



Visual Content Design Strategy of the @binarmusik Instagram Account in Increasing Views and Audience Engagement

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Abstract

This study analyzes the content strategy of the Instagram account @binarmusik in increasing audience engagement through visual design, messaging, and content segmentation using a descriptive qualitative approach and content analysis of posts and account *insights*. The findings show that each content segment plays a distinct role, where informative content achieves higher reach, narrative and comparative content encourages comments, and curated content drives saving behavior. Visual elements such as color, typography, and layout help attract attention and improve readability, while message structure through *hooks*, informative *captions*, and calls to action enhances interaction. Overall, audience engagement is multidimensional and influenced by content characteristics, indicating that an integrated strategy combining visual elements, messaging, and segmentation effectively increases engagement on social media.

Keywords: social media engagement, content segmentation, visual communication design, Instagram strategy, audience interaction

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1. Introduction

Developments in information and communication technology have fundamentally transformed how society interacts in producing, distributing, and consuming information. This transformation aligns with the shift toward the *participatory paradigm of Web 2.0*, which emphasizes *user-generated content*, participation, and interaction [1]. Within this context, users no longer function merely as passive consumers but also act as content producers and distributors. Social media emerges as a practical implementation of *Web 2.0* characteristics, enabling direct, network-based two-way communication, thereby driving a shift from linear communication models to *dialogic* ones that emphasize interaction [2]. Consequently, audience engagement has become a crucial benchmark for evaluating the success of digital communication.

In its application, social media functions not only as a means of information distribution but also as a space for meaning-making and online social interaction [3]. Consequently, strategies in content creation and development play a vital role in building relationships

between accounts and their followers. Instagram stands out as one of the primary platforms for digital visual communication through images, videos, *carousels*, and *reels*. This platform is considered highly effective because it integrates visual power with interactive elements [4]. Therefore, content design must be tailored to visual characteristics to convey messages rapidly and capture audience attention.

Content strategy on Instagram encompasses not only the message itself but also the delivery method, content segmentation, visual arrangement, *hooks*, calls to action, and posting schedule [5]. This is closely tied to the Instagram *algorithm*, which is heavily influenced by audience interaction; thus, content capable of triggering audience responses has a greater likelihood of being distributed by the *algorithm*. From a visual communication design perspective, content arrangement constitutes an integral part of a deliberately planned communication strategy. Elements such as hierarchy, typography, color, and composition play a pivotal role in directing attention and clarifying information layout. Effectively designed visuals not only enhance aesthetic appeal but also

strengthen content identity amidst fierce social media competition [6].

The success of a visual content design strategy is typically evaluated based on the level of *engagement*, which encompasses the cognitive, emotional, and behavioral aspects of the audience toward the content [3]. Within the context of Instagram, this is reflected in metrics such as views, likes, comments, shares, and saves, which indicate the degree of audience responsiveness. In the realm of independent digital music media, Instagram serves as a vital platform for community building and information sharing [7]. The Instagram account @binarmusik boasts more than 50,000 followers, predominantly male audiences aged 25–34, and utilizes specific content segmentations such as *news*, *talks*, *head to head*, *nada sejiwa*, *listening*, and *reels*. Each segment serves a distinct purpose, ranging from providing information and exploring narratives to provoking opinions and compiling music references.

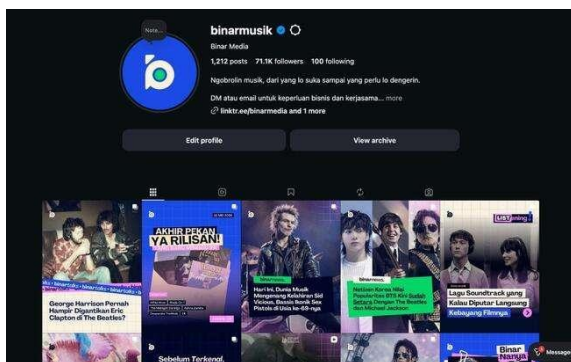


Figure 1. General Appearance of @binarmusik's Instagram

These functional differences are also evident in the variation of audience interactions across each content category. The *binarnews* segment typically garners high view counts due to its informative nature and easily digestible format, whereas the *head to head* segment tends to trigger more active audience *engagement* through comments and opinions. Conversely, curated content demonstrates higher save rates, as it is frequently used as a music reference by the audience [8]. These variations indicate that audience interaction patterns are closely intertwined with the content segmentation strategy and the visual design employed. Although numerous studies on social media *engagement* have been conducted, research that specifically correlates visual content design strategies with *engagement* metrics within independent digital music platforms remains scarce [9]. Therefore, this study aims to analyze the visual content design strategies of the @binarmusik Instagram account in increasing audience views and *engagement*.

