

## Audience Interpretation Of Instagram Social Media Content @ipt\_trisakti As Promotional Media: Analysis Of Receptions At The Trisakti Tourism Institute

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### ABSTRACT

In the digital era, social media, especially Instagram, has become vital in marketing educational institutions such as the Trisakti Tourism Institute (IPT). This research focuses on the audience's interpretation of IPT Trisakti's Instagram content to measure the effectiveness of marketing strategies and positive interactions. It aims to analyse the audience's understanding of Instagram social media content @ipt\_trisakti as promotional media and describe and analyse ideological practices in Instagram @ipt\_trisakti social media content as promotional media. This research uses a critical paradigm with a qualitative approach. The audience reception research uses Stuart Hall's theory, which is related to encoding and decoding and reception theory. With this theory, the author will see how audiences interpret messages according to the form of audience reading, whether audiences carry out hegemonic reading, negotiation, or opposition to messages conveyed through promotional content on Instagram media. The qualitative analysis method is applied using the Nvivo 12 Pro software. Data collection in this research used in-depth interview techniques, observation, and literature study. The practical implications of this research are significant, providing valuable insights that can help academic institutions effectively build their image in society's eyes and meet their audiences' needs.

**Keywords:** Audience acceptance, Instagram, Ideology, Stuart Hall theory

### INTRODUCTION

In an increasingly advanced digital era, social media has become an essential marketing communications tool for building relationships with students. Social media as a marketing communication means new opportunities for educational institutions, such as the Trisakti Tourism Institute, to reach and interact with audiences. With the rapid growth of social media users, especially in Indonesia, platforms such as Instagram have become very relevant in conveying messages about study programs, campus activities, and other information to prospective students in an exciting way.

Instagram has become a popular social media platform among students and the younger generation. According to the Hootsuite (We Are Social) Indonesian Digital Report research institute, Instagram is in second place as the platform with the most significant

number of users in Indonesia in January 2023. This shows Instagram's great potential as a marketing communications tool for educational institutions like the Trisakti Tourism Institute.

In optimising the use of Instagram as a marketing tool, educational institutions must understand student reception and responses to the content presented. Audience interpretation of social media content, such as the Instagram account @ip\_trisakti, is the key to measuring the effectiveness of marketing communication strategies. Through this research, we will evaluate the extent to which the content has succeeded in reaching the target audience and building positive interactions.

Using social media, including Instagram, as a promotional tool has many advantages, such as the ability to convey information visually through photos and videos and direct interaction with the audience through features such as Instagram Live. Institutions like the Trisakti Tourism Institute utilise these features to present engaging, informative, and educative content to prospective students.

In addition, in the context of audience interpretation, it is essential to understand that the audience does not only receive messages passively but also actively creates meaning from the content conveyed. Factors such as the audience's cultural, social, and economic background influence how they interpret the content. Therefore, this research will focus on how students understand and respond to content presented via the Instagram account @ipt\_trisakti.

Thus, using social media, especially Instagram, as a marketing communications tool has opened up new opportunities for educational institutions to reach and interact with their audiences. Through a deep understanding of audiences' interpretation of social media content, educational institutions can optimise their marketing communications strategies and build positive relationships with prospective students.

## **LITERATURE REVIEW & THEORY**

### *Marketing Communications*

Marketing communication is essential to strengthen the relationship between companies and consumers through various communication media, such as advertising, sales

promotion, and social media. Numerous studies have demonstrated a significant increase in the use of digital media as a marketing communication channel over the last five years (Smith, 2019). This development results from shifting consumer behaviour, as people increasingly use online media to communicate with brands and find information (Jones & Kim, 2020).

Social media has emerged as a powerful tool for marketing communication because it can reach a large audience at a relatively cheap cost. Social media also allows businesses to engage with customers (Zhang, 2021) personally. As technology develops, businesses depend increasingly on artificial intelligence to tailor marketing materials to the tastes of specific customers (Lee et al., 2022). Brand loyalty is also significantly impacted by consumer participation in marketing communications. According to a study by Martinez and Torres (2023), customers who actively participate in a brand's marketing initiatives, including sharing interactive information on social media, are likelier to be brand loyal.

The objectives of marketing communications, according to (Smith, 2019) is to achieve three changes aimed at consumers, namely:

- *Stages of Knowledge Change*

Changes in knowledge indicate that consumers know the existence of a product, what the product was created for, and whom the product is aimed at; thus, the message conveyed does not show more critical information about the product.

- *Attitude Change Stage*

Attitude describes a person's relatively consistent judgments, feelings, and tendencies toward an object or idea. The change in attitude is related to the influence of marketing communications on purchasing interest. The intended change in attitude is related to the influence of marketing communications on purchasing interest. There are three components in the attitude factor, namely:

- a. *Cognitive Component* (Trust in the brand), consumer trust, and knowledge about the object.
- b. *Affective Component*, emotional, reflects a person's feelings towards an object, whether the object is desired or liked.

c. *Behavioral Component* (Intent or interest in buying) reflects actual tendencies and behaviour towards an object, where this component shows the tendency to take action.

- Behavior Change Stage Behavior change is shown so that consumers do not switch to other products and get used to using them.

### *Marketing Communication Strategy*

Digital media usage and modern technology in marketing have led to a rapid evolution in marketing communication methods over the last five years. Through various online channels, including websites, email, and social media, digitalisation enables businesses to more precisely and successfully reach customers. Businesses can use consumer data to customise communications to each person's requirements and preferences, increasing the relevance and effectiveness of communication. According to Chen and Liu's (2019) research, this method offers more efficiency and flexibility than traditional media.

