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by Caroline Caroline

Enhancing Public Awareness of the Designer Profession: Visual Communication Strategies in Instagram Campaigns

Abstract. *In the rapidly evolving digital era, social media, particularly Instagram, has become a primary platform for visual communication. However, public awareness of the designer's role remains limited. This study aims to explore effective visual communication strategies for enhancing public awareness and understanding of the designer profession through social media campaigns. The methods used include data analysis from questionnaires collected from campaign-exposed audiences, and applying descriptive and inferential statistical techniques to assess the relationship between campaign exposure and increased awareness. The study's results indicate that visual elements, such as color palettes, typography, and narratives' storytelling significantly influence audience engagement and their understanding of the designer profession. While the campaign successfully captured attention, a communication gap still needs addressing to improve its effectiveness. This research offers critical insights for designers and marketers in crafting more impactful social media campaigns. It underscores the necessity of a targeted approach to elevate public appreciation for the designer profession.*

Keywords *Designer Profession, Social Media, Visual Communication Strategies.*

INTRODUCTION

In the rapidly evolving digital era, social media has become a primary communication tool for individuals and organizations to engage with their audiences. Platforms like Instagram enable a more impactful and effective delivery of visual messages compared to text-based communication. Images, videos, and infographics play a crucial role in capturing attention and conveying information swiftly and in an easily digestible manner. However, despite social media's prominence as an information-sharing platform, public awareness of the designer's role in society remains limited (Y. Li et al., 2024). This situation creates a need for more targeted communication strategies to enhance understanding and appreciation of the designer profession. Consequently, well-designed visual campaigns are essential, especially amidst the intensifying competition for content visibility on social media.

Previous research indicates that visual communication strategies significantly enhance the effectiveness of social media campaigns. According to (León et al., 2022), strong and consistent visual elements can extend a campaign's reach and greatly increase audience engagement. (Rawat et al., 2021) add that the use of color, typography, and other visual elements plays an important role in reinforcing brand awareness and campaign appeal. Furthermore, (Franconeri et al., 2021) emphasize the importance of understanding the audience and cultural context when designing effective visual communication. (S. S. Li et al., 2024) demonstrate that campaigns that overlook audience preferences tend to be less effective in fully delivering their messages. Therefore, a strategy that integrates compelling visual elements with a profound understanding of the target audience is needed to raise awareness of the designer profession through social media.

Although various studies have highlighted the importance of visual communication strategies in social media campaigns, there remains a research gap specifically focusing on the designer profession. (Putri, 2021) examined the effectiveness of visual communication in enhancing brand awareness but did not discuss strategies relevant to non-commercial professions like designers. (Elkhattat & Medhat, 2022) emphasize that visual elements such as color and typography can increase audience engagement; however, their research is limited to product promotion. (Shaughnessy et al., 2022) stress the importance of understanding the audience and cultural context, but they have yet to address how professional audiences respond to campaigns focused on creative professions. (Poecze et al., 2022) show that social media metrics like "likes" and "shares" are often used to measure campaign success, but these do not always reflect a deeper appreciation of the content. (Faus et al., 2022) also highlight the need for more comprehensive evaluation methods to assess campaign impact on audience perception but do not explain how visual strategies can be optimized for creative professions. Therefore, this study aims to fill that gap by exploring effective visual communication strategies for increasing public awareness of the designer profession on social media and by providing more precise metrics for assessing its impact.

This study aims to test the hypothesis that well-designed visual communication strategies, when implemented through social media, can significantly improve public awareness and understanding of the designer profession. Additionally, it seeks to provide practical guidelines for designers and marketers in crafting more effective social media campaigns, particularly in the context of creative professions. By offering in-depth insights into the use of strong visual elements, this research aims to help optimize campaign appeal to a broader audience. Another objective is to enhance public appreciation for the designer's critical role in society, both in aesthetic and functional aspects. This study will also evaluates the extent to which visual elements such as color, typography, and layout can influence audience perception and engagement. Through this approach, it is hoped that the research will bridge the gap between creativity and effectiveness in social media campaigns.

