

INSTAGRAM CONTENT DESIGN STRATEGY TO BOOST CONSUMER APPEAL FOR EL BEAUTY SALON ON SOCIAL MEDIA EL BEAUTY

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ABSTRACT

Instagram social media, which was originally shown as a photo and video sharing application between users, is now increasingly shifting because it is used to promote a product/service. These results are based on the increasing use of Instagram which is getting faster every day, so that it is used as an opportunity by business actors who are already big or just starting a business. Instagram content design responds to this phenomenon which is proven by the increase in features to support marketing. Many things can be used by services/products to develop their companies with Instagram content design to promote products and services. However, not many business actors use Instagram features other than in the form of photos and content. This study uses a literature review method and is studied with the theory of visual elements, content, and theories related to marketing a content. The results of the study using the literature review method show that the Instagram content design strategy on social media is very efficient in increasing consumer appeal on social media for the El Beauty salon.

Keywords: Instagram content design; consumer attraction; social media.

INTRODUCTION

Social media is a digital platform that enables users to share, create, and interact with content online. It is an integral part of internet development and is widely used by users to create various types of content, as well as by many individuals and businesses to market products in the commercial world. Leon A. Abdillah (2022: 17) states, "Digital marketing has become a business trend in the current information age. The ability to disseminate information through multiple channels makes digital marketing the primary and most up-to-date choice for businesses to market their products and services." However, this does not mean that content design is not important. It requires elements that are appealing to attract social media users to purchase the products being offered.

The development of social media with its various features and advantages has enabled the internet to be used as a super-fast promotional tool, allowing information to be disseminated electronically (Ramaputra et al., 2021). The diverse functions of social media offer several advantages in conveying information. Information dissemination through social media can reach a wide audience, is not time-dependent, and can be accessed anywhere and anytime.

Social media is an extremely effective promotional tool because it can disseminate information quickly and widely. Social media encourages anyone interested to participate by contributing and providing feedback openly, commenting, and sharing information quickly and without limitations (Cahyono, Anang Sugeng, n.d., 2021). Currently, promotional activities on social media are increasingly developing with the emergence of various platforms, one of which is Instagram. Promoting on Instagram is relatively easy and quite effective if managed properly. Instagram, which was originally intended as an application for sharing photos and videos between users, has shifted its focus to advertising products/services. This shift is based on the rapid increase in Instagram usage, which has been seized as an opportunity by both large and new businesses (Ayu et al., 2022).

Instagram is not only popular for personal accounts but also serves as a popular platform for brands and companies. One of the reasons consumers are attracted to Instagram is the engaging content posted on brand accounts (Nurimani & Rachmawati, 2022). Instagram is widely used by millennials in developing their businesses because of its efficiency. The benefits of Instagram have been highlighted by Nafsyah et al. (2022), who noted that Instagram is a medium with appeal through its diverse forms of messages and content, such as videos, photos, infographics, and live videos, which can spread quickly with a wide reach.

To enhance consumer appeal, Salon El Beauty conducts marketing and promotions through Instagram with attractive design strategies, such as price discounts. Additionally, customers who become regular clients of Salon El Beauty are consistently featured as models on their Instagram account, creating a special impression that sparks consumer interest. This is also highlighted by (Fa'ziyah Maulidah, Irma Russanti., 2021): "Consumer interest can arise due to stimuli or incentives offered by sellers, such as promotional tactics like price discounts, as well as the products/services offered, which must align with consumers' preferences and needs." Sensitivity to needs must always be honed to increase consumer interest.

By reading the huge opportunities in its development by utilizing Instagram on social media as a consumer attraction, Salon El Beauty has taken tactical steps with various attractive designs in the features available on Instagram, because after all, consumers are the main target in the management of Salon El Beauty on social media. This refers to consumer behavior trends where consumers plan, consider, and decide to purchase or use a product or service, prompting various methods to attract consumer interest. As stated by Herlinda (2023), to enhance appeal, information technology capable of attracting consumers is necessary. With technological advancements and changes in consumer behavior, this becomes increasingly important for marketing performance.

