

AN EXPLORATION OF LOCAL BRAND DIGITAL COMMUNICATION STRATEGIES ON INSTAGRAM: A CASE STUDY OF @ERIGOSTORE'S USER ENGAGEMENT

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Abstract. This study analyzes the content strategy of the @erigostore Instagram account in increasing engagement on social media. In Indonesia's dynamic fashion industry, this research explores how Erigo utilizes Instagram to build relationships with consumers. A qualitative case study method is employed to explore visual communication strategies, audience interaction, and the utilization of Instagram features such as Stories, Reels, and influencer collaborations. The theoretical framework includes communication strategies, public relations, new media, and engagement concepts. Using a post-positivist paradigm, the findings indicate that creative and interactive content-based communication strategies significantly enhance Instagram engagement. Key contributing factors include consistent posting, the use of hashtags, and direct interaction, all of which help build a loyal digital community. Erigo implements its strategy through visual branding, captions, collaborations, and platform features. The discussion links findings with the AISAS model and Customer Engagement theory, analyzing how Erigo captures attention, builds interest, encourages search, triggers action, and facilitates experience sharing. The role of visual content, interaction, and collaboration in creating positive experiences and enhancing engagement is emphasized. The study concludes by providing insights into effective social media communication strategies in the local fashion industry and offers practical recommendations for brands to optimize digital communication.

Keywords: AISAS; Instagram; Erigo; Digital Brand; Communication Strategy

INTRODUCTION

In recent years, Indonesia's fashion industry has experienced rapid growth. This is evident from the increasing number of local brands that not only offer quality products but also compete nationally and globally. This growth is driven by rising public interest in fashion, support for local products, and the role of digital technology in expanding market reach. Amidst intense competition, Erigo stands out as a local brand that successfully builds a strong identity while fostering customer loyalty.

Since its establishment in 2015, Erigo has consistently launched innovative casual streetwear collections aligned with global trends. Its pinnacle achievements include participating in the prestigious New York Fashion Week in 2021 and 2022, making it one of the few Indonesian brands to appear on the international stage. Its collaborations with figures like JKT48, esports teams (e.g., EVOS, ONIC, MPL ID), and its MURI record for the highest online t-shirt sales further underscore Erigo's dominance in the domestic market and its appeal to the youth segment. A key to this success lies in Erigo's effective use of social media—particularly its Instagram account @erigostore—to establish intense and personal communication with followers.

Beyond simply showcasing products, Erigo's Instagram regularly presents interactive content such as quizzes, live sessions, and humorous comment replies. This strategy not only boosts engagement but also fosters emotional closeness with the audience. In the digital era, platforms like Instagram play a strategic role in brand communication, enabling wide and rapid information dissemination and facilitating two-way interactions such as likes, comments, and content sharing. Features like stories, reels, and live streams allow for more personalized communication tailored to follower characteristics.

To build strong engagement, a well-planned communication strategy is essential, starting with audience mapping, defining communication goals, crafting appropriate messages, and choosing the right channels. Feedback and evaluation processes are also critical to ensure message effectiveness. In this context, engagement serves as a key indicator of audience interest, trust, and loyalty toward a brand. Hence, it is important to examine the communication strategies used by Erigo on Instagram and how these strategies effectively drive active follower engagement

LITERATURE REVIEW

Public Relations. Public Relations (PR) refers to the strategic management of communication between an organization and its publics, both internal and external (Grunig & Hunt in Maulana, 2021). Its primary goal is to foster mutually beneficial relationships through two-way communication. Jefkins (in Akbar, 2021) emphasizes that PR aims to build goodwill, trust, and a positive image through harmonious interactions between organizations and society.

One of the fundamental PR theories is the Two-Way Symmetrical Model developed by Grunig and Hunt, which prioritizes balanced two-way communication. In this model, organizations not only send messages but also listen and adapt based on public feedback, fostering mutual understanding and long-term, trust-based relationships. This model is especially relevant in the age of social media, where direct brand-audience interactions are key to engagement. Platforms like Instagram and TikTok allow real-time responses and facilitate more personal dialogue.