LITERATURE REVIEW

A. Visual Communication Strategies

According to (İrem & Özkan, 2024), visual communication strategy is a planned approach that leverages visual elements such as images, colors, and typography to convey messages effectively. This strategy primarily aims to establish an emotional connection between the sender and the recipient of the message, which is expected to deepen the audience's understanding and influence

public perception of a particular brand or issue. Visual communication also enhances the appeal of messages, making them easier for the audience to remember. (Roth, 2021) adds that integrating visual media like graphic design and video can create engaging and consistent narratives, making the message more relevant to the communication goal. This approach emphasizes the importance of synergy between visual elements and narrative to achieve effective communication. (Günay & Günay, 2021) further emphasize that this strategy blends art and science, requiring a deep understanding of the audience and cultural context to achieve optimal impact.

In today's digital era, visual communication strategies are increasingly essential, as visual content dominates various platforms. (Hamizar et al., 2023) argue that consistency in visual elements, such as logos, color palettes, and design style, not only strengthens brand recognition but also fosters positive associations that support consumer loyalty. On social media platforms, visual content like infographics, videos, and animations has proven to be more effective in attracting attention than plain text, as it is easier to understand and aesthetically appealing. Visuals also simplify complex information, enabling the audience to better comprehend and retain messages. (Lim, 2022) adds that elements like color, symbols, and typography can influence the audience's emotional responses, with typography and color enhancing the message's character. Consequently, collaboration between designers and marketing teams is essential to ensure the visual elements used are relevant to communication goals and aligned with the target audience.

B. Social Media

Social media has evolved into a digital platform that facilitates interaction and collaboration among users globally. (Castaño-Pulgarín et al., 2021) define social media as a collection of internet-based applications that utilize Web 2.0 technology, enabling users to actively create and share content. (Castillo et al., 2021) add that social media fosters collaborative engagement in content production and distribution through web networks. Additionally, (Jain et al., 2021) emphasize its social dimension, describing social media as an online network that helps individuals build profiles, establish connections, and maintain relationships. Thus, social media serves as a primary tool in digital communication, facilitating the exchange of information across various platforms like Facebook, Twitter, and Instagram, which support content creation and distribution for individuals and organizations alike.

The transformation of social media has evolved from a simple discussion forum into a complex digital ecosystem with diverse features catering to users' needs, such as status updates on Facebook, tweets on Twitter, and visual content on Instagram. These platforms have become essential tools for building social networks, both for personal and professional purposes and play

a crucial role in the business world. (Chaudhary et al., 2021) explain that social media analytics help companies track campaign performance and understand consumer behavior, facilitating marketing through paid advertisements and engaging content. However, social media also presents challenges, such as the spread of misinformation and negative impacts on mental health, particularly concerning social comparisons. On the other hand, social media has become an important tool in social advocacy, as seen in movements like #BlackLivesMatter and #MeToo, which have driven global social change. In education and visual communication design, social media enables professionals to share knowledge and showcase creativity; however, uncontrolled usage can decrease productivity, highlighting the need for policies that encourage balanced and responsible usage.

C. The Designer Profession

The designer profession plays a crucial role in creating visual solutions that are not only aesthetically pleasing but also meet user needs and support business objectives. According to (Sameti et al., 2022), designers are involved in a creative process that combines aesthetics, functionality, and user comfort, demanding a balance between creativity and sensitivity to market demands. (González-Zamar & Abad-Segura, 2021) add that this profession requires an integration of art and science, positioning designers as both artists and problem-solvers who utilize technical and analytical knowledge. In an increasingly competitive digital era, (Wang et al., 2021) highlight the importance of innovation in bridging user needs with creative solutions, which significantly contribute to the market and enhance business value. Designers, therefore, hold a dual responsibility: to create appealing aesthetics while also building meaningful user experiences.

In fulfilling their role, designers must be able to craft visual concepts applicable across various media, including print, digital, and physical products, while always considering functionality and end-user satisfaction. Mastery of fundamental design principles, such as proportion, color, typography, and composition, is essential for effective results. Additionally, designers need to stay proficient in the latest design technologies and software, given the rapid technological advancements reshaping the design industry. (Nguyen & Mougenot, 2022) argue that communication skills and teamwork are also crucial, as many design projects require interdisciplinary collaboration to ensure optimal results aligned with audience needs. Furthermore, (Ericson, 2022) asserts that design ethics play an important role, as designers must consider the long-term social and ecological impact of their work. (Cascini et al., 2022) emphasize that adaptability to diverse cultural contexts and keeping pace with global technological trends are key factors in maintaining competitiveness within the dynamic design industry.