2. Methods

This study applies a qualitative case study method focusing on a single object, namely the Instagram account @binarmusik, within the direct context of

social media management. This approach was selected because it allows the researchers to understand phenomena within their natural environment, particularly when communication and organizational contexts are closely intertwined [10]. Social media content strategies are inherently tied to team dynamics, production processes, and audience characteristics; therefore, the case study method is deemed appropriate to uncover these underlying complexities [11].

Centered on the @binarmusik account, the timeframe and unit of analysis for this study are intentionally bounded. While the research period spans content management from March 2025 to March 2026, the unit of analysis focuses strictly on this single account without evaluating comparative data from other platforms. Throughout this period, approximately 886 *feed* posts and *reels* were analyzed to evaluate content segmentation patterns, strategic consistency, and audience interaction dynamics. This one-year duration is considered sufficient to demonstrate variations in performance and content production cycles [10].

This study benefits from the researchers' direct access to the account management process. Permission to access internal data was obtained through the consent of the @binarmusik account administrators, allowing data such as content archives, Instagram *insights*, and strategic planning information to be acquired firsthand. Nevertheless, this research maintains an analytical distance between practical experience and the data processing stage by conducting critical reflection to preserve the credibility of the findings.

To strengthen data validity, this study employs a triangulation method encompassing digital content observation, account archive collection, semi-structured interviews, and *engagement* metrics analysis [11]. Observations were conducted on all posts throughout the research period by documenting content segment types, communication themes, *caption* structures, call-to-action formats, and audience responses. The analyzed content distribution comprises various segments, including *binarnews*, *binartalks*, *head to head*, *nada sejiwa*, *listening*, and *reels*.

The Instagram *insight* data utilized encompasses the account performance within the last 90 days, alongside the annual content performance archive during the research period, which consists of *captions*, *hashtags*, content types, posting times, and performance metrics such as views, likes, comments, shares, and saves. This information is treated as digital communication records reflecting content strategy practices and audience responses on social media. Additionally, semi-structured interviews were conducted with two primary informants, namely the account manager and the co-founder of @binarmusik who were directly involved in the content planning and management process, to explore strategic aspects that are occasionally invisible within the published content. These interviews focused

on the objectives behind the account establishment, the rationale for content segmentation, the selection of posting times, the utilization of short-form video formats, and the assessment of each content segment's effectiveness.

Data analysis is conducted using the thematic analysis method to identify patterns of meaning emerging from observations and interviews [12]. The analytical steps involve familiarizing with the data, generating initial codes, grouping codes into themes, and understanding the relationships among those themes. The analytical categories in this study encompass content segmentation, message structure, the use of *hooks* and calls to action (CTA), visual elements such as color and typography, uploading schedules, visual communication formats, and interaction methods applied within the content. *Engagement* data, such as views, likes, comments, shares, and saves, are utilized descriptively to strengthen qualitative understanding rather than for inferential statistical analysis. This study does not aim to measure statistical relationships between variables, but rather to understand visual communication strategy patterns and audience *engagement* forms in a descriptive-qualitative manner.

Guided by the researchers' academic expertise in visual communication design, this analysis pays specific attention to visual aspects as part of the communication tactics, including color selection, layout arrangements, typography, and elements that capture visual attention [6]. However, this study does not focus on the technical analysis of visual identity, but rather on the role of visual elements in generating audience *engagement*. Through this approach, the study aims to obtain a profound understanding of @binarmusik's visual content strategies and audience responses during the research period through observation, documentation, interviews, and thematic analysis within the context of Instagram-based digital music media.

3. Results and Discussions

This study analyzes the Instagram account @binarmusik, which functions as a digital platform to disseminate information, provide space for discussion, and curate content related to the music industry. Initiated in March 2025, the account has progressively developed into a digital media outlet that routinely serves diverse musical topics to its digital audience, ranging from breaking music news and artist analyses to musician comparisons and song recommendations. The active presence of such an account demonstrates how social media operates as a complex communication ecosystem that not only distributes raw information but also actively fosters user participation [3].

