for promotion, brand identity development, and strengthening relationships with audiences through communicative visual content (Elyanto et al., 2024).

The potential of Instagram as a digital communication medium continues to grow alongside the increasing use of social media in Indonesia. Based on the Hootsuite or We Are Social Indonesian Digital Report 2024, the number of active social media users in Indonesia

reached 167 million people, representing approximately 60.4% of the total Indonesian population (Riyanto, 2024). In addition, DataReportal indicates that Instagram is among the most widely used social media platforms and is one of the most preferred platforms globally (Kemp, 2024). These data demonstrate that Instagram provides a significant opportunity for companies to utilize it as an information and promotional medium, particularly because its visual characteristics can attract audience attention more effectively than text-based media.

Promotion through Instagram is one of the relevant digital marketing strategies because it enables companies to reach a broad, rapid, and interactive audience (Rahayuningrat et al., 2024; Ratih et al., 2025). Well-structured visual content can assist companies in delivering promotional messages in a more engaging and understandable manner. Furthermore, visual-based social media can support audience engagement and strengthen brand image through the presentation of consistent and communicative content (Antari et al., 2022). Therefore, visual quality is an essential factor in supporting the success of digital communication, particularly for corporate social media accounts that function as information and promotional channels.

Visual quality is an important aspect that needs to be considered when utilizing Instagram as a promotional medium (Rizomyliotis et al., 2021; Teo et al., 2019). Properly designed visual content can help companies deliver messages more clearly, attractively, and effectively. Visual Communication Design (Desain Komunikasi Visual/DKV) plays an important role in this process through the arrangement of visual elements such as layout, color, typography, illustrations, visual hierarchy, and design consistency (Emriadi et al., 2025). These elements serve not only as aesthetic components but also as communication tools for establishing visual identity, strengthening brand image, and creating a professional impression of a company (Utama et al., 2022).

PT Sumber Trijaya Lestari, through the Aksesmu platform, is a company that focuses on empowering MSMEs, particularly stall and grocery store owners, through B2B-based digital services. Aksesmu serves as a digital solution that assists business owners in obtaining business supplies more efficiently. To support its communication activities, Aksesmu utilizes the Instagram account @aksesmu.id as one of its primary channels for delivering product information, promotional programs, services, and educational content to audiences. The account has been actively used to establish communication with customers through informative and persuasive messages.

However, based on observations of the Instagram content displayed on @aksesmu.id, several visual aspects still require optimization to ensure that information and promotional messages can be delivered more effectively. Several elements, including layout composition, typographic hierarchy, color application, and visual consistency, have not been fully optimized to support the account's visual communication strategy. In fact, a structured and consistent visual presentation can help create content that appears more professional, visually appealing, and easier for audiences to understand (Wiryawan et al., 2024). This aspect is particularly important because the target audience of Aksesmu, namely stall and grocery store owners, requires practical, clear, and accessible information, especially regarding products, promotions, and service accessibility.

Several previous studies have discussed digital promotional media design, social media visual strategies, and brand visual identity in general. However, research specifically

examining Instagram content design as an information and promotional medium for B2B companies focused on MSME empowerment remains limited. Based on this research gap, this study aims to design Instagram Aksesmu content as an information and promotional medium at PT Sumber Trijaya Lestari through the application of visual communication design elements, including layout, color, typography, illustrations, visual hierarchy, and design consistency. The novelty of this research lies in its focus on designing Instagram content that not only emphasizes aesthetic aspects but also considers the digital communication needs of the target audience, particularly stall and grocery store owners. Therefore, the research question formulated in this study is: how can Instagram Aksesmu content be designed as an information and promotional medium at PT Sumber Trijaya Lestari?

This study aims to design Instagram Aksesmu content as an information and promotional medium at PT Sumber Trijaya Lestari through the application of visual communication design elements, including layout, color, typography, illustrations, visual hierarchy, and design consistency. The novelty of this research lies in the development of Instagram content that integrates aesthetic considerations with the digital communication needs of stall and grocery store owners as the target audience. The benefits of this research are both practical and theoretical. Practically, the findings provide PT Sumber Trijaya Lestari with a structured and consistent Instagram content design that aligns with the Aksesmu brand identity, thereby improving the effectiveness of information delivery and promotional activities through the @aksesmu.id account. For the Marketing Communication team, this design can serve as a visual guideline for developing future content that is more communicative, informative, and relevant to MSME audiences. The results also provide insights for other B2B companies in designing social media content that strengthens brand identity and increases audience engagement. Theoretically, this study contributes to the field of visual communication design applied to social media, particularly within the context of B2B digital marketing for MSME empowerment in Indonesia. Furthermore, it provides a reference for future research regarding the effectiveness of Instagram content design in supporting corporate communication and promotional strategies.