According to Cutlip, Center, and Broom (in Pakaradena, 2018), PR management involves four key phases: (1) Defining the problem, (2) Planning and programming, (3) Taking action and communication, and (4) Program evaluation. These stages help organizations systematically and measurably manage communication. Within internal organizational contexts, PR also plays a vital role in shaping a positive image, creating a conducive work environment, and maintaining internal stakeholder loyalty (Maulana, 2021).

Communication Strategy. Communication strategy is the planning and management of messages aimed at effectively reaching specific audiences (Effendi in Hendrawan, 2017). It includes selecting the appropriate methods, media, and messages that align with audience characteristics. In the digital era, communication strategies are increasingly complex, requiring interactive public engagement across multiple social media platforms.

A relevant model in this digital context is the AISAS model (Attention, Interest, Search, Action, Share), developed by Dentsu (in Muallimah, 2021). This model describes the stages of consumer behavior in responding to messages—starting from capturing attention, stimulating interest, seeking information, taking action (e.g., purchasing or following), and finally sharing experiences online. Communication strategies on social media should be designed to stimulate this process and drive active public participation beyond passive reception.

According to R. Wayne Pace, Peterson, and Burnet (in Giantika, 2016), there are three main goals of communication strategy: ensuring understanding, fostering acceptance, and motivating action. These components work in harmony to achieve effective communication. Effendy also highlights five essential functions of communication strategy:

1. Integrating communication concepts and techniques
2. Determining communication goals
3. Identifying the target audience
4. Choosing appropriate methods and media
5. Designing suitable messages

New Media. New media are the product of technological advancements in information and communication, offering digital forms of communication based on the internet. Unlike traditional media such as newspapers, radio, and television, new media are characterized by interactivity, flexibility, and real-time two-way communication. This includes platforms like social media, websites, and streaming apps that allow users to seek information, communicate, and create and share content freely.

According to McLuhan (in Puspita, 2017), new media have transformed the way people communicate through their decentralized and democratic nature, placing individuals at the center of information production and distribution. Kaplan and Haenlein define social media as web 2.0-based applications that enable the creation and exchange of user-generated content, signifying a shift from passive consumers to active participants in communication.

Gane and Beer (in Permassanty, 2018) identify six core characteristics of new media:

1. Network – enabling extended participation through digital networks
2. Interactivity – promoting two-way communication between users and systems
3. Information – providing an overwhelming flow of information in virtual space

4. Interface – allowing users to directly interact with technology, transcending space and time
 5. Archive – enabling flexible storage, modification, and access to information
- Simulation – allowing for identity manipulation and self-representation in virtual spaces

Social Media. Social media, according to Carr & Hayes, are internet-based platforms that allow users to interact and represent themselves in real-time or asynchronously with a wide or limited audience, fostering the value of user-generated content and perceived interaction with others (Rohadian, 2019). Social media utilize web-based technologies that transform communication into interactive dialogue. Popular platforms include Instagram, TikTok, Twitter, YouTube, and Facebook.

B.K. Lewis, in his article "Social Media and Strategic Communication: Attitudes and Perceptions among University Students", describes social media as digital technologies with the potential to connect individuals and enable them to communicate, produce, and share messages. Scholars argue that social media, with their user-friendly and customer-focused nature, have a greater and faster impact than other marketing channels (Alarcón-del-Amo, Rialp-Criado & Rialp-Criado in Rohadian, 2018).

From these expert definitions, social media can be understood as platforms for sharing information and interaction, all conducted online via the internet. Social media have evolved from simple communication tools to platforms for sharing information, preserving moments, voicing opinions, fostering long-distance relationships, creating content, offering entertainment, and enabling self-actualization.

According to Kaplan & Haenlein (2024:25–26), there are six distinct types of social media.

Instagram. Instagram is a visual-based social networking platform that allows users to instantly share photos and videos via mobile devices. Launched by Kevin Systrom and Mike Krieger on October 6, 2010, the app was acquired by Facebook in 2012. The name "Instagram" is derived from a blend of "instant" and "telegram," reflecting its concept of sharing moments quickly and visually (Atmoko in Wardiah, 2024).