The use of Instagram features such as Stories and Reels allows the salon to stay connected with its audience in real-time. These features enable them to provide instant information about promotions or service changes, thereby increasing customer engagement (Kevin & Wibowo, 2024). El Beauty Salon effectively posts content on Instagram and communicates through comments on Instagram.

Salon El Beauty continues to try to understand the characteristics and behavior of consumers, which is very important for Salon El Beauty to learn and master in developing its business. This is also stated by (Putri et al., 2022) in their research, which states, ". "Consumers, with their behavior, represent a form of bargaining power that serves as one of the competitive strengths determining the intensity of competition and profits in the sale of products or services." Additionally, service responses to customers must be prompt to ensure customers feel satisfied.

Analysis from various sources and literature, as well as input from fellow entrepreneurs in the salon industry, was then summarized by Salon El Beauty, leading to the idea of utilizing Instagram as a social media platform for the development of Salon El Beauty. Especially with the rapid growth of social media, it is not only used for less beneficial purposes. Utilizing social media, particularly Instagram, in a business is an effective strategy with great potential to increase consumer appeal through the posting of attractive designs. Similarly, according to (Syifa & Widiana, 2024), promotions through social media platforms, especially Instagram, play a crucial role in attracting consumer interest.

Social media, especially Instagram, is not only a communication tool but also a platform for interaction and engagement that can influence consumers' interests and decisions when choosing specific products or services. Based on the background outlined above, the author is interested in conducting research at Salon El Beauty with the title "Instagram Content Design Strategies to Enhance Consumer Appeal on Social Media."

RESEARCH METHODS

This study uses a qualitative approach because the researcher aims to gain an in-depth understanding of the experiences related to the Instagram content design strategy used by Salon El Beauty. Data was obtained directly from the owner and customers of El Beauty through interviews and observation. Data analysis is the process of simplifying data into a form that is easier to read and understand so that the researcher obtains a clear picture of the state of the object and the results of the study.

RESULTS AND DISCUSSION

Based on the researcher's observations and interview data, it can be concluded that the history of Salon El Beauty is not only marked by the number of customers, but also by **future Instagram design strategies**, both in terms of service, photos, videos, prices, etc. This is for the future progress of the salon in maintaining and increasing the appeal of salon customers.

Elfiro, the owner, said that the appearance of colors, typography, images, photos, and videos is an important factor when posting on Instagram. "I try very hard every time I want to post something related to the salon so that it doesn't look disappointing. Instead, what I post becomes an attraction for Instagram users," Elfiro added.

Feedback from customers is one of the salon's key references in this regard. El Beauty Salon opts for soft and elegant colors that reflect a professional and friendly image. This certainly becomes a unique attraction for its customers. "Many salons use colors that are sometimes too bold and very boring, but Salon El Beauty is different. Every time you see their posts on Instagram, the colors used are very friendly and professional." The choice of colors for customers is something that is very important to consider. Offering and providing solutions for customers is also done by Salon El Beauty.

From the consumer's perspective, the typography, word choice, and design are seen as expressions of customer satisfaction, which psychologically increases the desire of Instagram users. "The customers' words are often posted and turned into quotes, so we feel that this is a form of customer satisfaction in terms of service and results," the words of customers turned into quotes are rarely used by other salons, making this a unique identity for Salon El Beauty. In an interview, the owner explained that typography is utilized in customer expressions, which are then turned into quotes by Salon El Beauty, making it a distinctive feature. "I like creating quotes that come to mind, turning customer expressions into quotes, and it turns out that this successfully attracts other users," the owner stated.

For customers interested in images and photos, most stated that they felt intrigued and wanted to try Salon El Beauty's services after seeing a photo of one of its customers on Instagram. The owner revealed that they use unedited photo reels posted on Instagram, without any additions or alterations to the photos. This allows users to assess and decide to visit and try the salon's services directly. "Every photo posted is an unedited reel of customers, so Instagram users who see them feel curious and usually try the salon's services," Instagram also features videos, and some customers prefer watching videos of the salon's services. The video content is a key focus for Salon El Beauty on Instagram. "The videos posted by Salon El Beauty are very enjoyable to watch. Honestly, I discovered this salon because I saw their videos on Instagram," said one customer. This is undoubtedly one of the key factors behind the salon's success with its video posts on Instagram.