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D. Success of Visual Campaigns on Instagram

Research on the success of visual campaigns on Instagram underscores the importance of visual elements in capturing audience attention and strengthening brand identity. (Primasiwi et al., 2021) suggest that visual quality, such as sharp images, appropriate color choices, and layout supporting brand narrative, are key factors that enhance audience engagement through indicators like likes, comments, and shares. Effective visual strategies allow brands to deliver messages emotionally and directly, boosting content appeal while fostering consumer trust. Additionally, (Jones & Lee, 2022) highlight that the use of relevant hashtags and narrative captions can expand content reach and reinforce message resonance with the audience, though excessive hashtag usage should be avoided to maintain a professional impression.

Moreover, (Naeem & Ozuem, 2021) stress that User-Generated Content (UGC) plays an important role in enhancing audience engagement, as it is perceived as authentic and relevant, fostering an emotional connection between the brand and its audience. Collaboration with influencers is also an effective strategy, with (Farivar & Wang, 2022) stating that partnerships with influencers who align with the brand's identity can extend reach and enhance campaign credibility. (Nicoli et al., 2022) affirm that a visual storytelling approach that inspires or raises social issues can deepen audience emotional engagement, motivating them to interact more actively with the content. Overall, this research shows that successful visual campaigns on Instagram require a combination of engaging visual elements, audience participation, and strong narratives to foster deep engagement and reinforce brand identity.

METHODS

This study adopts a quantitative approach, utilizing a survey method to assess the effectiveness of Instagram campaigns in raising awareness about the designer profession. Data collection was conducted through a questionnaire distributed to active Instagram users. The questionnaire was designed to explore several aspects, such as users' awareness levels, perceptions, and participation in the examined campaign. It includes 20 questions divided into three main sections:

Awareness Level: This section covers questions regarding respondents' familiarity with the ongoing campaign and their understanding of its message. Sample questions include, "How frequently do you see content about the designer profession on Instagram?" and "Do you feel this campaign has introduced new information about the designer profession?"

Perception of the Designer Profession: This part assesses how respondents view the designer role after exposure to campaign content. Questions include, "Do you consider the designer profession

more important after viewing this campaign?" and "How has this campaign influenced your perception of the value of the designer profession?"

Participation and Engagement: This section evaluates the extent of respondents' involvement with the campaign, such as whether they participated in related challenges, commented, or liked the posted content. Sample questions are, "Have you participated in the campaign by posting related content on Instagram?" and "How frequently do you interact with the campaign content (like, comment, share)?"

The study sample consists of 200 active Instagram users aged 18 to 35. The sample was selected using a purposive sampling method, considering this age group as the most active Instagram users with a high likelihood of engaging in social media campaigns. The age range of 18 to 35 was chosen as it includes individuals who frequently interact with social media and are more likely to engage in creative activities and show interest in design professions.

Data collected from the questionnaire were analyzed using descriptive and inferential statistical techniques. Descriptive analysis was conducted to describe the frequency distribution of respondents' answers to each question, such as the average levels of awareness and perceptions of the designer profession. Inferential analysis, specifically Pearson correlation tests, was performed to assess the relationship between campaign exposure on Instagram and increased awareness of the designer profession. Statistical software, such as SPSS, was used to calculate these results, enabling the testing of statistical significance in evaluating campaign effectiveness. These statistical analysis results provide deeper insights into how visual elements in Instagram campaigns influence audience awareness and perception of the designer profession, as well as how audience engagement levels contribute to campaign success.

RESULTS

Respondent Characteristics

The survey involved 200 active Instagram users aged 18–35 years, a demographic chosen for its high engagement with social media campaigns and relevance to the study's objectives. Among the respondents, 60% identified as female and 40% as male. The majority (65%) were university students, followed by professionals in the creative industry (20%) and other occupations (15%). In terms of Instagram usage patterns, 70% of respondents reported daily usage, while the remaining 30% used the platform several times a week. Most respondents (75%) had prior exposure to campaigns related to creative professions, including design, highlighting the relevance of this sample to the research focus.

