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Digital Branding Strategy through Instagram in Shaping the Brand Image of Giggle's Wedding Organizer

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Abstract

The use of Instagram as a marketing communication medium is increasingly playing an important role in the formation of brand image, especially in the creative services industry such as wedding organizers. Instagram's visual-focused character makes it a strategic space to display brand identity and build audience perception. This study aims to examine how the visual representation of Giggle's Wedding Organizer's Instagram content is displayed, how the brand image is formed, and how the audience interprets the content. This study uses a qualitative approach. Data collection was carried out through interviews and observations on @giggleweddingorganizer_'s Instagram account. The results show that consistent management of visual content, including wedding documentation, uniformity of visual style, and the use of supporting narratives, plays a role in shaping the brand image of Giggle's Wedding Organizer as a professional and trusted service provider. In addition, audiences actively interpret content based on visual experience and preferences, so that meaning helps strengthen the brand's image. This study concludes that the formation of brand image through Instagram is the result of the interaction between the visual representation strategy carried out by the brand and the audience interpretation process of the content presented.

Keywords: Instagram, Brand Image, Wedding Organizer, Digital Market

1. Introduction

The development of digital communication technology in the last five years has fundamentally changed marketing communication practices and brand image formation. Social media is no longer positioned just as a promotional channel, but rather as a strategic communication space that allows organizations to build relationships, identity, and brand meaning on an ongoing basis with their audience. From a communication perspective, social media serves as an arena of symbolic construction, where visual and



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narrative messages are produced, circulated, and interpreted by the audience actively (Wainira et al., 2021) (Schivinski & Dabrowski, 2021).

The intensity of social media use in Indonesia shows an increasing trend. Indonesia's Digital 2024 Report notes that more than 181 million Indonesians are active users of social media, with Instagram being among the most dominant platforms, especially among the productive age. Instagram's character that focuses on content visualization makes it a strategic medium in digital branding practices, especially for industries that rely on aesthetics and visual experience as the main attraction (We Are Social & Meltwater, 2024).

This context becomes more crucial for the creative services industry such as wedding organizers, where products/services are intangible and experience is the core selling point. Since clients can't "taste" the service before the event takes place, they tend to evaluate the professionalism and capabilities of the service provider through visual evidence and testimonials published on social media. Thus, photo/video documentation, feed curation (Lestari Hendra Putri et al., 2023), and narrative structure in captions serve as tangible cues that help audiences assess the quality of service. Empirical research on the context of social media shows a positive relationship between the quality of visual content and the perception of the professionalism of service providers (Mulitawati & Retnasary, 2020) (Novhero Damanik & Aprinawati, 2025).

Visual elements such as color selection, image composition, typography, and layout consistency, play a big role in forming brand associations that are inherent in the minds of the audience. A quantitative study examining the influence of visual elements on (Hana Karlina et al., 2025), instagram feeds found that color, typography, layout, and illustrations simultaneously contribute to increased brand awareness and audience engagement; these findings suggest that a well-planned visual strategy can be an effective instrument in building and reinforcing brand image on visual-based platforms (Awaludin & Wardhana, 2024).

Instagram allows wedding organizers to convey a brand message through a combination of visuals, text, and interaction. Photos and videos of wedding documentation, color tone selection, visual editing styles, and narrative in captions serve as communication symbols that shape the audience's perception of brand identity and character. Visual consistency in Instagram content contributes to building a professional, aesthetic, and trustworthy impression of service providers (Lestari Hendra Putri et al., 2023) (Wahyuni & Sari, 2022).

Previous literature has limitations that open up further analytical space. Many empirical studies tend to focus on one dimension such as visual aesthetics, frequency of posts, or engagement levels, so the picture of digital branding strategies as an integrated process is still relatively fragmented. There have not been many studies that have explored how the elements of content production (photo selection, editing style, captions), interaction management (comment responses, use of stories and reels), and



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feed curation policies simultaneously contribute to the process of brand image formation, especially at the level of operational practice of medium-urban wedding organizers.

Giggle's Wedding Organizer, as a practice entity that actively uses Instagram to showcase portfolios, testimonials, and brand narratives, presents a representative empirical case for this study. Curated upload patterns, color and aesthetic consistency, and forms of interaction with followers show an operational and targeted digital branding strategy. However, an in-depth analysis is still needed that outlines the digital marketing communication process, how message and visual planning is formulated, how audience engagement tactics are operationalized, and how the overall strategy is seen and interpreted by the audience so that it leads to the formation of a certain brand image.