Grounded in this participatory ecosystem, the @binarmusik account accumulated approximately

52,000 followers during the research period. According to Instagram *insight* data, the audience is predominantly concentrated within the 25 to 34 age bracket at 40%, followed by the 18 to 24 age group at 26.9%, the 35 to 44 cohort at 18.7%, and the 13 to 17 segment at 3.8%. Meanwhile, the older demographics consisting of individuals aged 55 to 64 and over 65 account for only 1.4% each. In terms of gender distribution, the audience is heavily male-dominated with a proportion of 87.5%, whereas female users comprise only 12.5%. Geographically, the majority of followers reside in major urban centers, including Jakarta at 11.4%, Bandung at 4.6%, Bekasi at 2.5%, Depok at 2.4%, and Surabaya at 2.3%. These demographic parameters indicate that @binarmusik possesses a significant audience reach in regions characterized by rapid cultural activities and thriving creative industries [7].

To manage this substantial and culturally active audience reach, the @binarmusik account is operated by a small team of three individuals who handle specialized roles including graphic design, content writing, research, and video editing. This collaborative workflow supports the content creation process, ensuring that each post is carefully engineered to maintain a balance between visual elements, information depth, and narrative *engagement*. In terms of production frequency, the account is highly active, publishing between 35 and 50 posts weekly, which culminates in approximately 886 posts over a year. This high volume of publication serves as a strategic mechanism to preserve the account's presence on user *timelines* and sustain constant audience *engagement*. Consequently, consistency in content uploading emerges as a crucial determinant in building sustainable interactions between the media account and its followers within competitive social media platforms [5].

To systematically organize this extensive volume of weekly uploads, the published content is strategically divided into several primary segments, namely *binarnews*, *binartalks*, *head to head*, *nada sejiwa*, *listening*, and *reels*. The *binarnews* segment focuses primarily on delivering the latest updates regarding musicians and the broader music industry. Conversely, *binartalks* offers deeper discussions regarding the underlying *stories* behind a specific musical piece or artist. The *head to head* segment is intentionally designed in a comparative format to stimulate immediate audience reactions and opinions. Meanwhile, *nada sejiwa* and *listening* function as curated content types that offer song recommendations tailored to specific thematic moods. Additionally, *reels* are utilized as a short-form video format to expand the overall audience reach. This functional arrangement across various content categories indicates a deliberate segmentation strategy, where each content type is constructed to achieve distinct communication

objectives [13]. To clarify the specific characteristics of each content category, the comprehensive classification is presented in the following table:

Table 1. Content Segment Classification of the @binarmusik Instagram Account

Content Segment	Content Character	Communication Objective
<i>Binarnews</i>	Informative news regarding musicians or the music industry	To provide rapid information to the audience
<i>Binartalks</i>	Deep discussion on the stories or meanings behind songs or musicians	To trigger audience discussions and opinions
<i>Head to Head</i>	Comparative presentation of two musicians or bands	To drive comment section interactions
<i>Listening</i>	Song recommendations or music curation	To encourage the audience to save the content
<i>Nada Sejiwa</i>	Song curation based on specific themes or nuances	To provide music references to the audience
<i>Reels</i>	Short video content blending visuals and music	To reach a broader, non-follower audience

Based on the uploading frequency, the *binarnews* segment emerges as the most frequently released content type, whereas *listening* represents the segment with the fewest uploads. Nonetheless, all segments are consistently produced within a weekly upload cycle to ensure content diversity for the audience. Overall, the characteristics of the @binarmusik account indicate that this platform functions not merely as a tool for information dissemination, but also as a digital interaction space that integrates musical elements, discussions, and content curation. The high production rate, segment variations, and organized team management play a pivotal role in establishing account identity consistency and audience *engagement* patterns [14].

Beyond the foundational content segmentation and team dynamics, the visual design strategies employed by @binarmusik serve as a critical determinant of audience interaction. Visuals function not only as aesthetic elements but also as instruments to capture attention, inform users, and influence audience interaction with the content. Within social media environments, visual design represents a communication strategy focused on user experience and the effectiveness of information delivery [6]. This approach aligns with design thinking principles that prioritize creativity and innovation based on user needs [15]. On the @binarmusik Instagram account, the applied visual components demonstrate a calculated method of optimizing design as an integral part of digital communication strategy; therefore, the subsequent analysis is focused on three primary aspects, namely color, typography, and visual composition.

