VISUAL COMMUNICATIONS ATTRACTING FOLLOWERS ON MSCS SCHOOL INSTAGRAM ACCOUNT

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ABSTRACT

In Indonesia, the development of social media is very fast. This can be seen from the number of active users using social media such as Instagram and other social media. Therefore, this research aims to investigate the visual communication attracting the followers to school Instagram account MSCS. This research used Visual Communication, Image Composition, Aesthetics, Visual Literature and Interest theories. The theories were used to assess whether photos uploaded in MSCS Instagram were effective to communicate visual messages. The method used in this research was a descriptive qualitative method. For selecting the samples of the present study, the authors employed a purposive sampling technique. Data collection techniques included interviews, observation and documentation. This study found the desired visual communication was the photos that were capable of showing either students or teachers during the teaching and learning activities. They had to be equipped with clear captions, color photos and standardized layout/templates. Moreover, the photos uploaded had to be able to display photos with stories while touching the emotions or feelings of the followers. In so doing, these strategies could bring messages or school values to attract more followers.

Keywords: *APA, Qualitative, Research, Academia, Social Media, Visual Communication, Interests*

INTRODUCTION

The world nowadays is getting fuller and fuller with a great amount of information, whether it is from television, newspapers or online media. According to Forman and Argenti (2005), this change in the world of information technology makes schools or educational organizations shift from printed media to online social media. It is because they are capable of reaching more people regardless of place, distance and time and with more cost effective. Through the advancement of online social media information, a school is also able to present information through various visual forms more attractively.

Benwell (2014) said that social media is an alternative for expensive and time consuming marketing campaigns small businesses have utilized it well. Tuten
(2008) also said that social media is a very effective technique in tracking consumer behaviour, which helps to identify new marketing strategies. Along with building brand awareness social media gives the brands more credibility as it enhances brand image. The most essential benefit of using social media is creating a communication bridge between the brands of school and the customers (parents and students). The benefit is usually reflected in the new student admission.

Then, why Instagram is chosen as an effective marketing tool than other social media. Based on Jason Miles' Book (2013): "Instagram Power: Build Your Brand and Reach More Customers with the Power of Pictures", Miles emphases that Instagram is an effective tool to reach the consumers. Today more than 5 million photos are shared on Instagram on a daily basis. Nowadays 50% of the top brands use Instagram as a marketing channel. Instagram has an easy to use platform with minimal conversation. Also, it is much easier to use and in terms of followers' expectations, Instagram's users

are satisfied with only sharing some pictures daily with minimal description than using Facebook that needs more intensive participation.

Costill (2013) also suggests that all industries could use Instagram as an effective marketing tool. Here some industries that take ooportunities to advertise their brand on Instagram. Delo (2013) observed that Michael Kors (MK) Ads could attract arround 34,000 new followers after 18 hours, Ben & Jerry's ad could gain 249,000 likes and 6,500 comments after four days. Lexus's ad could gain 185,000 new followers and 6,000 comments. Through these examples of using ads on Instagram, it has already shown the effect of content on audiences in order to determine the effectiveness of ad recall and brand awareness (Miles 2013) . The CEO of Track Maven, also confirmed that the most interesting discovery was the use of hashtags on Instagram. People could discover or search content they need so they could find the product or service on Instagram. Instagram relates people and the businesses. In this study, the followers of MSCS Instagram account also could find information about school activities through hashtag they write.

Here are some previous studies that have relevance to the issues to be studied:
1. Research conducted by Maria Hellberg (2015) entitled "Visual Brand Communication on Instagram: A Study on consumer engagement". The research method used is the method of in-depth interviews with 10 urban women Instagram users in Finland. The results showed that the form of a brand visual communication could make the followers participate on Instagram actively (engagement) and could generate a positive emotional response. A content that impact personally will arouse the enthusiasm of follower to engage in Instagram accounts, such as commenting or likes photos.
2. Research conducted by Kally A. Lavoie (2015) entitled "Instagram and Branding: A Case Study of Dunkin 'Donuts". The research method is the analysis method of 12 posts Instagram Dunkin 'Donuts account. The results showed that Dunkin 'Donuts was able to brand itself on Instagram, a social media app with its popularity as a communication tool and engaging Dunkin' Donuts fans through unique and interesting content.
Based on the background, the authors formulate the problem as follows: How is the visual communication able to make followers interested in MSCS School Instagram accounts?