Descriptive Analysis

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The descriptive analysis of survey responses indicates that the majority of respondents demonstrated moderate to high levels of awareness regarding the designer profession following the campaign. On a five-point Likert scale, the average awareness level was 4.2, indicating that respondents largely agreed that the campaign improved their understanding of the designer profession. Similarly, perceptions of the profession's value averaged at 4.0, with 80% of respondents agreeing or strongly agreeing that the campaign positively influenced their view of designers' roles. Engagement metrics such as likes, comments, and shares also reflected high participation levels, with 60% of respondents actively interacting with campaign content.

Pearson Correlation Analysis

A Pearson correlation analysis was conducted using SPSS to examine the relationship between exposure to the Instagram campaign and awareness of the designer profession. The results revealed a strong positive correlation ($r = 0.78$, $p < 0.01$) between campaign exposure and increased awareness, indicating that respondents who frequently interacted with the campaign content were more likely to have a higher understanding of the designer profession. Additionally, a moderate positive correlation was found between campaign exposure and engagement levels ($r = 0.62$, $p < 0.05$), suggesting that frequent interaction with campaign content was associated with higher participation in activities such as liking, commenting, and sharing posts.

Key Insights

These findings underscore the effectiveness of visually driven campaigns on Instagram in enhancing audience awareness and engagement. The strong correlation between campaign exposure and awareness levels highlights the importance of consistent visual elements and engaging content in driving the success of social media campaigns. Furthermore, the moderate correlation with engagement metrics suggests that while exposure plays a significant role, other factors, such as the quality of content and storytelling elements, may also contribute to audience participation.

Based on in-depth research that includes brand audits and brand awareness tracking, the author found that the three campaigns executed on Instagram have not met the expected standards for effective communication, message consistency, and visibility. The author also noted that these campaigns lack clear direction, making it challenging for the audience to recall and understand the intended message. Although the campaign visuals successfully captured attention and sparked curiosity, none of them were implemented with long-term objectives. Consequently, these campaigns failed to establish a strong connection with the audience, thereby diminishing overall effectiveness.
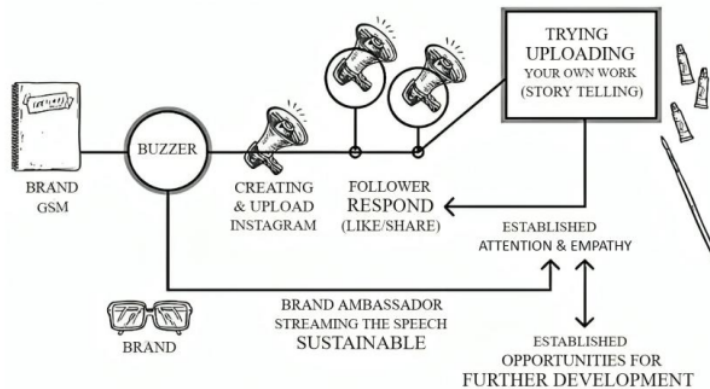
Figure 1. *Campaign Work Plan Scheme*

Figure 1 illustrates the strategic flow of the campaign from the planning to the implementation stages. Each block in the scheme represents the key steps taken in designing the visual campaign on Instagram. The explanation should cover how each stage interrelates and supports the primary campaign goal of increasing awareness of the designer profession.
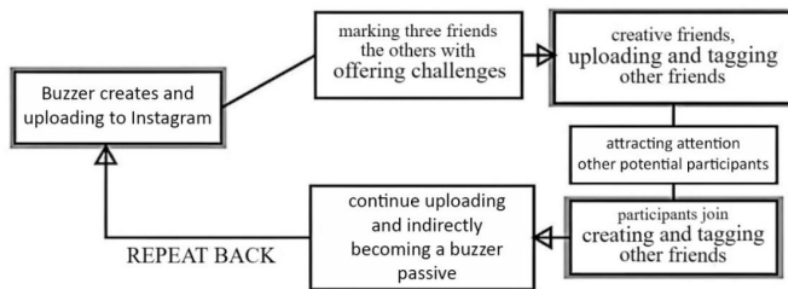

Figure 2. *Mass Communication Strategy Scheme*

Figure 2 depicts the campaign dissemination mechanism through social media, particularly Instagram, designed to expand the message reach. A more in-depth explanation can detail how this mass communication strategy operates, including the role of influencers in delivering the campaign message to a broader audience. Additional context on the impact of this strategy, such as how follower growth affects user engagement and whether it directly supports increased awareness of the designer profession, would also be beneficial..