As the first primary aspect, color utilization stands out as one of the most prominent visual attributes on the @binarmusik account. The platform implements a core color palette consisting of bright green, blue, navy, and white, with the strategic addition of pink as an accent color. The systematic application of these colors is consistently maintained to preserve visual identity while simultaneously introducing variation into the content display. Within visual communication design, color consistency is highly crucial for establishing a brand identity that is easily recognized by the audience [16]. The bright green hue creates an energetic and dynamic impression, whereas blue symbolizes stability and trust. On the other hand, navy and white serve as balancing elements to maintain visual legibility. The deployment of an accent color such as pink is also leveraged as an attention-grabbing element without undermining the core identity consistency of the account.


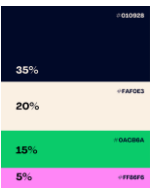


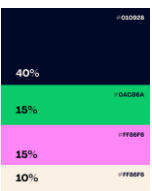





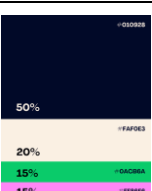


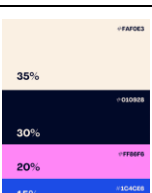



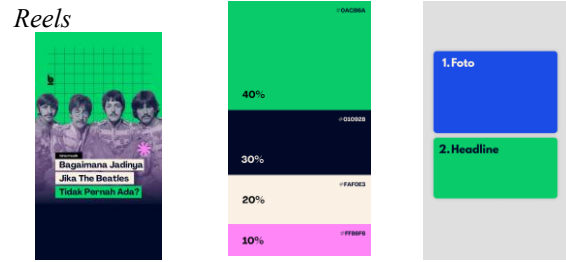
Figure 2. Fonts and colors of @binarmusik's social media accounts

Complementing the color strategy, typography plays an equally significant role in supporting information legibility. The @binarmusik account selects the Agrandir font family, which possesses a modern, structured, and highly readable character. This typographic application is grounded in visual hierarchy principles, wherein headlines are rendered prominently

to capture initial user attention, while supporting information is layered systematically to ease comprehension. Typographic hierarchy serves to direct the audience's reading flow, ensuring that information is processed rapidly. This mechanism is exceptionally critical within social media environments where users typically consume content under severe time constraints. A clear typographic structure assists the audience in accelerating their information intake while concurrently enhancing the probability of content interaction [5].

Table 2. Eye Flow Patterns and Visual Hook Sequence in @binarmusik Content

Content Segment	Design color palette	Eye flow
Binarnews 		
Binartalks 		
Head to Head 		
Listening 		
Nada Sejiwa 		



Shifting the focus to the third visual attribute, the visual composition of @binarmusik content demonstrates a structured and consistent organization of elements. Overall, the content design integrates photographs as the primary element, headlines as the information center, and supporting graphic elements such as lines and grids. Photographs typically occupy approximately 60% to 70% of the visual space to generate emotional appeal, while headlines are strategically placed on highly contrast backgrounds to optimize readability. Additional graphic elements are deployed to preserve structural order while creating a visual rhythm across each upload. This balance in visual composition is vital to prevent *cognitive overload* and to aid the audience in processing information more effectively.

This balanced arrangement is directly adapted to the *fast-scrolling* habits of typical Instagram users. Consequently, the combination of high-contrast color selections, a dominant primary visual, and a distinct headline allows the core message to be comprehended by the audience at a single glance [9]. Broadly, the integration of color palettes, typography, and visual composition on the @binarmusik account demonstrates that design serves not merely as an aesthetic embellishment, but as a strategic visual communication vehicle that facilitates information processing, captures user interest, and drives interaction rates on social media platforms.

From a graphic design principles perspective, the color system applied on the @binarmusik account operates beyond mere aesthetic function and directly influences audience *engagement* behavior through psychological and perceptual mechanisms. The use of high-contrast color combinations, particularly bright green against white backgrounds, exploits the *figure-ground contrast* principle in visual perception, enabling the audience to distinguish primary information from secondary elements within a fraction of a second [6]. This perceptual efficiency is directly associated with increased *dwell time* on a post, as audiences do not need to exert additional cognitive effort to parse the visual hierarchy. Furthermore, the consistent deployment of the same color palette across all content segments creates a conditioned recognition response, wherein frequent followers instinctively recognize @binarmusik content while scrolling, thereby increasing the likelihood of a stop-and-interact

behavior. Research in visual communication confirms that color consistency functions as a brand cue that reduces the cognitive load required for content identification, subsequently raising the probability of *engagement* actions such as likes and saves [16]. The strategic introduction of accent colors, such as pink in specific content categories, additionally functions as a *pattern interrupt* that disrupts the visual monotony of a user's *timeline*, drawing disproportionate attention to those particular posts and stimulating curiosity-driven interaction.