According to its official site, Instagram is designed to offer a unique and enjoyable way to share daily life through a series of editable, filter-enhanced images. Available for iOS, Android, and Windows Phone, Instagram enables interaction via features such as:

1. Feed – Displays recent posts from followed accounts
2. Likes & Comments – Enables social engagement on posts
3. Explore – Suggests trending content via algorithm
4. Profile – Shows user info and activity statistics
5. Stories – Short-lived content that disappears in 24 hours
6. Notifications – Updates on comments, likes, and new followers
7. Hashtags & Location Tags – Enhance searchability and thematic organization

Engagement. Engagement is a critical concept in digital communication and marketing, especially in building long-term relationships between organizations and audiences. According to Puspita (2017), engagement refers to active efforts to establish emotional bonds between companies and consumers through two-way communication. This approach views brand-consumer relationships as ongoing rather than purely transactional.

Katie Paine (in Puspita, 2017) emphasizes that engagement serves as an indicator of the strength of relationships—for example, between nonprofits and potential donors. The higher the engagement level, the greater the likelihood of participation, such as donations or ongoing support.

In the digital age, engagement happens not only directly but also through online activities like commenting, liking, sharing, and participating in online campaigns. These activities deepen relationships, expand message reach, and build public participation. According to Hans Willems (in Kurniawan, 2022), customer engagement is the process of involving customers in meaningful dialogue and experiences that influence their decisions about a brand.

This includes:

- Information Seeking
- Option Evaluation

- Purchase Decisions

Time Inc. (in Rohandian, 2019:183) identifies three pillars of customer engagement:

1. Content Engagement – Crafting engaging content that invites customer interaction
2. Media Engagement – Choosing the right social media platform to distribute content
3. Engagement Marketing Activities – Campaign strategies to drive interaction through likes, comments, shares, or personal branding

Dave Evans (in Haidar, 2021) developed the 4C model to measure consumer engagement:

1. Consumption – When consumers access or absorb content
2. Curation – When they select, comment on, or bookmark relevant content
3. Creation – When they produce their own content, such as reviews or voluntary promotions
4. Collaboration – When they engage in active community building or discussion forums

Engagement in social media includes various digital behaviors like following, liking, sharing, and commenting. The most basic form is visiting a company's website, but the most valuable is sustained, active interaction. Thus, organizations should focus not just on attracting audiences, but also on maintaining long-term engagement (Rohandian, 2019:182).

METHOD

This research uses a qualitative approach with a case study method. The choice of this approach aims to provide an in-depth description of the content strategy applied by the Instagram account @erigostore in increasing audience engagement. The case study method was selected because it allows a comprehensive exploration of a specific phenomenon—in this case, the digital communication strategy employed by a brand on social media. The researcher seeks to holistically explore how the content strategies designed and implemented by @erigostore are perceived and interpreted by its active followers on Instagram.

This study is based on a post-positivist paradigm, which acknowledges that social reality is complex, dynamic, and full of meaning. While still valuing objectivity, this paradigm also allows for the subjective interpretation of participants. In this context, the researcher combines observations of quantitative data such as the number of likes, comments, and followers with a qualitative approach that emphasizes understanding the audience's subjective interpretation of the messages conveyed.

The main focus of this research is to investigate the experiences and meanings attributed by individuals to the content strategies employed by @erigostore. The researcher aims to capture the views, interpretations, and subjective responses of informants regarding the visual and verbal communication strategies presented through the Instagram platform. Data was collected through in-depth interviews, participatory observation, and documentation of content posted by @erigostore, and was analyzed descriptively to comprehensively portray the researched phenomenon.

Data collection was carried out through interviews with two key informants—the social media administrators of @erigostore—and six additional informants who are active followers of the account. Informants were selected using purposive sampling, based on their level of engagement and relevance to the object of study. Key informants were chosen for their direct involvement in designing and executing the content strategy, while the additional informants were selected based on their consistent activity and responses to the account's content.