## **METHOD**

This study employed a qualitative research method with a descriptive approach. The research applied a practice-oriented design approach to address practical problems by developing visual communication content that met the needs of PT Sumber Trijaya Lestari. The descriptive approach was used to describe and interpret data related to Aksesmu's visual identity, brand guidelines, and communication needs, which subsequently served as the basis for designing Instagram content as an information and promotional medium. This research was categorized as design-based research (practice-based research), with the final output consisting of visual design products in the form of Instagram feed designs and Reels cover designs. This approach enabled the integration of visual communication design principles with the company's digital communication strategy.

The design process for Instagram Aksesmu content was conducted through the collection of primary and secondary data as the foundation for developing visual concepts. Primary data were obtained through observations of the Aksesmu Instagram account to identify the visual characteristics of previously published content, as well as interviews with

Cemara Riadne, a member of the Marketing Communication team, to understand design requirements, brand direction, and content communication objectives. Secondary data were collected through literature studies, Aksesmu brand guidelines, the official Aksesmu website, and relevant visual references. The collected data were then analyzed to formulate visual directions, design concepts, and content requirements that aligned with Aksesmu's identity and the target audience of PT Sumber Trijaya Lestari.

Interviews were used as a data collection technique through direct question-and-answer sessions with parties involved in and knowledgeable about the research object (Raffi et al., 2024). In this stage, the researcher conducted interviews with the internal Marketing Communication team to obtain primary data regarding the company's marketing strategy, campaign key messages, characteristics of the B2B target market, particularly stall MSME owners, and limitations related to the company's existing design guidelines.

Observation was conducted through direct examination of the visual content history on the official Instagram account @aksesmu.id. The observation focused on visual communication aspects, including layout, typography, color, composition, information readability, visual identity consistency, and content suitability for Aksesmu's information and promotional objectives. The observation results were used as a basis for understanding the visual characteristics of the Aksesmu Instagram account and determining the direction of content design according to the communication needs of PT Sumber Trijaya Lestari.

Documentation was used as a data collection technique through the analysis of written and visual sources to support and complement observation and interview data, thereby increasing research credibility (Salam et al., 2024). The documentation process involved reviewing documents such as the company profile, PT Sumber Trijaya Lestari's brand guidelines, and content from the Instagram account @aksesmu.id. This stage aimed to ensure that the developed content design remained consistent with the company's vision, mission, and visual identity.

Literature studies were conducted by reviewing articles, papers, books, and previous research related to Instagram content design and visual communication design (Wiliandika et al., 2024). The literature review provided theoretical support and relevant references for the content design development process.

## **RESULTS AND DISCUSSION**

### **Design Concept**

One of the concepts of designing Instagram Aksesmu content design is compiled by referring to the company's brand guidelines. This design does not aim to change an existing visual identity, but rather to optimize its application to Instagram's content needs. The design approach used is simple, informative, and communicative, by adjusting the character of the target audience, namely MSME (Micro, Small, and Medium Enterprises) actors such as stall and grocery store owners. In the design process, visual elements such as colors, typography, logos, layouts, and compositions are developed based on Aksesmu's visual identity. The dominance of green is used as the main identity, while clear and easy-to-read typography is applied so that the message in the content can be conveyed effectively as an information and promotional medium

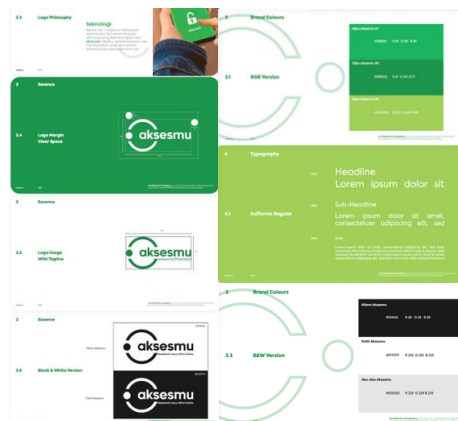
## Media Strategy

The media strategy in this design uses Instagram as the main medium, because Instagram Aksesmu has become one of the digital communication channels used to convey information, promotions, and brand activities to the audience. The designed media is focused on the design of Instagram feeds and Instagram Reels covers. Instagram feeds are used to convey various categories of content, such as product promo information, Access service information, holiday greetings, interactive content, and educational content or interesting information. Meanwhile, Reels covers are used as an initial display of video content to make it easier for the audience to recognize the topic of Reels and the appearance of the account is visually appealing and consistent.