Based on the explanation above, this study was compiled to examine how the digital branding strategy carried out through Instagram is constructed and implemented by Giggle's Wedding Organizer; how its visual, narrative, and interactive elements interact in the communication process, and how the overall practice is interpreted by the audience so as to form a brand image that influences the perception and intention to use the service.

2. Literature Review

Integrated Marketing Communication (IMC) is a communication concept that emphasizes the importance of integrating messages in all organizational communication activities in order to produce consistent meaning in the minds of the audience. IMC serves as a conceptual framework to ensure that every form of communication, whether visual, verbal, or interactive, conveys the brand's identity and values (Rehman et al., 2022). Research in Indonesia shows that the implementation of IMC through social media is able to strengthen brand perception because the audience receives a uniform and easily recognizable message (Lestari et al., 2024).

Brand image is a central concept in the study of brand communication which refers to the collection of perceptions, associations, and judgments formed in the audience's mind towards a brand. Brand image develops through the process of audience interpretation of the symbols, messages, and communication experiences they receive, both directly and through the media. Previous studies have confirmed that (Wardani et al., 2025) brand image is formed through three main elements, namely visual representation, message narrative, and interaction experience. These three elements are interrelated and form the cognitive and emotional associations inherent in the brand. In the context of services, (Schivinski & Dabrowski, 2021) brand image has a very important role because consumers cannot evaluate the quality of service before experiencing it firsthand. A strong brand image helps potential clients build trust and confidence in the capabilities of the service provider.

Instagram is a visual-based platform that has a great influence on digital marketing communication practices. Instagram's visual characteristics allow a brand to build a



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strong image through photos, videos, and short narratives that are aesthetically packaged. Instagram is an effective medium for creating emotional engagement due to its ability to deliver immersive visual experiences. Features such as feeds, reels, and stories allow for a more personalized and interactive communication process. When a brand is able to present an attractive visual identity, the audience tends to judge the brand as more credible and professional (R. P. Lestari & Yuniarinto, 2024) (Hana Karlina et al., 2025).

Based on previous research by explaining that the consistency of narrative and visuals on Instagram increases brand awareness and strengthens emotional connections with audiences. emphasizing the importance of visual elements such as Novhero Damanik & Aprinawati (2025) Awaludin & Wardhana (2024) color tone, composition, and consistency of feed display in shaping the audience's perception of the brand. The aspect of audience interpretation is also a concern in research that shows that audiences interpret Instagram content subjectively based on their experiences and preferences. Jatisidi & Sebastian (2022)

Based on the previous research, it can be concluded that the formation of a brand image through Instagram involves visual representation, quality perception, and audience meaning. However, studies that integrate these three aspects simultaneously, especially in the context of local wedding organizers, are still relatively limited. Therefore, this research is here to fill this gap.

Brand image is a central concept in the study of brand communication that refers to the perception, association, and meaning formed in the audience's mind of a brand as a result of a communication process that takes place in a continuous manner in the perspective of communication science, (Mulitawati & Retnasary, 2020). brand image is not understood as an objective representation of a brand, but rather as a subjective construction formed through symbolic interaction between the messages conveyed by the organization and the process of interpretation carried out by the audience (Martinus & Chaniago, 2017). Therefore, brand image relies heavily on how visual messages, narratives, and communication experiences are represented and interpreted by audiences.

This understanding is in line with the image theory approach in communication, which views image as a mental image as the result of the accumulation of information, symbols, and experiences received by individuals through the communication process. From a communication perspective, (Setiawan & Rahmawati, 2021) brand image is formed through a symbolic process, where brand messages are actively interpreted by the audience based on their experiences and social context (Wahyuni & Sari, 2022).

Brand image theory explains that brand image is composed of several main dimensions. One of the important dimensions is brand associations, which are a set of meanings and attributes that are connected to the brand in the audience's memory. These associations are formed through consistent exposure to messages, particularly through repetitive and structured visual communication. Visual consistency on social media helps



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audiences recognize and associate certain characters with brands (Martinus & Chaniago, 2017).

Another dimension that is no less important is perceived quality, namely the audience's perception of the quality and excellence of a brand. In the context of services, the perception of quality is the main determinant because consumers cannot assess the quality of services directly before use. Therefore, visual representations, service portfolios, and information displayed through social media serve as quality indicators that form audience trust (Febriqa Khairun Nisa & Arqy Ahmadi, 2024). In addition, the formation of brand image is also influenced by the process of audience interpretation of the content presented. The audience interprets the brand message subjectively, so the meaning formed can vary between individuals. This meaning contributes to building the overall brand image through the audience's interpretation of the symbols and messages received (Hana Karlina et al., 2025).