The typographic system employed on the @binarmusik account exerts a measurable technical influence on *engagement* through its role in guiding reading behavior and controlling information processing speed. The selection of the Agrandir font family, characterized by its geometric structure and high x-height ratio, enhances legibility at small display sizes typical of mobile screen rendering, where the majority of Instagram consumption occurs. More critically, the application of typographic hierarchy, achieved through deliberate variation in font weight, size, and spatial positioning, constructs a *pre-attentive visual path* that directs the audience's eye movement from the most prominent element toward progressively detailed information. This structured eye-flow reduces the time required for an audience member to extract the core message of a post, a factor that is pivotal given that Instagram users allocate an average of 1.7 to 2.5 seconds of initial attention to any *feed* post before deciding to engage or scroll past [5].

Within the *binarnews* segment specifically, the bold headline positioned at the top of the composition functions as an informational anchor that immediately communicates the news value, triggering a cognitive relevance assessment that determines whether the audience will proceed to read the *caption* and subsequently interact. In the *head to head* segment, the typographic juxtaposition of two competing names in equal weight and size visually encodes the comparative premise of the content, priming the audience for opinion-based *engagement* before any *caption* text is processed.

The visual layout and compositional structure of the @binarmusik content further demonstrate how spatial organization principles in graphic design translate directly into specific *engagement* outcomes. The consistent allocation of 60 to 70 percent of the visual area to photographic content adheres to the principle of *visual weight distribution*, wherein a dominant focal element anchors audience attention and generates emotional resonance prior to intellectual processing [9]. This proportion also aligns with the F-pattern and Z-pattern reading behaviors documented in *eye-tracking* studies of social media consumption, where audiences first scan the upper-left visual anchor before moving toward textual information. The deployment of

grid-based layouts and structural lines within the composition reinforces visual rhythm, which has been shown to reduce perceived cognitive complexity and increase the subjective sense of content credibility, thereby positively influencing the audience's willingness to save or share the content as a reliable reference [6]. Furthermore, the deliberate use of negative space in curated segments such as *listening* and *nada sejiwa* creates a visual breathing room that evokes a calm, reflective mood congruent with the content's purpose of music recommendation, aligning the aesthetic experience with the intended saving behavior. Collectively, these compositional choices demonstrate that layout decisions in social media graphic design are not neutral but are operative variables that shape how audiences cognitively and emotionally respond, ultimately determining the type and depth of *engagement* a piece of content is capable of generating.

Operating in tandem with these visual tactics, the textual and structural message design across the @binarmusik Instagram account exhibits functional variations within each segment, reflecting an audience-centered digital communication strategy. The *news* segment is deployed for rapid information delivery, whereas the *talks* segment offers more profound discussions concerning specific musicians or creative works. The *head to head* format is deliberately engineered to encourage the audience to share their views through a comparative layout, while the *listening* and *nada sejiwa* segments function as curated content, offering tailored song recommendations based on specific thematic narratives. On the other hand, *reels* are leveraged to attract a broader audience base through short-form video delivery. This functional divergence demonstrates that the account operates not merely as a broadcast channel for information dissemination, but as an interactive space that drives active audience *engagement* [3].

The communication of these diverse functions depends not only on the core content type but also significantly on how the message is packaged. The @binarmusik account routinely utilizes various visual and textual *hooks*, including breaking updates, provocative statements, rhetorical questions, and intriguing facts to capture audience attention from the initial *micro-moment*. This packaging approach is highly vital within fast-paced social media consumption environments, as it determines whether an individual will stop scrolling to interact further with the presented content [17].

Furthermore, the structural arrangement of *captions* is organized systematically to reinforce information delivery, typically initiating with a concise introductory *hook* followed by detailed explanations. Within the *binarnews* segment, *captions* tend to be longer and more data-dense, whereas in the *binartalks*

segment, the text serves as a narrative anchor supporting the visual *carousel* slides. This indicates that *captions* are not merely supplementary to the visuals, but represent a fundamental component of the overarching communication strategy customized to the unique character of each content segment [13].

Building upon the structural organization of *captions*, the strategic placement of a *call to action (CTA)* serves as another pivotal element in driving audience *engagement*. These *CTA* are implemented through prompts urging the audience to provide feedback, answer specific questions, or tag their peers. Within the *head to head* segment, *CTA* are deliberately crafted to trigger immediate discussions and constructive debates in the comment section. Conversely, in the *listening* and *nada sejiwa* segments, the *CTA* are geared toward encouraging the audience to save the content for future song reference. This tactical practice illustrates the distinct characteristic of social media as an inherently interactive communication channel that actively involves the audience within the digital communication workflow [5].