Closing the interview, the researcher asked about Salon El Beauty's future development plans on Instagram. The owner mentioned that she will add and pay close attention to everything posted on Instagram related to Salon El Beauty. She will create a new appearance and focus on service and customer satisfaction.

Thus, this interview demonstrates that Instagram is an effective social media platform for Salon El Beauty in its Instagram content design strategy and plays a key role in salon development and enhancing customer appeal.

Doc. photos – photos on Instagram



Consumer Perceptions of El Beauty Salon

To obtain accurate information based on facts in the field, the researcher interviewed nine consumers who had used the services of El Beauty Salon. To facilitate understanding of the interview results, the researcher summarized the results of the interviews with the nine respondents. Respondents were selected purposively, considering variations in age, gender, purchase frequency, and experience in using Salon El Beauty services. Respondents consisted of students, college students, employees, housewives, etc.

Instagram is a social media platform used by almost everyone. Its comprehensive features, including photos, videos, hashtags, etc., make it easy for consumers to learn about Salon El Beauty. Everything, from customer makeover results, wedding photos, hair care, etc., can be accessed on Salon El Beauty's Instagram.

Some respondents interviewed by the researcher stated that they learned about Salon El Beauty not only through face-to-face interactions with customers but also through Instagram. "The Instagram content of Salon El Beauty presents services visually, aesthetically, and clearly. The feed is neat, the colors are consistent, and the before-and-after posts are real, which makes us interested," said one respondent.

Not only that, but almost all customers of Salon El Beauty receive good, friendly, and gentle service. Salon El Beauty, which is directly managed by its owner, provides maximum service to customers, making them feel happy and satisfied.

From the interview summary, the researcher concluded that the Instagram content design used by Salon El Beauty is highly effective in increasing customer appeal on social media.

Field Observation Results

Field observation was conducted by the researcher as an important method in qualitative research to gain a comprehensive understanding of the situation on the ground. This study aims to examine in depth the Instagram content design strategy used by Salon El Beauty to increase consumer appeal on social media. The observation was conducted for approximately one month at the Salon El Beauty location.

The owner of Salon El Beauty has demonstrated seriousness in building their business. In addition to complete equipment, there is also a good mobile phone. The owner uses this communication tool to implement the Instagram content design strategy by downloading the Instagram application and posting everything related to the salon.

During the observation, the researcher also opened Instagram to see the content on the salon owner's Instagram account (Salon El Beauty) to verify the owner's statements. Additionally, coincidentally, there were several visitors at the location during the observation, and the researcher had a brief conversation with them about why they chose Salon El Beauty. Without realizing it, the visitors showed the researcher their Instagram feeds, indicating that their interest in Salon El Beauty was sparked by the information and designs they saw on Instagram.

Based on the observation results, the researcher has begun to identify the common thread in the Instagram content design strategy, where Instagram has become an important social media platform in the journey of Salon El Beauty from its initial stages to its current growth. Instagram has made it easier for Salon El Beauty to be recognized by the general public.

In this discussion, a comprehensive analysis of the data will be presented in accordance with the research title, "Instagram Content Design Strategy in Enhancing Consumer Appeal on Social Media." In this modern and technologically advanced era, with the rapid development of social media, things are different from previous eras. Therefore, the utilization of social media plays a crucial role in the business sector.

In today's digital age, social media plays a vital role in the marketing strategies of various types of businesses, including beauty salons. One of the most effective platforms is Instagram. In the digital age, the way businesses market their products or services has also changed, particularly due to the emergence of various social media platforms. Instagram, one of the most popular social media platforms today, allows users to share photos, videos, and other visual content (Tjokrokartono, 2024). With its large user base and focus on visual content, Instagram is an ideal platform for promoting services, reaching new customers, and building brand image. El Beauty Salon uses Instagram to showcase customer makeovers, share hair and skin care tips, and highlight the salon's comfortable and professional atmosphere. Through features like Instagram Stories, Reels, and Live, interactions with customers become more personal and dynamic. Additionally, using relevant hashtags and location tags can help reach a wider audience.