3. Research Method

This study employed a descriptive qualitative approach to explore the digital branding strategy of Giggle's Wedding Organizer through Instagram. A qualitative approach was chosen because this research focuses on understanding communication patterns, meanings, and branding processes constructed through visual and digital interactions rather than numerical measurement. Descriptive qualitative research enables researchers to interpret social phenomena contextually and comprehensively by describing actual conditions that occur in the field (John W. Creswell, 2018). In this study, the approach was used to analyze how Giggle's Wedding Organizer constructs its brand identity through visual representation, captions, audience interaction, and digital engagement on Instagram, as well as how these elements contribute to the formation of brand image among audiences and clients.

3.1. Research Informants and Sampling Technique

The research was conducted at Giggle's Wedding Organizer located in the Cirebon area. The informants consisted of internal and external informants. Internal informants included the owner and Instagram admin of Giggle's Wedding Organizer, as they were directly involved in planning and managing the digital branding strategy. External informants consisted of Instagram followers and clients who had interacted with the account or used Giggle's Wedding Organizer services.

Informants were selected using purposive sampling techniques, namely selecting participants based on criteria relevant to the objectives of the study. The criteria included: (1) actively involved in managing Instagram branding content, (2) having experience interacting with Giggle's Wedding Organizer through Instagram, and (3) understanding the services and branding communication displayed on the account. This



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sampling technique was used to obtain in-depth and relevant information regarding digital branding strategies and audience perceptions.

3.2. Data Collection and Observation Period

Data collection was conducted from December 2025 to January 2026 using three techniques: in-depth interviews, digital observation, and documentation (Scott, 2023). In-depth interviews were conducted with the owner, admin, followers, and clients to obtain information regarding branding objectives, content strategies, audience responses, and perceptions of brand image.

Digital observation focused on the Instagram account @giggleweddingorganizer_, including feeds, reels, stories, captions, visual aesthetics, photography styles, upload consistency, audience engagement, and interaction patterns. The observation period specifically included the analysis of Instagram Insights and Professional Dashboard data from 11 December 2025 to 9 January 2026. Documentation data consisted of screenshots of Instagram posts, engagement statistics, promotional materials, and client testimonials uploaded through Instagram features.

3.3. Data Analysis and Coding Process

The data were analyzed using the Miles and Huberman interactive analysis model, which consists of data reduction, data display, and conclusion drawing. In the data reduction stage, researchers selected and categorized information related to digital branding strategies, visual representation, audience interpretation, and brand image formation.

The coding process was conducted thematically by identifying recurring themes and patterns from interview transcripts, observation notes, and documentation data. Open coding was initially used to identify important statements and recurring concepts from the collected data. These codes were then grouped into broader thematic categories, such as visual consistency, aesthetic representation, audience trust, perceived professionalism, communication style, and brand association. The categorized data were subsequently organized into thematic descriptions to facilitate interpretation and understanding of relationships among findings.

Conclusions were drawn continuously throughout the research process by identifying patterns, similarities, and relationships between interview results, observations, and documentation findings.

3.4. Validity and Trustworthiness

To ensure the validity and credibility of the findings, this study applied source triangulation and technique triangulation. Source triangulation was conducted by comparing information obtained from different informants, including owners, admins, followers, and clients. Technique triangulation was carried out by comparing interview findings with observation results and documentation data.



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In addition, member checking was conducted by reconfirming several findings with informants to ensure that the researcher's interpretations accurately reflected participants' perspectives and the actual research context (Sugiyono, 2023).

4. Result

The results of the research were obtained through in-depth interviews with Giggle's Wedding Organizer's internal informants as well as external informants who are the audience and clients. In addition to interview data, the results of the study were also supported by observations of Giggle's Wedding Organizer's Instagram account.

4.1. Visual Representation of Giggle's Wedding Organizer's Instagram Content

Based on the results of an interview with the admin of Giggle's Wedding Organizer, the visual representation on Giggle's Instagram account was consciously compiled as part of a digital branding strategy. Giggle's brand identity is understood as a wedding organizer who is able to customize the wedding concept according to the client's needs and display a modern wedding style. Therefore, the visuals displayed are geared towards reflecting the versatility of the concept, modern aesthetics, and a professional feel.