The "mass mechanism" strategy aims to grow the follower base of the 'Humanizing Creative Workers' campaign on social media, with a focus on broadening reach and increasing campaign exposure. This approach aligns with the existing work plan to ensure every effort to

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attract new followers continues to support the campaign's goals and activities. This strategy is designed to enhance public awareness of the campaign's visibility, with the expectation of significant growth in followers, thereby strengthening the campaign message's impact and effectiveness. If follower growth stagnates, this strategy will serve as an alternative approach to reassess and adjust tactics, ensuring growth targets remain attainable. The strategy is implemented by having an influencer post their work on Instagram and challenge three friends to do the same. This challenge fosters the organic spread of the campaign, engaging more participants who act as passive influencers, further expanding the campaign's reach and attracting additional participation. In this way, the strategy effectively leverages social networks to amplify the campaign's visibility and overall impact.
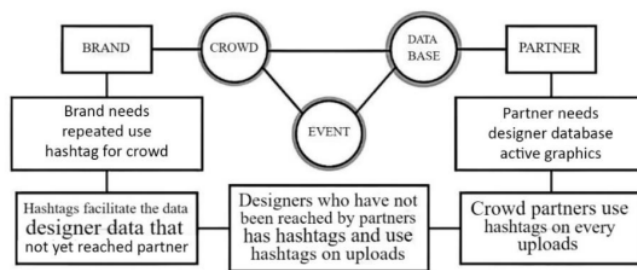

Figure 3. *Brand Partner Mechanism Strategy Scheme*

Figure 3 illustrates the Brand Partner Mechanism Strategy Scheme. This scheme demonstrates how collaboration with other brands is utilized to increase campaign exposure. In the explanation, include data or results showing increased interaction during the campaign and how the synergy between the campaign and the partner brand helps reinforce the primary message intended to be conveyed.

The "Brand Partner Mechanism" strategy is designed to be implemented in the 'Humanizing Creative Workers' campaign collaboration with other brands, aiming to leverage partnerships to enhance the campaign's visibility and reach. During the collaboration, this strategy focuses on increasing interaction through the use of specific hashtags, aiming to broaden the audience exposed to and engaging with the campaign content. By maximizing the use of hashtags throughout the collaboration period, this strategy seeks to create a synergy between the campaign and the partner brand to amplify a wider impact. Both visual and verbal analysis indicate that highly appreciated works succeeded in capturing attention and generating positive responses due to the effective use of design elements. A minimalist design with a white background, an emphasis on empty space, and simple yet elegant elements creates a focused and unambiguous impression. Moreover, narratives containing humor also enhanced audience engagement, showing that the

combination of a clean design and humor effectively generates significant impact and appreciation for the work.

Figure 4. *Example of Campaign Logo*

Figure 4 showcases an example of the campaign logo. This image should be described with a focus on visual elements such as the colors and symbols used. For example, explain how the color orange was selected to symbolize creativity, and how the robot element serves as a metaphor to deconstruct traditional perceptions of the designer profession. This explanation can strengthen the argument about how visual elements can influence audience perception of the campaign's message.

The author decided to simplify the term "humanizing" in the logo design because the word was too lengthy and not clearly legible in the limited space of an Instagram profile picture. The color orange was chosen for the logo as it is often associated with creativity, while simultaneously serving as a critique of common colors used in the industry, such as parking attendant vests, construction signs, and worker uniforms. Meanwhile, the robot image in the logo was used as a form of critique or satire on the representation of the word "human," which is perceived as overly mechanical or lacking in humanistic qualities. The robot symbol was selected to highlight the contrast between the depiction of humans and machines, thereby delivering a stronger message regarding this distinction.
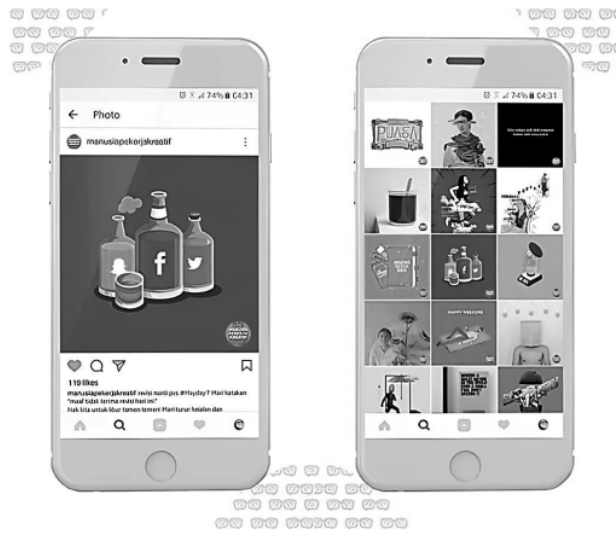
Gambar 5. *Visual Examples of Campaign Posts According to Visual Study*