In addition to the textual content and message structure, the timing of content distribution represents an equally vital element within the employed communication strategy. Lighter informational content such as *binarnews* is typically released during morning hours, whereas audiovisual-heavy content tends to be uploaded in the afternoon or evening, matching the periods when the audience generally possesses more leisure time to access social media platforms [18]. Synthesizing these elements, the overarching messaging strategy on the @binarmusik account is constructed through an integrated combination of content segmentation, *hook* variations, organized *caption* structures, tactical *CTA* placements, and synchronized distribution timing. This holistic method demonstrates that the applied communication pattern is fundamentally interactive, emphasizing active *engagement* between the media account and its audience within the social media ecosystem [2].

This interactive ecosystem is systematically sustained by a well-coordinated content segmentation structure, which not only delineates distinct content categories but also reflects a highly integrated communication strategy system. Each segment fulfills a unique operational role, yet they collectively complement one another to forge a holistic experience for the audience [13].

The *binarnews* segment acts as a rapid and accessible information source for the public, whereas *binartalks* drives *engagement* through deeper narrative storytelling. Concurrently, the *head to head* format is engineered to stimulate active audience participation through a comparative approach that invites personal opinions and debates. Meanwhile, the *listening* and *nada sejiwa* segments function as curated content that

is frequently saved and repurposed by users, while *reels* serve as a mechanism to expand the account's overall reach to a broader audience via short-form video delivery [13].

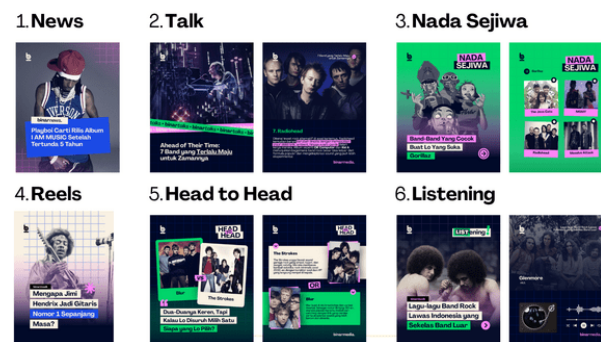


Figure 3. Example of Instagram Content Segmentation @binarmusik

Through this functional distribution, the categorization of content on the @binarmusik account establishes a highly targeted communication system, spanning from rapid information delivery and meaning reinforcement to the stimulation of audience interactions and content-saving activities. This structural segmentation allows the account not only to maintain continuous content diversity but also to manage various dimensions of audience *engagement* simultaneously [14].

Driven by this multidimensional segmentation structure, an analysis of the correlation between content segments on the @binarmusik account reveals distinctive variations in *engagement* patterns, heavily influenced by the intrinsic characteristics of each content type. The *binarnews* segment generally generates a significant number of likes due to its informative and highly digestible nature, making it exceptionally effective for capturing a broad audience reach. Conversely, the *binartalks* segment exhibits a higher quality of *engagement*, as evidenced by elevated numbers of comments and saves. This trend is closely tied to its narrative character, which allows the audience to grasp the context more comprehensively and deliver more personalized responses [3].

In alignment with these distinct segment behaviors, the *head to head* format consistently generates high volumes of comments, as its direct comparative layout naturally provokes the audience to express their contrasting perspectives. Meanwhile, the *listening* and *nada sejiwa* segments demonstrate a participation pattern that leans heavily toward saving activities. This specific pattern indicates that the content possesses practical utility as a reusable reference source for the audience. On another front, the *reels* segment plays a primary role in expanding audience outreach through short-form video distribution, even though it does not always yield deep, text-based interactions such as comments.