Data analysis in this study follows the model developed by Miles and Huberman, which consists of three main stages: data reduction, data display, and conclusion drawing. Data reduction involved filtering information gathered from interviews and observations to keep it relevant to the research focus. The reduced data was then displayed in thematic narratives that highlight communication patterns and audience engagement. Conclusions were drawn through deep interpretation of findings emerging from this process.

The researcher served as the primary instrument in the analytical process, making the researcher's active involvement essential in understanding the context and meaning of the data. An interpretive approach was used to understand the meanings constructed by the informants through their interactions with content published by @erigostore. This aligns with the double hermeneutic principle, in which informants interpret their experiences, and the researcher then interprets those interpretations. To ensure data validity, source triangulation was used by comparing data obtained from multiple sources. This strategy ensures that the research findings reflect reality comprehensively and without bias. This qualitative approach is believed to provide a deep understanding of the social media

communication dynamics carried out by @erigostore in building and sustaining engagement with its Instagram followers.

RESULTS AND DISCUSSION

Creating Instagram Content That Attracts Attention. Creating attention-grabbing content is one of the primary strategies employed by @erigostore to build audience engagement on Instagram. This strategy combines the “Attention” stage of the AISAS model with the Content Engagement principle from the Customer Engagement theory. In the Attention phase, Erigo strategically collaborates with public figures such as the idol group JKT48 and well-known esports teams like ONIC and EVOS. These collaborations not only expand audience reach but also create strong visual and emotional appeal. According to Haidar (2021), collaboration with public communities reflects the “Collaboration” element in the 4C theory, where relationships between brands and communities are strengthened.

From the perspective of Content Engagement, Erigo develops its content based on trend analysis, posting times, and format testing. According to the social media admin of @erigostore, they actively experiment to observe audience responses. This aligns with Strauss & Frost’s (2011) view that “content must be managed to invite attention, interaction, and sharing.” Additionally, Erigo is responsive to social contexts. For instance, during the month of Ramadan, they share socially and spiritually themed content. This approach shows an understanding of “Context”, one of the 4C principles (Heuer in Haidar, 2021), which emphasizes tailoring messages to audience values and situations.

Instagram features such as feeds, reels, and stories are also maximized to deliver messages in a visual and interactive manner. In stories, Erigo utilizes polls and personal greetings, which reflect persuasive communication strategies. As Effendy (in Hanan, 2014) suggests, persuasive communication involves a combination of logic and emotion to build meaningful relationships with audiences. Thus, Erigo’s content strategy is not only visual and appealing but also the result of well-planned efforts that adapt to trends and audience needs. This strategy demonstrates a complementary application of AISAS and Customer Engagement theories in building strong digital experiences and enhancing audience loyalty (Rohandian, 2019).

Instagram Content Strategy to Generate Audience Interest. In its effort to generate audience interest, @erigostore implements a content strategy that emphasizes a combination of visual aesthetics and communicative narrative. This strategy aligns with the Interest stage of the AIDA model, where the audience develops deeper curiosity after attention has been captured. As Clow (in Virgioni, 2020) explains, the interest phase is a crucial moment to sustain attention and cultivate curiosity about the product.

Erigo applies this strategy through consistent visual branding, such as the use of flatlay photography, beauty shots, and close-up product images. These visual elements not only strengthen brand identity but also convey messages in an aesthetically appealing way. Effendy (in Giantika, 2016) states that visual communication can be a powerful medium for delivering information when presented in an attractive and relevant manner.

In addition to visuals, the narrative in captions plays an important role. Emotive and interactive language is used to foster emotional closeness with the audience. For example, in its collaboration with ONIC Esports, Erigo presented visuals aligned with the partner’s identity and included a caption that built a sense of exclusivity:

“Exclusive Collaboration! Erigo x ONIC Esports products will come to you soon.”

The enthusiastic audience response to this post demonstrates the success of this approach in driving engagement.

This strategy also reflects the Content Engagement principle of Customer Engagement theory, which emphasizes the importance of content management in creating interaction and active involvement (Time Inc. in Rohandian, 2019). Erigo actively adjusts its content to match social contexts, such as posts with Ramadan themes that reflect values of sharing. This highlights the importance of contextual content in forming deeper emotional connections (Heuer in Haidar, 2021).