Figure 5 illustrates Instagram posts from the campaign. This image demonstrates how visual elements are applied in practice. The explanation should include how the use of minimalist design, color palettes, and a clean visual style helps capture the audience's attention. Additionally, describe how the interconnectedness of these posts as a whole creates a consistent narrative, reinforcing the campaign's message and enhancing audience engagement.

In addition to maintaining visual consistency, the design appreciation strategy also requires verbal consistency in constructing the campaign's narrative on Instagram. This verbal consistency is crucial to ensure that the message is conveyed clearly and effectively, while also attracting attention, raising awareness, and encouraging audience engagement. Key elements of verbal consistency include the campaign's persona and character, language style, and content management. The campaign's persona and character should align with its visual identity and objectives to create a harmonious experience for the audience. The choice of address in the narrative helps build a closer connection with the audience, while proper content management ensures that the message remains consistent with the overall campaign strategy and supports the established goals.

PERSONA BRAND

Helping to define the brand to appear on a personal level and emotional if imagined in a real figure.
real.

An educated graphic designer
Gender-neutral
Aged 24-26 years (young adult)

Figure 6. *Example of Campaign Persona*

BRAND CHARACTER

The characteristics that serve as the foundation for the brand in posting and responding to participants. These traits are derived from the brand's core mantra (tagline), which is: #AppreciationNotFreebies #IAmACreativeWorker.

Communicative

Friendly and responsive to participant feedback.

Enthusiastic in providing information and responding to participant comments.

Educational

Expressing opinions that are logical and well-founded.

Delivering information that is insightful and valuable.

Staying up-to-date with information related to the field of graphic design and its developments.

Competent

Responsible for the information and responses provided.

"Understanding and being aware of the context of the information shared.

GREETING

Helping brands come closer by evoking a sense of ownership of ownership in campaign participation.

Titles for admins & participants
Mimin, Creative comrades

Greeting
Hello; Good morning/afternoon/evening (introduction)
Keep appreciating! (closing)

CONTENT MANAGEMENT

Assisting admins and brand ambassadors in determining ideas for image topics or post captions on social media. Each text or image uploaded is sourced from admins, brand ambassadors, and selected participants.

Education

Did You Know
(Creative World News)
#DidYouKnow

Learning Appreciation
#LearnAppreciation
HumanizingCreative-Workers

Services

Quote from Senior Designer
InspiringQuote

The Story of Creative Worker
Let'sEmpathize
#NeedAPicnic

Information

Memorial Day and Current Evens
#CreativeToday

Figure 7. *Examples of Campaign Character, Address Terms, and Content Management*

Studies on visual communication strategies in social media emphasize the importance of consistent and engaging visual design in capturing the audience's attention. Successful Instagram campaigns typically employ integrated design elements, such as harmonious color palettes, clear typography, and relevant images, to convey messages and strengthen awareness of the designer profession. A strong brand identity, established through integrated visual design, distinguishes campaign content from other social media content, making it more easily recognizable. Consistent verbal messaging that supports the visuals is also crucial; clear, engaging messages tailored to the target audience can maximize the campaign's impact. The use of humor or storytelling in the narrative enhances engagement and positive responses from the audience, while the alignment of language style and visual elements strengthens brand recognition and makes information more memorable for the audience. Effective content management, supported by active interaction through Instagram features such as hashtags, stories, and IGTV, as well as engagement strategies involving audience participation through comment responses, contests, or giveaways, are crucial factors in expanding the reach and increasing the visibility of the campaign on social media.