Instagram was chosen as the main medium in building branding because it is still considered to be the main channel for potential clients to find information, view portfolios, and conduct initial communication. Instagram features that are considered the most effective to display Giggle's Wedding Organizer services are Reels and Story Highlights. Reels are used to dynamically display wedding moments, while Story Highlights are used to compile portfolios, testimonials, and service information to be easily accessible to potential clients. The process of compiling visual content starts from collecting all client documentation, the admin selects photos and videos that are considered to be able to display the atmosphere of the event aesthetically and naturally.



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Source: Instagram @giggleweddingorganizer_
Figure 1. Giggle's Wedding Organizer Instagram Account

The visual aspect of Giggle's Wedding Organizer doesn't set a specific color palette because each wedding has a different color concept. However, there is consistency in the shooting style, which is soft, candid, and natural. Captions are structured to reinforce the visual message displayed. Admins often use poetic and personal narratives to build an emotional atmosphere that is in harmony with the wedding visuals.

4.2. Brand Image Giggle's Wedding Organizer via Instagram

The results of the interview show that the brand image that Giggle's Wedding Organizer wants to build is a wedding organizer that is modern, professional, and able to handle wedding concepts flexibly according to the client's wishes. The first impression that appears when the audience sees Giggle's Instagram account is a neat, aesthetic visual display, and shows the quality of the work.

The audience considered that the narrative used was not long-winded, but was able to explain the context of the event and the services provided. In addition, the inclusion of vendors involved in each event also strengthens the impression of transparency and professionalism.

Client testimonials displayed through uploads and highlight features are considered an important element in building audience trust. Audiences feel more confident because they can see the client's previous first-hand experience. Internally, these documentation and testimonials function as a digital portfolio that is the main reference for potential clients before deciding to use Giggle's Wedding Organizer's services.



4.3. Audience Interpretation of Giggle's Wedding Organizer's Instagram Content

The results of interviews with the audience show that Giggle's Wedding Organizer's Instagram content is predominantly interpreted as a representation of service quality. Photos and videos of wedding documentation are perceived as tangible proof of Giggle's Wedding Organizer's professionalism. Some audiences stated that the visuals displayed were considered to help the audience get a concrete picture of the quality of the service before making direct communication. However, there are also audiences that interpret Instagram content as an added value, while the main decision is still based on the quality of service and the experience of interacting with Giggle's team.

Captions and narration in uploads are interpreted as visual support. The audience judged the captions used to be concise, clear, and in accordance with the visuals displayed, thus helping to understand the concept of the event and the role of Giggle's Wedding Organizer. The audience judged the admin's prompt, friendly, and informative response as a reflection of professionalism and seriousness in serving potential clients. A convenient communication pattern makes the audience feel closer and trust to Giggle's Wedding Organizer.



Source: Instagram @giggleweddingorganizer_

**Figure 2. Instagram Giggle's Wedding Organizer Period Insights
11 December 2025 – 9 January 2026**

Based on Figure 2, the number of views of Giggle's Wedding Organizer's Instagram content was recorded as 426 impressions. Of these, 94.1% came from accounts that were not followers, while 5.9% came from account followers. This data shows that Giggle's



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Wedding Organizer content has the ability to reach a wider audience beyond its existing follower base.



Source: Instagram @giggleweddingorganizer_

Figure 3. Giggle's Wedding Organizer Instagram Account Professional Dashboard

Figure 3 shows a summary of Giggle's Wedding Organizer's Instagram account performance over the same period, including impressions, interactions, and follower growth. Although the engagement rate is still relatively low, Giggle's Wedding Organizer account continues to experience an increase in followers. This shows that Instagram content serves more as a medium of visual exposure and brand recognition than as a trigger for direct interaction.

5. Discussion

Brand associations are formed through a continuous communication process in which audiences repeatedly receive and interpret brand messages. In digital branding, Instagram functions not only as a promotional platform but also as a medium for constructing symbolic meanings attached to a brand. Visual-based communication is particularly important because audiences generally process visual information before forming cognitive and emotional evaluations of a brand (As Alukal Huda Mei Fani et al., 2024; Awaludin et al., 2024). In the case of Giggle's Wedding Organizer, Instagram content contributes to shaping the perception of a modern, professional, and emotionally engaging wedding organizer.

The findings indicate an interesting contradiction regarding visual consistency. The results show that Giggle's Wedding Organizer does not apply a fixed color palette because each wedding event carries different themes and client preferences. This suggests that visual consistency in Giggle's branding is not constructed through uniform colors, but



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rather through consistent visual approaches and presentation styles. The consistency appears in the use of soft and candid photography styles, organized visual composition, emotional storytelling, and natural editing techniques. This finding demonstrates that consistency in digital branding does not necessarily require identical visual elements, but can instead emerge through recurring aesthetic patterns and communication styles that audiences recognize over time.