The main target of this media strategy is the audience of Aksesmu, especially MSME (Micro, Small, and Medium Enterprises) actors such as stall owners, grocery stores, and small business partners who need information related to Aksesmu products, services, promos, and features. Functionally, Instagram Aksesmu's content is directed as an information media and promotional media. As an information medium, content is used to convey services, application features, educational information, and interesting information related to Aksesmu. As a promotional medium, content is used to introduce product promos, special offers, and invitations to use Aksesmu's services or applications. With this strategy, the design of Instagram Aksesmu content is expected to appear consistent, easy to recognize, and support the communication needs of PT Sumber Trijaya Lestari.

## Planning Process

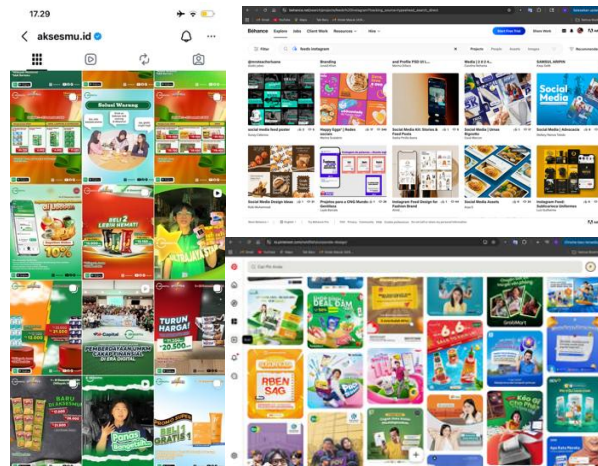
Exploration



**Figure 1.** Your Access brand guideline

Source: Internal Documents of Your Access

In the process of designing the design of Instagram Aksesmu, the author uses the company's brand guideline as the main reference so that the visual identity applied remains consistent with the character of the Aksesmu brand. The brand guideline includes the use of logos, company main colors, typography, and other visual rules used in the design process. The choice of green as the dominant color aims to maintain the visual identity of Aksesmu while creating a fresh, communicative, and easily recognizable impression by the audience. In addition, the use of Axiforma fonts was chosen because it has a good readability level and is able to give a modern and professional impression to the appearance of Instagram content.



**Figure 2.** Your Access Instagram content design moodboard  
Source: Instagram @aksesmu.id, Pinterest, and Behance

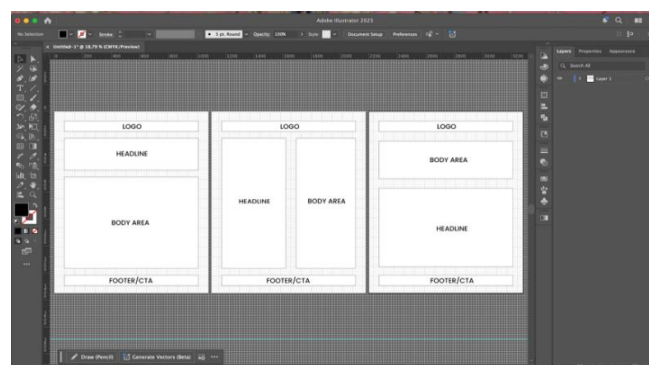
In addition to referring to the company's brand guidelines, the author also collected visual references from several platforms such as Pinterest, Behance, and Instagram content design @aksesmu.id previously. These visual references are used as reference materials in determining the layout style, visual composition, placement of design elements, and the visual direction of the content to be designed. Through this stage, writers can adjust the design concept to the company's visual identity while producing a more consistent, attractive, and appropriate content display that suits the character of the target audience of Aksesmu The elements of visual communication design used in designing the Instagram Aksesmu content design include:

- 1) Typography is the art of choosing and arranging typefaces to create good readability while building visual characters according to the message to be conveyed (Pradana, 2020). In visual communication design, typography consists of several types, namely serifs that give a formal and elegant impression, sans serif that displays a modern and simple impression, scripts that give a personal and artistic impression, and decorative ones that are used to strengthen visual characters in a design (Wong, 2026).
- 2) Illustration is a visual element in the form of images that are used to clarify or support the delivery of a message, while photography is the process of producing images of real objects through light capture. Both act as visual media that help information be conveyed more clearly, interestingly, and easily understood (Pradana, 2020).
- 3) Color acts as a design element that is able to give meaning, form a visual atmosphere, attract the audience's focus, and reflect the identity of a brand or company (Pradana, 2020). Color has three main dimensions, namely hue which indicates the type of color based on the impression of heat or cold value which indicates the level of light and dark, and intensity which indicates the level of brightness or dim of the color (Lousera et al., 2022).
- 4) Layout is the arrangement of the position of various design elements to form a visual composition that is neat, directed, and in accordance with the purpose of conveying the message (Pradana, 2020). There are seven design principles that serve as guidelines for designers in integrating various visual elements in a layout (Anisah et al., 2025), namely:

- a. Balance is a design principle that regulates the division of visual elements such as text, images, colors, sizes, and shapes so that the display looks harmonious, comfortable to see, and not biased.
  - b. Unity is a design principle that connects all visual elements so that the display looks harmonious, orderly, and not fragmented.
  - c. Emphasis is a design principle that is used to highlight certain elements as the main focus so that the audience's attention is directed to the most important message.
  - d. Rhythm (rhythm) is a design principle formed through the regular or varied repetition of visual elements to create a flow, a dynamic impression, and direct the audience's view in understanding the design.
  - e. Proportion is a design principle that regulates the comparison of size, position, and space between visual elements so that the composition looks harmonious, balanced, and not distorted.
  - f. Contrast is a design principle that highlights the differences between visual elements, such as color, size, shape, or typeface, so that important information is more attention-grabbing and the design doesn't look monotonous.
  - g. Harmony is a design principle that regulates the integration between visual elements so that the display looks harmonious, not too crowded, comfortable to look at, and forms a complete composition
- 5) A line is a design element that connects one point to another, either straight or curved, to form a visual structure and composition (Pradana, 2020).
  - 6) Text is an explanatory element that helps the audience read and understand the message that is intended to be conveyed in a design (Lousera et al., 2022).

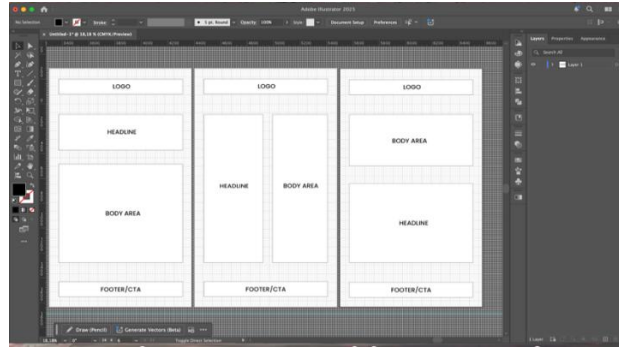
### Experiment

After the process of compiling the moodboard and collecting visual references is completed, the next stage is the layout experiment. At this stage, the author conducted several layout experiments to determine the visual composition that best suits the needs of Instagram Accessmu's content. Layout experiments are carried out by considering the placement of design elements such as logos, headlines, body text, images or products, call to action (CTA), and whitespace so that information can be conveyed more clearly, structured, and comfortable for the audience to see. In addition, this stage also aims to find visual balance as well as determine the main focus on each type of content designed.



**Figure 3.** Alternative Instagram feed design layouts Accessmu

Source: Personal Documentation



**Figure 4.** Alternative Instagram Reels Cover Design Layout Your Access  
Source: Personal Documentation

The layout experiment was carried out by adjusting the format of Instagram media. The feed design uses a 4:5 ratio measuring  $1080 \times 1350$  pixels, while the Reels cover uses a 9:16 ratio measuring  $1080 \times 1920$  pixels. This size adjustment aims to keep visual elements such as logos, headlines, images, body text, and CTAs proportionally arranged when published on Instagram.

The layout experiment process is designed using Adobe Illustrator to make it easier to create grids, set visual compositions, and create vector assets more precisely. Several layout alternatives are made for the needs of promotional content, information, holiday greetings, and interactive content. Through this stage, the author determines the most suitable visual structure before entering the process of digitizing the final design.