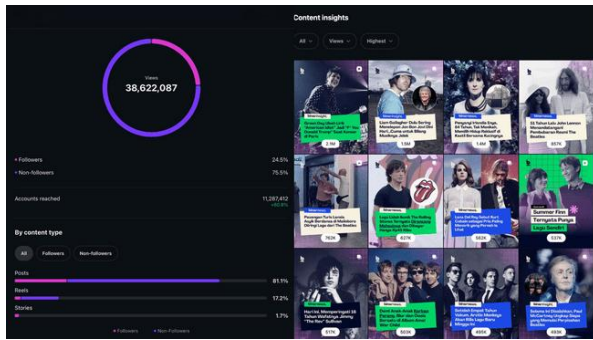


Figure 4. @binarmusik Account Engagement Insights

This extensive outreach capability is empirically supported by *insight* data revealing that 75.5% of the total content reach originates from non-followers, demonstrating a pronounced success in capturing new audiences through strategic content distribution. Furthermore, static *feed*-formatted content dominates the platform's distribution at a proportion of 81.1%, indicating that the account's primary strength lies in using static visuals to secure user interest and convey information rapidly [18]. Consequently, the varied participation patterns across these distinct segments clarify that each content type fulfills a specialized operational role in cultivating audience interaction. Therefore, maintaining structural diversity within content segmentation emerges as a crucial element in sustaining comprehensive, long-term audience engagement [13].

Table 3. Audience Engagement Performance Matrix per Content Segment (@binarmusik Instagram Account)

Content Segment	Reach	Dominant Metric	Interaction Pattern	Primary Function
<i>Binarnews</i>	High	Likes (High)	Information Consumption	Rapid music news delivery
<i>Binartalks</i>	Medium	Saves + Comments	Opinion Participation & Saving	In-depth narrative discussion
<i>Head to Head</i>	High	Comments (Highest)	Opinion Participation	Debate via comparative format
<i>Listening</i>	Low	Saves (Highest)	Content Reference Utilization	Song reference / playlist
<i>Nada Sejiwa</i>	Medium	Saves (Highest)	Content Reference Utilization	Mood-based music curation
<i>Reels</i>	Highest	Reach + Shares	Audience Reach Expansion	Reach new audiences via video

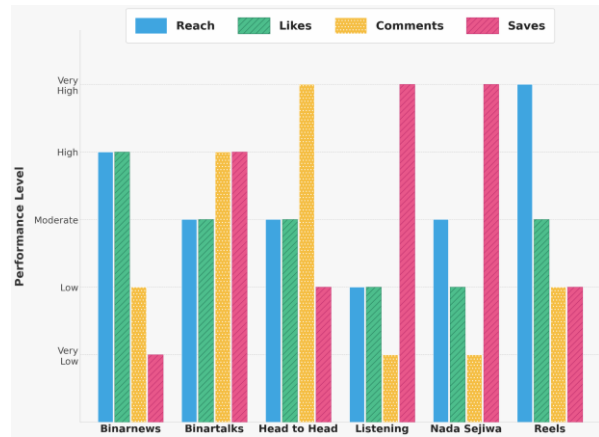


Figure 5. Dominant Metrics per Content Segment of the @binarmusik Instagram Account

Drawing from the synthesized *engagement* metrics across segments and account *insight* data, the audience interaction patterns on the @binarmusik account can be systematically categorized into three primary clusters: information consumption, opinion participation, and content reference utilization. The information consumption pattern is predominantly visible in content types that achieve an extensive reach but exhibit relatively passive interaction rates. This phenomenon indicates that the audience prefers to access information rapidly without initiating further *engagement*, thereby manifesting a type of involvement that is primarily cognitive in nature [3]. This pattern also reflects the previously noted dominance of reach originating from non-followers, which confirms that the content distribution successfully captures new audiences through the mechanism of Instagram's *algorithmic* framework [18].

Conversely, the opinion participation pattern is clearly visible in content that directly invites the audience to respond, such as narrative-driven and comparative content types. This pattern is characterized by a high volume of comments, which demonstrates that *engagement* is influenced not only by the content itself but also by intentional communication prompts that encourage the audience to participate actively [13]. In this context, the audience functions not merely as passive information recipients, but as active contributors to the discussion through the opinions and responses they provide.

In addition to these dynamics, there is an interaction pattern that focuses heavily on content saving. Within this pattern, the audience does not always respond through immediate public actions, choosing instead to save the content for future use. This pattern indicates that *engagement* should be measured not only through publicly visible interactions but also through how the audience utilizes the content for personal needs, such as song references or music recommendations [5].