This research aims to investigate the visual communication that attracting the followers to favor MSCS School Instagram account and to create marketing tools for MSCS School: brand awareness and customers engagement. Then the expected benefits in terms of theoretical, this research can see how far the application of the theory of visual communication in social media, so as to contribute in the science of online marketing. In terms of practical benefits, this research will provide benefits, first of all positive benefits for MSCS schools to know the visual communication that interest by the followers on social media Instagram school. Based on this background, the researchers have managed to look into how visual communication makes followers interested in School Instagram account. For that reason, the title of this study is "VISUAL COMMUNICATIONS ATTRACTING FOLLOWERS ON MSCS SCHOOL INSTAGRAM ACCOUNT"

LITERATURE REVIEW
Visual Communication
According to Business Dictionary (2015) Visual Communication is an expression of ideas and information using visual forms. Presentations can be photos, graphs or diagrams to demonstrate ideas or data.

Image Composition (Framing)
The composition of an image is worth considering. In addition to the selection of materials, color (color) and game layout also play an important role in giving powerful impacts on communication. (Fahmy *et al.*, 2014).

Aesthetics
Aesthetical aspect on images is a factor that make people willing to do further analysis. It is this aesthetic that generates more emotional responses to the viewer. (Jamieson, 2007).

Visual Literature
Pictures do not simultaneously state something explicitly. Instead, they allow their viewers to draw their own conclusions if visual communication is more likely to provide an opportunity to communicate products or services in a much better way. A visual literature becomes relevant if people are able to criticize and interpret a picture and message in the pictures (Fahmy et al., 2014).

Interest Theory
Interest is a behavioral tendency oriented to a particular object, activity or experience. That tendency among individuals is not equally intensive (Eysenck, et al., 1972).

Background Social Media
According to Haenlein and Kaplan (2010) Social Media is an internet-based application group built on the foundation of Web 2.0 ideology and technology, and which allows the creation and exchange of content among Internet users.

Instagram
According to Instagram "About Us" (2011), the word Instagram comes from two words. "Insta" is derived from the word "instant", closely related to a Polaroid camera or better known as "instant photo". Meanwhile, the word "gram" is derived from the word "telegram" that depicts how the images are able to send certain information to others quickly.

RESEARCH METHODS
The subjects of this study were parents of MSCS School students, school employees and Social Media experts who had Instagram accounts and became the followers. They were the key informants who provided useful information to develop MSCS School Instagram. The objects of this study were visual communication of the images attracting the followers of MSCS School Instagram account. This research was conducted in MSCS School as a research site from August to October 2017.

In this research, the sampling technique of the present study was purposive sampling. With this technique, the samples were intentionally selected since they had knowledge about Instagram and visual communication attracting MSCS School Instagram account followers. The key informants were divided into two groups. The fort group were the people who were able to provide comprehensive and relevant information to this research. They were three parents and three MSCS Elementary school teachers who had good interests and knowledge about Instagram and were able to provide ideas related to Instagram school accounts.

The second group was the Important Informant. They were one observer and practitioners in the field of Social Media. The data analysis techniques of this present study were adopting Mc Drury's ideas (in Moleong, 2012) who described the stages of qualitative data analysis as follows: reading/studying data, marking the key words and ideas in the data, studying the key words, trying to find the themes derived from the data, writing down the 'model' and the coding.

To guarantee the validity and reliability, the following steps were taken: comparing observational data with interview data, comparing what people said to the public including with what was said personally, comparing what people said about the research situation with what they said all the time, comparing people's circumstances and perspectives with different opinions and views from various classes, comparing the results of interviews with the contents of a related document.

DATA ANALYSIS AND DISCUSSION
MSCS School was optimistic with this rapidly evolving technology development that was able to provide benefits in communicating information about teaching and learning activities to parents as school customers.

Visual Communication
Visual communication in Instagram School is an information that should have been constructed and created in order to communicate the messages to parents, students, prospective parents and teachers or

school staff who are the followers' school Instagram accounts. The school managing Instagram account should also plan what things the school wishes to deliver to parents, students and prospective parents. Planning activities determine the theme or value or philosophy about what they upload in school Instagram. In so doing, the school Instagram followers are able to understand the messages or information the school wants to convey. The results of interviews with several informants indicated that the followers were attracted with the images depicting the students' learning activities process.

Table 1. Managerial Implications of Visual Communication

Managerial Implications of Visual Communication	
Before the Research	**After the Research**
Photos or Images were posted on Instagram school accounts only show photos of race events, or school event announcements	Photos uploaded can be varieties starting with a photo showing the process of activities in the classroom, photos of outdoor learning activities.
There was no caption that describes the school activity was happening.	Captions or quotes will strengthen information or messages then it hopes it can convey parents of students, students or prospective parents.
The absence of schedule or planning to upload photos in school account Instagram.	Each photo which was uploaded in the school Instagram account will be well-planned in order to deliver messages or info appropriately to the user Instagram school account.

Source : Data Processed

Image Composition (Framing)
Selection of color/tone to be uploaded in Instagram as well as the image layout could give positive effects to the followers. The standardized photo colors, photo layouts and template templates made messages or school values well conveyed to the parents, students and prospective parents.