Furthermore, Erigo adopts a trial-and-error approach as well as trend and posting time analysis (prime time) to ensure that its content aligns with audience behavior. This illustrates the application of the Planning and Programming stage in public relations management, where communication strategies are

developed based on observation and in-depth analysis (Cutlip, Center & Broom in Pakaradena, 2018). By combining strong visuals, communicative narratives, and data- and trend-based strategies, Erigo has successfully built audience interest that grows into active engagement. This proves that adaptive, contextual, and emotionally resonant communication strategies can effectively optimize social media interaction in a sustainable way.

Selecting the Right Media Channels to Encourage Audience Information-Seeking About Erigo Products/Brand. Selecting the appropriate media channel is a key strategy for Erigo in encouraging audiences to seek more information about its products and brand. This strategy aligns with the Search stage in the AISAS model (Attention, Interest, Search, Action, Share), which suggests that after attention and interest are established, audiences are driven to actively look for further information.

Erigo applies this strategy by utilizing Instagram as the primary platform. This platform was chosen for its ability to present visual content dynamically while supporting two-way interaction through features like feed posts, stories, comments, and live sessions. According to Effendy (in Giantika, 2016), the success of communication depends heavily on the compatibility between the media used and the characteristics of the target audience. Instagram is considered highly suitable for Erigo's audience, which consists mostly of digitally native generations who prefer visual and interactive content. Moreover, this approach reflects the principle of Media Engagement in Customer Engagement theory, where choosing the right platform is foundational to effective message dissemination (Rohandian, 2019). For instance, a teaser post with the caption:

"Swipe until the end to see who's there 🧐"

Successfully created curiosity and prompted interaction from followers. The content revealed musician Saikoji as the featured talent, which not only increased visual appeal but also added credibility through the use of a public figure. This is in line with Source Credibility and Source Attractiveness theory (Effendy in Hanan, 2014), which explains that the attractiveness and credibility of the communicator can influence audience attitudes and behaviors.

Additionally, Erigo capitalizes on timely campaigns such as "3.3 Big Sale," "Payday Promo," and "Coming Soon" content, which combine eye-catching visuals with elements of urgency and exclusivity. This strategy is effective in drawing attention and prompting further information-seeking behavior from the audience.

Therefore, Instagram is not merely a channel for content distribution, but a medium for building an interactive, engaging, and relevant brand experience. This strategy demonstrates that the integration of appropriate media, strong visual content, and the use of public figures can significantly enhance engagement while encouraging information-seeking behaviors among today's digital audience.

Creating Erigo Content That Drives Audience Interaction. Erigo's content strategy to drive audience interaction reflects an integration of Engagement Marketing Activities and the Action stage in the AIDA model (Attention, Interest, Desire, Action). This approach aims to convert interest into real action, such as purchasing or actively participating in digital campaigns.

Through engagement marketing, Erigo presents various interactive features on Instagram, including story boxes, polls, and giveaways, all designed to foster two-way communication between the brand and its audience. According to Rohandian (2019), such strategies encourage active participation—users are motivated to like, comment, and share content. This practice highlights the idea that content is not merely a tool for delivering information, but also a medium to build emotional involvement.

A concrete example of this two-way communication is found in Erigo's Instagram Story themed around followers' Ramadan experiences. Poll and chat box features allowed users to directly interact with the brand, which were then personally responded to by the @erigostore team. This supports Priyono's view (in Risma, 2022) that reciprocal communication strengthens the relationship between a brand and its audience.

The strategy continues with the implementation of the Action stage in AIDA, where audiences are encouraged to take tangible steps. Erigo leverages promotional content such as "Catch the Voucher" and "Payday Promo" to create urgency, and provides visual tutorials via screen recordings and Instagram Highlights to simplify the process of claiming discounts. According to Clow (in Virgioni, 2020), the action phase depends heavily on how motivated the consumer is to make an immediate decision.

This approach also aligns with the principle of Taking Action and Communication as proposed by Cutlip, Center, and Broom (in Pakaradena, 2018), which states that communication programs and actions must be designed to achieve strategic goals. In this context, tutorials and interactive features not only support a smooth shopping experience but also form part of a long-term strategy to build customer loyalty.