### **Formation**

After the layout experiment stage is completed, the design process continues to the design digitization stage using Adobe Photoshop and Adobe Illustrator software. Adobe Photoshop is used as the main medium in the Instagram content design process, such as setting visual composition, manipulating images, adding visual effects, color processing, and arranging design elements into the final design. Meanwhile, Adobe Illustrator is used in the creation of vector assets, such as icons, decorative elements, simple illustrations, and several other visual supporting elements so that the design results have a neater quality and are flexible to be used for various content needs. At this stage, images, colors, typography, logos, icons, and other supporting elements are arranged according to the content needs to make it look clearer, more attractive, and still in accordance with your Access identity. The selection of visuals is tailored to the type of content. Colors are used to maintain brand consistency, while typography is set to make the title stand out more and the supporting information remains easy for the audience to read.

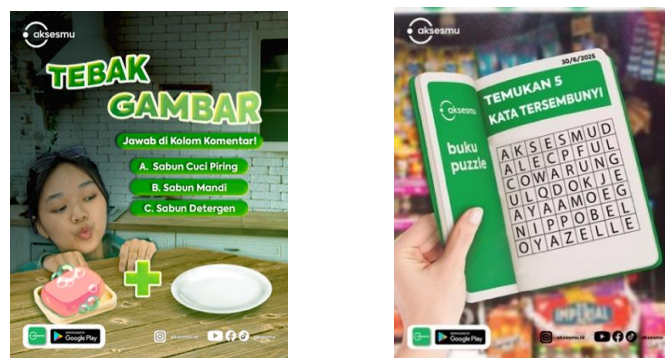
Once the visual design is complete, the process continues to the revision and refinement stage. At this stage, the design is reviewed based on input from the company's internal parties, especially the Marketing Communication team. At this stage, some visual elements such as colors, typography, layout, images, logos, icons, and compositions are readjusted to make the design more aligned with your Access identity. The revision process is also carried out to ensure that information is conveyed clearly, the main message is more visible, and the design appearance remains consistent with the visual character of the brand.

The finalization stage is the final process in the preparation of the design of Instagram Aksesmu's content before it is published. At this stage, all design elements are reviewed to ensure that there are no errors or inappropriate parts, ranging from visual elements, colors, typography, layout, to composition. Once the design is declared ready, the file is saved in JPG or JPEG (Joint Photographic Experts Group) format as required for digital publication. This process is done so that the design remains neat, consistent with your accessory's visual identity, and able to convey a clear message to the audience. After the finalization stage is completed, the design is then published through the official Instagram account @aksesmu.id.

### Design Finish

The following is the final result of the design of Instagram Aksesmu content as a form of application of visual elements that have been designed in the previous stage:

- 1) Design Interactive Content Feeds



**Figure 5.** Design Interactive Content Feeds

Source: Personal Documentation

Interactive content design is created to encourage audiences to participate through simple activities, such as guess the picture or word games. This content uses prominent headlines, eye-catching visuals, and clear CTAs to encourage audiences to respond.

- 1) Design *Feeds* for Holidays or Holidays



**Figure 6.** Design of Holiday Greeting Feeds

Source: Personal Documentation

The design of the big day greeting uses illustrations, photography, and decorative elements tailored to the theme of the celebration. The goal is to build an emotional closeness with the audience while maintaining the brand's presence at certain moments.

## 2) Design *Feeds* Product Promo Information



**Figure 7.** Design Feeds Product Promo Information  
Source: Personal Documentation

Product promo content displays product visuals as the main focus, equipped with promo headlines, prices, promo periods, and supporting information. The layout is made clear so that the audience can immediately understand the offer given.

## 3) Design Your Service Information *Feeds* or Access Services



**Figure 8.** Design Your Service Information Feeds or Access Services  
Source: Personal Documentation

Your Access service design contains information about features, benefits, or services offered. Visuals are composed with a combination of photos, application illustrations, headlines, and body text to make the service message easier to understand.