This condition reflects a more flexible branding strategy compared to conventional visual branding models that often emphasize strict visual standardization. In the wedding organizer industry, where personalization and customization are highly valued, excessive visual uniformity may even reduce the authenticity of the service displayed. Therefore, Giggle's strategy of maintaining stylistic consistency while allowing variations in wedding concepts can be understood as an adaptive branding approach. This flexibility enables the brand to preserve its identity while simultaneously representing the uniqueness of each client's event. Such findings strengthen the argument that digital branding in service industries must balance consistency with personalization.

In addition to visual representation, the curation process also plays an important role in forming brand associations. Not all wedding moments are uploaded to Instagram; instead, content is selectively curated to display moments considered capable of representing professionalism, emotional value, and service quality. This selective representation functions as a symbolic construction of brand identity. Through repeated exposure to curated content, audiences gradually associate Giggle's Wedding Organizer with organized event management, aesthetic presentation, and emotional wedding experiences. This finding supports previous studies explaining that content curation strengthens brand associations because audiences interpret repeated visual patterns as reflections of brand character (Adi Pratama et al., 2024).

The discussion also shows that Instagram content contributes significantly to the formation of perceived quality. In service-based industries such as wedding organizing, audiences cannot directly evaluate service quality before purchase; therefore, they rely heavily on digital representations displayed on social media. Visual documentation, testimonials, captions, and interaction patterns become symbolic indicators of competence and professionalism. In Giggle's case, the audience interprets neat documentation and responsive communication as evidence that the company possesses organized working systems and reliable service quality.

Perceived quality is not formed solely through aesthetic visuals. The findings reveal that audiences also consider communication responsiveness and informational clarity as indicators of professionalism. This means that audiences evaluate quality holistically, not merely from visual appearance. Previous studies often emphasize aesthetics as the dominant factor in Instagram branding, yet this study suggests that interaction quality also significantly influences audience trust and quality perception. The admin's prompt and friendly responses contribute to reducing uncertainty among potential clients,



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especially in wedding services where trust and emotional assurance are highly important.

Another important finding concerns audience interpretation in the formation of brand image. Brand image is not entirely controlled by the brand itself, because audiences actively interpret content according to their own experiences, expectations, and preferences. Some audiences perceive Instagram content as concrete evidence of professionalism, while others regard it only as supporting information and still prioritize direct communication experiences before making service decisions. This finding indicates that digital branding effectiveness may vary depending on audience interpretation and prior expectations.

The audience's interpretation process demonstrates that brand image is dynamic and continuously reconstructed through repeated interactions with content (Hana Karlina et al., 2025). Testimonials, wedding documentation, and emotional narratives strengthen credibility because audiences tend to trust visual evidence derived from real client experiences. At the same time, the findings suggest that engagement metrics alone cannot fully measure branding effectiveness. Although Giggle's engagement rate remains relatively low, the account still experiences follower growth and reaches many non-followers. This indicates that the primary function of Instagram in this context is not necessarily generating interaction, but increasing visibility, portfolio exposure, and brand recognition.

The discussion confirms that Giggle's Wedding Organizer's digital branding strategy is built through the integration of flexible visual consistency, emotional content curation, perceived professionalism, and audience interpretation. The study also demonstrates that in personalized service industries such as wedding organizing, successful branding depends not on rigid visual uniformity, but on the ability to maintain recognizable communication patterns while accommodating diverse client identities. Therefore, brand image formation on Instagram is not only determined by the content produced by the brand, but also by how audiences interpret and negotiate the meanings conveyed through digital interactions.

6. Conclusion

This research shows that the visual representation of Giggle's Wedding Organizer's Instagram content is built through consistent and curated visual management, especially through wedding documentation, uniformity of visual style, and the presentation of supporting narratives. The visual representation functions as a symbolic communication medium that conveys brand identity and values to the audience. Through this strategy, Instagram is used not only as a digital storefront, but as a means of forming a brand image that reflects the professionalism, neatness, and quality of services offered by Giggle's Wedding Organizer.



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The results show that audiences actively interpret Giggle's Wedding Organizer's Instagram content based on their experiences, visual preferences, and expectations for wedding services. The process of meaning contributes to strengthening the brand image that has been built through the visual representation of the content. Thus, the formation of the brand image of Giggle's Wedding Organizer is the result of the interplay between the visual communication strategy carried out through Instagram and the audience's interpretation of the content presented, which confirms the importance of the role of social media as a strategic communication space in the practice of branding creative services.

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