By combining interactive elements and clear calls to action, Erigo's content bridges the gap between mere interest and actual conversion. This demonstrates that understanding the preferences of digital audiences—who seek experiences that are fast, easy, and personal—is essential in crafting effective content strategies in today's social media landscape.

Showcasing Audience Experience to Stimulate Interaction on Erigo's Content. Findings from this research show that Erigo actively leverages its users' experiences as part of its social media content, particularly on Instagram. This strategy reflects the implementation of two key approaches: User-Generated Content (UGC) and Engagement Marketing Activities, which together strengthen emotional connections with the audience.

UGC, in the context of Erigo's Instagram, is featured through reposts of customer content wearing Erigo products, accompanied by appreciative comments from the official @erigostore account. This practice enhances the psychological effect of social validation, where other audiences are encouraged to interact and gain trust in the product's quality. This aligns with the Desire stage in the AIDA model (Virgioni, 2020), which focuses on building desire within consumers. When audiences see others wearing Erigo products, they develop a similar aspiration—prompting deeper engagement.

Beyond visual appeal, UGC adds authenticity and emotional proximity, two qualities that are often difficult to achieve through traditional advertising. As Rohandian (2019) explains, Engagement Marketing Activities emphasize the creation of interactive experiences that actively involve the audience—such as polls, story boxes, and giveaways. In practice, Erigo combines this approach with UGC to drive participation and foster deeper emotional engagement.

This strategy also aligns with the Two-Way Symmetrical Communication model by Grunig, which emphasizes dialogue and mutual understanding between organizations and their publics, rather than one-sided persuasion. In Erigo's case, this is demonstrated through its ability to not only deliver messages but also listen and respond to audience experiences through comments, reposts, and direct interactions on social media. As stated by Rogers and Kincaid (in Vardhani, 2018), meaningful communication is that which results in reciprocal information exchange and mutual understanding.

By placing the audience at the center of the brand's narrative, Erigo successfully builds a loyal and active digital community. Audience participation not only boosts engagement but also reinforces the social value of the brand itself. This establishes long-term relationships based on trust, shared experiences, and collective identity as Erigo users.

In conclusion, showcasing audience experiences as content serves not only as a promotional tool but also as a strategic approach to build emotional engagement and ongoing interaction. The combination of UGC, Instagram's interactive features, and reciprocal communication principles makes this strategy especially relevant in today's digital marketing ecosystem.

CONCLUSION

Based on the findings, it can be concluded that Erigo implements a comprehensive, adaptive digital communication strategy based on an understanding of digital audience behavior. The strategies applied include:

- Creating attention-grabbing content,
- Generating interest in products,
- Selecting appropriate media channels,
- Facilitating active interaction through interactive features, and
- Utilizing audience experiences through User-Generated Content (UGC).

All these strategies are aligned with the AISAS model and the Customer Engagement concept, which serve as the foundation for building sustainable relationships between brands and their audiences.

The findings not only offer practical insights into the effectiveness of Erigo's content strategy

in fostering digital engagement, but also reinforce the importance of two-way communication and experience-based approaches as key elements in building customer loyalty on social media platforms. By combining cognitive, emotional, and behavioral aspects, Erigo has successfully positioned itself as a brand that adapts to the dynamics of digital audiences.

Suggestions that can be offered, both academically and practically, are as follows:

Academic Recommendations:

- Future studies are encouraged to explore similar strategies on other social media platforms, such as TikTok or YouTube, to gain broader comparative insights.
- Upcoming research can also focus more on in-depth analysis of audience perceptions and motivations, to contribute more comprehensively to the field of digital communication studies.

Practical Recommendations:

- Erigo is advised to continue strengthening UGC-based strategies as a form of social validation that increases emotional closeness.
- Diversifying content and expanding into other platforms are also essential to reach wider audiences.
- Lastly, efforts to enhance personal interaction through consistent two-way communication should be maintained to ensure the brand continues to build strong, relevant, and meaningful relationships with its followers on social media.

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