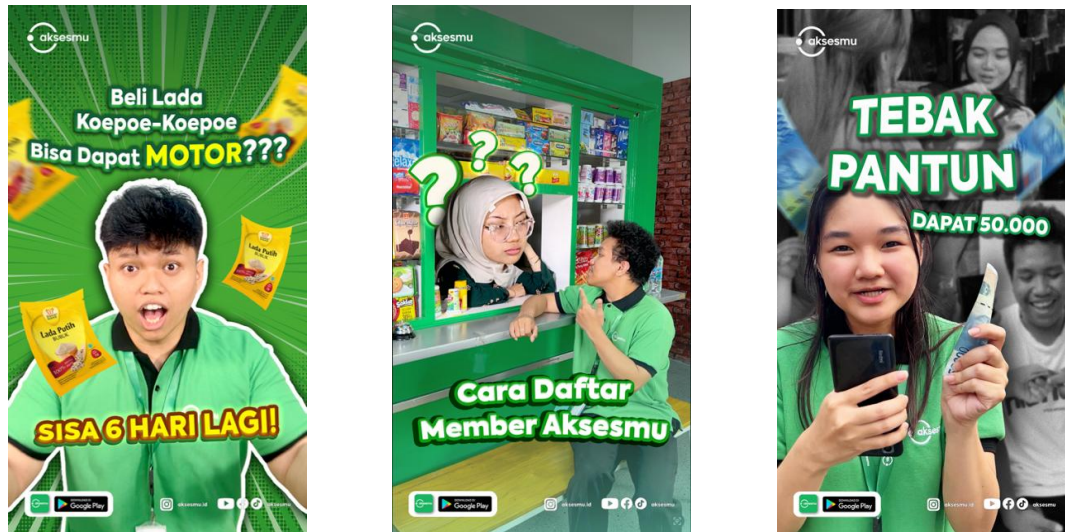
## 4) Design Educational Information *Feeds* or Interesting Information



**Figure 9.** Design Educational Information Feeds or Interesting Information  
Source: Personal Documentation

Your Access service design contains information about features, benefits, or services offered. The visuals are composed with a combination of photos, application illustrations, headlines, and body text to make the service message easier to understand.

#### 5) Desain Cover Reels Instagram



**Figure 10.** Instagram Reels Cover Design

Source: Personal Documentation

Cover Reels are created as an initial look at video content to make Reels topics easily recognizable. The cover design still uses Aksesmu's colors, typography, and visual style to keep your account look consistent.

The design of the Aksesmu social media content design is based on the theory of the elements of visual communication design, namely:

#### 1) Ilustration

Illustrations and photography are used to reinforce the message of each content. Product visuals, talents, icons, and graphic elements are tailored to the content theme to be closer to the needs of the audience.

#### 2) Typographers

The design uses the Axiforma font which is adjusted to the Aksesmu brand guideline because it has a modern, simple, and easy-to-read character on digital media. Differences in the size, thickness, and color of the text are used to establish a visual hierarchy between the headline, subheadline, body text, and additional information so that the audience's focus is more focused on the main information.

#### 3) Color

Green is predominantly used as the visual identity of Access. Supporting colors such as white, black, gray, and accent colors are used to maintain readability, contrast, and visual balance.

#### 4) Layout

In the implementation of layout, each design is arranged with the placement of structured visual elements so that the audience can understand the information more easily. The placement of the logo is consistently at the top of the design as the brand's visual identity,

while the headline is placed in the most dominant area to draw the audience's attention to the main message. Body text and call to action (CTA) elements are also arranged with readability and visual balance to be accepted more clearly. In addition, the use of whitespace is applied to provide free space around visual elements so that the design does not look too dense and remains comfortable to look at.

#### 5) Teks and CTA

The text in the Instagram Aksesmu content design serves to convey key information and supporting information so that the message can be clearly understood by the audience. Text is used in the form of headlines, subheadlines, body text, promo descriptions, and calls to action (CTA). CTAs such as an invitation to download an app, reply in the comment section, or follow a promo are placed in an easily visible area to encourage the audience to take action on the content objective.

## CONCLUSION

Based on the research results, the design of Instagram content for @aksesmu.id successfully produced information and promotional content that aligned with Aksesmu's visual identity and the needs of the MSME target audience. The developed designs demonstrated that the application of visual communication design principles could help organize information in a more structured, engaging, and understandable manner on Instagram. In addition to serving as a medium for information delivery, the designed content also supported the company's promotional activities through a consistent and communicative visual presentation. Therefore, Instagram could be optimally utilized as a digital communication medium to introduce services and strengthen the company's visual identity. This research provides a reference for the development of social media content based on visual communication design principles. Future research may examine the effectiveness of the developed designs by measuring engagement, audience responses, and their impact on the company's promotional objectives.

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