Customer testimonials, before-and-after treatment photos, and discount promotions also increase trust among potential customers while encouraging engagement. Consistency in posting attractive and high-quality content will strengthen the salon's branding and increase customer loyalty. With the right strategy, Instagram is not only a promotional tool but also a medium for building a community and expanding the salon's market reach in a sustainable manner.

Instagram Content Design Strategy Used by Salon El-Beauty

In this study, several Instagram content design elements used by El-Beauty Salon to attract consumers have been identified. These elements include:

1. **Color:** El-Beauty Salon uses soft and elegant colors that reflect a professional and friendly image. Pastel colors such as pink, light blue, and cream are often used in their content to create a comfortable and calming impression.
2. **Typography:** Clear and easy-to-read fonts are carefully selected. The typography used tends to be simple yet elegant, in line with the beauty theme offered by the salon.
3. **Images and Photos:** The images uploaded showcase the quality of the salon's services, with before-and-after photos of treatments providing visual proof of the services' success. In addition, photos of the salon's interior and the final results of treatments are also used to give the audience a deeper insight into the quality and atmosphere of the salon.
4. **Video:** Tutorial and service promotion videos are an integral part of the content strategy. El-Beauty Salon also uses *Instagram Stories* to share short moments that show the salon's activities, such as customer treatments, beauty tips, and customer testimonials.

Analysis of Consumer Engagement with Instagram Content

Based on data collected during the research period, several results can be analyzed to measure how effective the content design strategy is in attracting consumers' attention:

1. **Engagement:** Instagram content that uses attractive designs, especially *before-after* images, gets higher interaction rates, with an average of 200 *likes* and 30 comments per post. This indicates that the audience feels engaged and interested in responding to the content.
2. **Reach:** Posts that include appropriate and popular hashtags successfully reach a wider audience. One post with a relevant hashtag reached 5,000 unique users within 24 hours of publication.
3. **Conversion Rate:** The use of video tutorials and service promotions on Instagram Stories showed an increase in conversions, with more than 10% of the audience who watched the videos going on to send a direct message (DM) to ask more about the services.
4. **Audience Sentiment:** Sentiment analysis of audience comments and reactions shows that most of the audience responded positively to the uploaded content, with 80% of comments being positive, focusing on the quality of service and attractive content design.

Factors Affecting the Success of El-Beauty Salon's Content Design

Several factors affecting the success of the Instagram content design strategy in increasing consumer appeal at El-Beauty Salon include:

1. **Consistency in Branding:** Content design that is consistent with the salon's brand identity, such as the use of colors, typography, and a uniform photography style, gives a professional impression and makes it easier for the audience to recognize the brand.
2. **Relevance to Audience Preferences:** More personal content, such as customer testimonials and behind-the-scenes looks at the salon, is well received by local audiences, who feel more connected to the brand.
3. **Timely Posting:** Posting content at the right time, such as during lunch hours or after work, contributes to increased reach and engagement.

Building Emotional Connections With Customers Through Instagram

Instagram has become one of the most effective social media platforms for building relationships between businesses and consumers, including in the beauty industry such as salons. Through Instagram, El Beauty Salon not only showcases their services, but also forms emotional connections with customers.

Consumers are increasingly engaged with the visual content presented by salons, such as before-and-after hair styling, hair care tips, treatment process videos, and customer testimonials. Visual content in the form of before-and-after videos or photos has proven effective in shaping consumer perceptions and preferences. Furthermore, social media algorithms work to tailor content to users' interests, making the messages received more relevant and persuasive (Maghfiroh et al., 2025). Interactive features such as Instagram Stories, Polls, Q&A, and Live are also utilized to increase engagement, allowing consumers to feel more connected and heard. This engagement is evident from the increasing number of likes, comments, and shares on each post. Additionally, the DM (Direct Message) feature serves as an active communication channel where consumers can directly consult or make reservations. It is also common for consumers to share their experiences on their personal Instagram accounts and tag the salon's account, thereby strengthening digital word-of-mouth promotion.