The use of the swipe feature from right to left also helped to clarify the order of the composition of the image. As a result, the message could be easily caught by the followers of the school Instagram account.

Table 2. Managerial Implications of Framing

Managerial Implications of Framing	
Before the Research	**After the Research**
School Instagram account did not have a unique template, so the viewer can not recognize directly, whether this photo belongs to Mawar Sharon school or not.	The template will be redesigned so the settings will look more interesting. Each thematic photos (quotes, announcement, school activities or student's achievement) ill have diffrent template style.
Tone or color of the photo still has a color difference because the person who sent the photo gives a different photo tone so that the photo's display is also different.	Content Manager will socialize about the tone / color of photos that become the photo standard for School Instagram accounts.
There was a Collage Photos in the same template so it looks complicated and full.	Content Manager can display some photos using swipe mode from right to left to see the sequence of photos.

Source : Data processed

Aesthetics

According to www.cybermediacollege.net.id, visual communication is a science that develops visual communication language in the form of messages, values or mindsets. When doing so, the school was able to provide visual information, effectively and efficiently while improving the image of an organization or a company. To improve the aesthetics of images uploaded on Instagram schools, school Instagram holders had to select photos of students or teachers with certain expressions. These pictures were informative more than just documentation.

Tabel 3. Managerial Implication of Aesthetic

Managerial Implication of Aesthetic	
Before the Research	**After the Research**
The photos that were downloaded on Instagram School have not shown the aesthetics of a photo or image.	The photographs can present a happy, thoughtful, sad, touched expression, so that the message that conveyed by the school can be communicated effectively and precisely .

Source : Data processed

Visual Literature

Communication interactions in Instagram schools between Content Manager and their followers took place in different forms such as what they were viewing in Instagram school photos, how the followers viewed about the uploaded photos, explaining what messages the school was trying to convey to parents, students and prospective parents. These activities were effective to prevent misunderstanding between the school and the followers.

Table 4. Managerial Implications of Visual Literature

Managerial Implications of Visual Literature	
Before the Research	**After the Research**
Uploaded photos only show photos without any message explanation.	The uploaded photos will tell a story so that School Instagram followers will understand the message or the values which the school has.

Source : Data processed

Interest

When the followers became engaged in giving their like or comment responses, the school Instagram managers had to be able to analyze the photos. In such conditions, they had to explain the aesthetical beauty of the photos in terms of color composition and nice layouts clearly, communicatively and appropriately. Another way to increase the followers' interest was to create interactions through questions, comments using IG Story or IG Live features.

Table 5   Managerial Implications of Interest

Managerial Implications of Interest	
Before the Research	**After the Research**
Displayed Photos were shown as a documentation only so that Instagram followers gave less attention either in giving likes or comments.	Displayed photos will feature interesting color compositions, storylines and aesthetic display of the beauty of a photo so that the message to be received clearly by the followers of School Instagram.
Instagram accounts show only the photos.	School Instagram account can use Instagram facility like IG Story and IG Live so the followers of School Instagram can see and interact by giving likes or comments actively.
Content Manager only downloads photographs as documentation report form	Content Manager will write captions in the form of questions to establish an

without involving the interaction between followers and School Instagram account.	interaction between school Instagram followers with the school itself.

Source : Data processed

CONCLUSION

The following conclusions are based on the results of the present study:

1. Visual communication attracting the MSCS School Instagram followers is photos that are capable of showing the activities of the students or teachers during the teaching and learning process. These photos have to be equipped with captions explaining about what, where and what purpose the activities have.

2. Color photos, model layout on a photo or template of the MSCS Instagram have to be standardized so that the followers can easily recognize the typical MSCS Instagram account.

3. Aesthetical aspects of the pictures or photo in MSCS School Instagram can be highlighted through stories which are able to touch the emotions or feelings of users who see MSCS Instagram account.

4. Photos or videos displayed on MSCS Instagram accounts have to able to bring messages or school values to Instagram MSCS users.

5. One of the successful characteristics of MSCS School Instagram is seen from how the messages are effectively communicated. By displaying photos that the on-going activities along with the questions, these strategies are likely to attract and build interactive relationships and the interests of MSCS Instagram account users.

SUGGESTION

1. Further research can add at least 2 informants for each category so that the data obtained can provide confirmation that has been obtained in previous research. Then the category of informants needs to reach 7-12 students, as 13-18 year olds. Including these categories in the study will give different angles to the next research.

2. Further research can compare Instagram with other social media. In so doing, the data become more effective to display visual communication to social media users.

3. Subsequent research can perform empirical tests with limited scope to test the dominant factors affecting interest in visual communication through Instagram.

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