

ABSTRACT

This final project aims to address the issue of low engagement rate on the Instagram account @techno_infinity, owned by PT Teknologi Olah Daya Informasi. The strategy implemented involves developing relevant and engaging visual content through a structured process, which includes ideation, content briefing, design execution, evaluation, and publication. A total of 101 content pieces were produced during the internship period, consisting of three content types: reels videos, carousel posts, and single posts.

Based on testing results using metrics from Instagram Insights, there was a significant improvement in performance. Views increased by 116%, likes by 198%, and comments by 650% compared to the period before the content development. These results show that a well-structured visual approach can effectively enhance audience engagement. This strategy proves that optimizing visual design elements has a strong impact on user attention and response on social media.

Keywords: *visual content, social media, engagement rate, content design, Instagram, content development*