The consistent, aesthetically pleasing, and relevant content posted by Salon El Beauty on Instagram serves as the primary bridge in building customer loyalty. As a result, the relationship built with customers becomes a strong connection to the salon. Thus, the relationship established through Instagram is not merely an online interaction but an integral part of the marketing strategy that directly impacts the growth of Salon El Beauty.

Consistency in Design and Posting Schedule on Instagram

Based on interviews with informants regarding the use of Instagram as a strategy to enhance social media appeal, it was found that Instagram has significantly helped Salon El Beauty in terms of promotion, attracting new customers, and gaining recognition among various demographics. In line with this, the proper use of Instagram, including attention to design and posting schedule, is crucial to achieving the desired results.

Content designed with harmonious colors, clear typography, and concise yet impactful messages is more likely to capture users' attention as they scroll through their feeds. In addition to design, timing is also a key factor. Posting promotional content at optimal times, such as during lunch breaks (around 11:00 AM – 1:00 PM) or in the evening (around 7:00 PM – 9:00 PM) when people are more active on social media, can increase reach and engagement. By combining effective visual design with strategic timing, the chances of a successful promotion are significantly higher.

Therefore, the consistent application of design and timing is highly influential for Salon El Beauty, as these are the times when people are most likely to open Instagram. This has been proven by Salon El Beauty, which has grown to its current success.

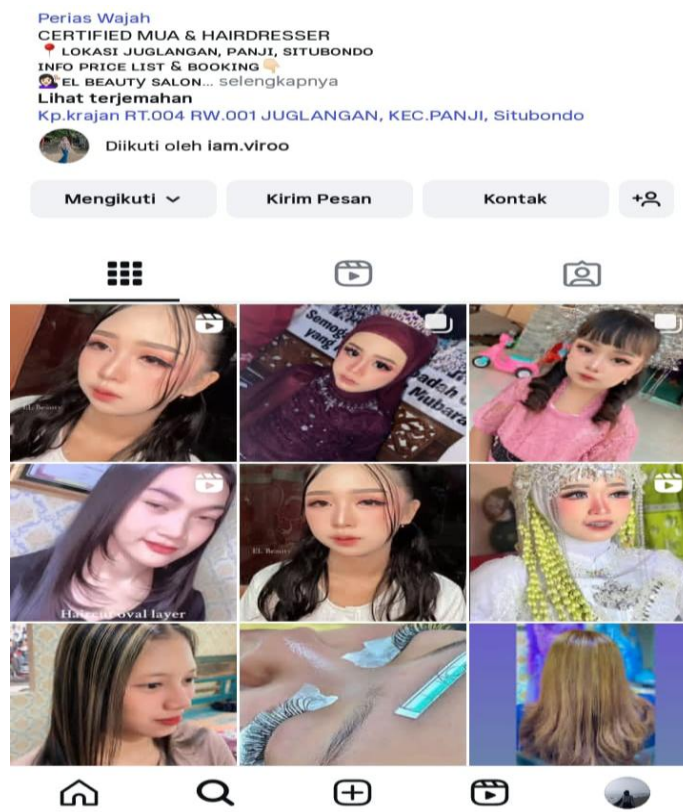


Figure 1. Images on Instagram

CONCLUSIONS

Based on the results of the research and discussion outlined above, it can be concluded that the Instagram content design implemented by Salon El-Beauty has proven effective in increasing consumer appeal. The use of design elements that are in line with the brand image and audience needs, as well as the utilization of Instagram features such as Stories and hashtags, help expand reach and increase interaction with consumers. In addition, the success of this content design strategy is also supported by Salon El-Beauty's keen eye for creating content that is not only aesthetically pleasing, but also relevant and provides useful information to the audience. By maintaining consistency in design and always focusing on service quality, Salon El-Beauty is able to maintain its appeal on social media and drive sustainable business growth. Consistency in branding, alignment with audience preferences, and choosing the right time to post are three aspects that support each other to increase consumer appeal towards Salon El Beauty on Instagram. With visual consistency, relevant content, and the right timing, the potential for interaction and conversion can increase significantly. This is what Salon El Beauty has been doing since its inception until it grew to what it is today.

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