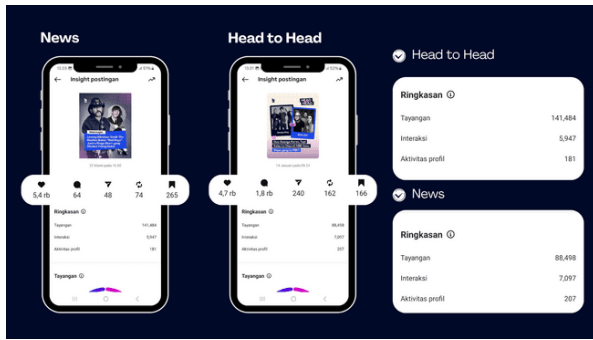


Figure 6. Comparison of @binarmusik Account Engagement

These distinct interaction behaviors demonstrate that engagement within social media platforms is fundamentally multidimensional. Trunfio and Rossi (2021) state that engagement encompasses cognitive, emotional, and behavioral dimensions of the audience toward the presented content. In the context of this study, the information consumption pattern reflects cognitive engagement, opinion participation displays behavioral engagement, and content-saving activity represents functional engagement [13]. The findings of this research indicate that social media operates not merely as an information distribution medium, but as a two-way communication space that grants the audience opportunities to contribute actively within the digital interaction process [2].

Consequently, the ways in which the audience interacts with the @binarmusik account are collectively determined by the interplay between content features, message delivery methods, and platform-specific distribution mechanisms. These three elements are deeply interconnected, establishing how a specific content piece can successfully generate varied types of engagement tailored to each content category.

Synthesizing the comprehensive analysis of content strategies and interaction patterns on the @binarmusik Instagram account, the empirical findings reveal that successful audience engagement is driven not by a singular content type, but by a coordinated combination of content segmentations that fulfill distinct yet mutually supportive roles [13]. Each specialized segment generates a unique dimension of interaction; informational content tends to capture a broader audience reach, narrative and comparative content formats successfully stimulate audience participation via the comment section, and curated content yields a higher volume of saving activities as a form of functional engagement.

Furthermore, the findings demonstrate that message delivery methods including the strategic use of hooks, informative caption structures, and intentional calls to action (CTA) contribute significantly to elevating interaction rates across diverse audience clusters [17]. Content that successfully captures attention from the initial micro-moment while concurrently providing a dedicated space for audience participation exhibits a

higher engagement rate compared to content that merely delivers passive information. Parallel to this, visual attributes heavily dictate audience reactions, wherein the application of high-contrast colors, clear typographic hierarchies, and balanced visual compositions effectively aids the audience in rapidly processing information within the accelerated consumption patterns of social media platforms [15].

Visual components serve not merely as aesthetic elements but function as vital communication tools that assist in delivering information clearly and capturing the audience's attention from the initial micro-moment [6]. Supporting this perspective, existing literature illustrates that the ways in which audiences interact are not confined to a single dimension but are categorized into several distinct clusters, including information consumption, opinion-based participation, and content reference utilization [3]. This indicates that social media engagement is evaluated not only by the sheer volume of interactions but also by the specific types of responses that the audience provides toward the available content.

Table 4. Classification of Audience Engagement Patterns Based on Multidimensional Engagement Framework

Engagement Pattern	Dimension (Trunfio & Rossi, 2021)	Segments	Key Metric & Interaction
Information Consumption	Cognitive Engagement	Binarnews, Reels	High Views & Reach; passive interaction
Opinion Participation	Behavioral Engagement	Head to Head, Binartalks	High Comments & Shares; active debate
Content Reference Utilization	Functional Engagement	Listening, Nada Sejiwa, Binartalks	Very high Saves; content saved as music reference

Consequently, the overarching content strategy on the @binarmusik account can be understood as a well-coordinated online communication network, where content segmentation, visual approaches, and interactive message structures collectively contribute to generating comprehensive audience engagement [5].

4. Conclusions

In conclusion, this study demonstrates that the content strategy on the @binarmusik Instagram account is constructed through a mutually supportive combination of content segmentation, visual design, and communicative message structures. Each content segment fulfills a unique role in cultivating audience engagement, wherein informative content typically captures a broader audience reach, narrative and comparative formats invite active participation through

the comment section, and curated content frequently yields saving activities as a form of reference utilization. Furthermore, the integration of strategic communication elements including *hooks*, informative *caption* frameworks, and intentional calls to action (CTA), alongside the consistent application of colors, typographic hierarchies, and visual compositions, has proven to be highly influential in enhancing content appeal and information legibility.

The empirical findings also reveal that social media audience *engagement* is not a singular dimension but is shaped through diverse interaction patterns encompassing information consumption, opinion participation, and content-saving actions. Therefore, the effectiveness of a content strategy is evaluated not merely by the sheer volume of gathered interactions, but by the content's capacity to build various forms of sustainable audience *engagement*. Consequently, social media content design must carefully balance communication objectives, visual approaches, and audience characteristics to ensure that digital communication strategies operate in a more effective and highly targeted manner.

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