DISCUSSION

The findings of this study demonstrate the significant impact of visually driven Instagram campaigns on increasing public awareness and engagement with the designer profession. The results indicate that targeted visual communication strategies, incorporating cohesive design elements and engaging narratives, effectively capture audience attention and enhance their understanding of the designer profession.

Key Findings and Implications

1. Awareness and Perception

The descriptive analysis revealed a significant improvement in awareness and positive perceptions of the designer profession among respondents. The average awareness level of 4.2 on a five-point scale highlights the effectiveness of the campaign in delivering its message. These results align with prior research emphasizing the role of visually appealing content in strengthening message retention and enhancing audience understanding (León et al., 2022). The correlation analysis further supports this finding, showing a strong positive relationship ($r = 0.78$, $p < 0.01$) between campaign exposure and awareness levels. This underscores the necessity of consistent and high-quality visuals in social media campaigns, particularly for non-commercial professions like designers.

2. Engagement Metrics

The engagement metrics, including likes, comments, and shares, reflect high audience

participation, with 60% of respondents actively interacting with campaign content. The moderate positive correlation ($r = 0.62$, $p < 0.05$) between campaign exposure and engagement suggests that while visual elements successfully attract attention, deeper engagement may depend on additional factors such as storytelling, relevance of content, and the use of interactive features. These findings resonate with studies by Primasiwi et al. (2021), which highlight the importance of combining visual strategies with audience-driven narratives to foster higher interaction rates.

3. Strategic Visual Elements

The campaign's use of color palettes, typography, and storytelling emerged as key contributors to its success. Respondents noted that vibrant and dynamic visuals created a modern and approachable impression of the designer profession. Additionally, storytelling elements, such as the inclusion of design process illustrations, fostered emotional connections with the audience, making the campaign more relatable and memorable. These findings align with the principles of visual communication strategy, which emphasize the integration of art and narrative to influence audience perception (Franconeri et al., 2021).

Challenges and Future Directions

Despite these successes, the study identified a communication gap, as some respondents expressed only a moderate increase in their understanding of the designer profession's value. This highlights the need for more detailed and explanatory content to complement visually driven campaigns. Future campaigns could integrate interactive features, such as polls or quizzes, to engage audiences further and assess their understanding in real time.

Additionally, the reliance on a single platform (Instagram) limits the reach to other potential demographics. Expanding campaigns to other platforms, such as TikTok or LinkedIn, could help diversify the audience and ensure broader impact. Exploring multimedia elements, such as video tutorials or AR-enhanced content, could also provide more immersive experiences, enhancing both engagement and educational outcomes.

Contribution to the Field

This study contributes to the growing body of knowledge on visual communication strategies by demonstrating their applicability beyond commercial contexts. It provides empirical evidence that visually driven campaigns can successfully promote non-commercial professions and influence audience perceptions. By emphasizing the integration of high-quality visuals and storytelling, this research offers practical insights for designers and marketers seeking to elevate public appreciation of creative professions.

CONCLUSION

This study emphasizes the importance of effective visual communication strategies on social media, particularly in Instagram campaigns, to raise awareness about the designer profession. The findings indicate that strategically designed campaigns can strengthen design promotion by utilizing visually appealing and relevant elements to capture attention and increase audience engagement. The presence of influencers or buzzers in the campaign helps to organically expand reach, increasing visibility and interaction with the target audience. Moreover, the use of Instagram's interactive features, such as stories, hashtags, and challenges, has proven effective in reinforcing the campaign's message and broadening participation. Direct interaction through comments, likes, and shares also fosters a closer community within the design world. Therefore, consistency, professionalism in visual design, and the delivery of high-quality content with clear and relevant messages are key to achieving optimal campaign results.

Based on these findings, several recommendations are proposed for future research to strengthen visual communication strategies on social media, especially on Instagram. Future studies could explore specific visual elements such as color palettes, typography, and the most effective use of imagery in attracting audience attention. Additionally, further research could focus on the impact of narrative style and campaign language on audience awareness and perceptions of the designer profession. Elements like humor, storytelling techniques, and educational information could be examined in greater depth to understand how they influence audience engagement. It is also essential to investigate the role of interactive features such as Stories, IGTV, and hashtags in expanding campaign reach. Content management and direct interaction with the audience should be deeply analyzed to provide further insights into how to build strong and effective relationships with target audiences.

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