Furthermore, one notable breakthrough in marketing is the application of artificial intelligence (AI). Businesses can use AI to forecast customer preferences, analyse customer behaviour, and provide tailored content. As a result, customers feel more appreciated, which improves their interaction with the brand. According to a study by Lee et al. (2020), AI-based personalisation enables businesses to produce more interesting and relevant marketing communications.

Additionally, social media is crucial to marketing communication plans. Through interactive content and online communities, platforms such as Instagram, Facebook, and Twitter enable businesses to communicate directly with customers. Social media helps businesses create deep interaction, eventually increasing customer loyalty and brand advocacy (Martinez and Torres (2021). Video and visual material are now very successful commercial communication techniques. Businesses may effectively and visually communicate complicated information with the help of videos and captivating visual content. Video storytelling techniques also have a powerful emotional effect on viewers. According to Zhang (2022), video content can increase customer interaction and pique their interest in connecting with the brand.

Influencer marketing has also gained popularity in recent years. Influencers can communicate brand messaging more directly because of their followers' strong attraction and confidence in them. According to Taylor and Brown (2023), companies have successfully collaborated with influencers who share their beliefs. This strategy is becoming increasingly popular because it reaches a broader audience and creates an emotional bond with the company. Marketing communication tactics are constantly evolving, emphasising message relevance and consumer involvement. Businesses may create more robust and long-lasting customer connections through digitalisation, artificial intelligence, social media, visual material, and influencers.

### *New Media*

According to Levi, P. (2021), the main characteristics of new media include interconnectedness, accessibility to individual audiences as both receivers and senders of messages, interactivity, diverse functionality with open characteristics, and ubiquitous nature. Pierre Levy created the new media theory, which examines how media has changed. There are two viewpoints on this theory. The first is the social interaction perspective, which separates media according to how closely it resembles in-person interactions. According to Pierre Levy, people can participate in a democratic world marked by mutual sharing and interactive empowerment based on society and build new knowledge orientations thanks to the World Wide Web (www), an open, adaptable, and dynamic informational environment.

The second strategy is the social integration perspective, which sees media as a ritual or a way for people to use it to build society rather than as a way to exchange information, engage, or spread ideas. The media offers us a sense of belonging and connects us to specific types of communities rather than just serving as a tool for information or a means of pursuing personal interests.

Based on Marxist theories, Thompson, J.B. (2021) claims that media ideology can be separated into two crucial economic varieties, structuralism and instrumentalism:

- a. Instrumentalism This approach to media studies emphasises how capitalism manipulates the economy to ensure that information flows in a way that serves its

objectives. Since the media is privately held and serves as a tool for the ruling class, the ideology it espouses is fundamentally capitalist.

- b. Structuralism According to structuralist political economy, dominant structures—prevailing structures—control and rule the media. According to this perspective, rules or systems—such as state systems, group systems, or classes—rather than people are in charge.

In the meantime, Fiske (quoted in Thompson, J.B., 2021) asserts that ideology can be defined in three ways:

1. An ideology is a group or class's set of beliefs.
2. A false consciousness or illusion is ideology.
3. Ideology as a method of creating meaning.

### *Instagram*

Over the last five years, Instagram has become a vital tool for digital marketing and customer interaction. Instagram allows marketers to interact directly with customers through features like Stories, Reels, and IGTV, increasing customer engagement and loyalty (Patel & Sharma, 2020).

The consistency and calibre of visual content contribute to developing a powerful brand image, making visual aesthetics another essential component. According to Kim, Lee, and Park (2021), visually appealing content helps strengthen customers' emotional bond with a company. Additionally, Instagram uses algorithms to personalise content according to user preferences, increasing marketing initiatives' relevance and efficacy (Zhang & Lee, 2022).

Furthermore, Instagram influencer marketing has become a popular tactic. Consumer trust in products is increased when brands work with reliable influencers (Anderson, 2023). Because consumers communicate directly and continuously with brands on Instagram, active engagement increases customer loyalty (Robinson, 2023).

*Reception Theory*

People play an active role in interpreting a message, which can be seen in Stuart Hall's encoding-decoding model, interpreting whether the same message can be sent in multiple ways. Inner Hall (Morissan, 2021) identified three categorisations of audiences who have experienced the encode-decode process of a message:

1. *Dominant hegemonic position*, "The media produces the message; the masses consume it. The audience reading coincides with the preferred reading" Hall Dalam (Morissan, 2021); hegemonic dominance is where the media conveys a message, the audience receives it, and what the media conveys happens to be liked by the audience. Based on the Instagram account @ipt-trisakti, audiences in this position have received positive promotions, but the audience is not entirely in line with what the media provides.
2. *Negotiated position*, "The audience assimilates the leading ideology in general but opposes its application in specific cases" Hallin (Morissan et al., 2021); the position of the negotiation reception is that the audience is willing to accept the dominant ideology as general. However, they will make some exceptions in its application. Audiences in this position can receive the message conveyed. However, the audience does not fully accept the message received and will sort out which message is based on their experiences or beliefs.

The author observes how the audience receives messages from events and scholarship promotions offered at each university, whether they feel enthusiastic or vice versa.

3. *Oppositional position* "The final way that audiences use to decode media messages is through opposition which occurs when critical audiences replace or change the message or code conveyed by the media with an alternative code," Hall. Audiences in this position reject entirely messages that do not match what they believe. The author observes audiences who reject event promotions and analyses why audiences, namely Instagram followers @ipt-trisakti, reject these promotions based on personal experience.

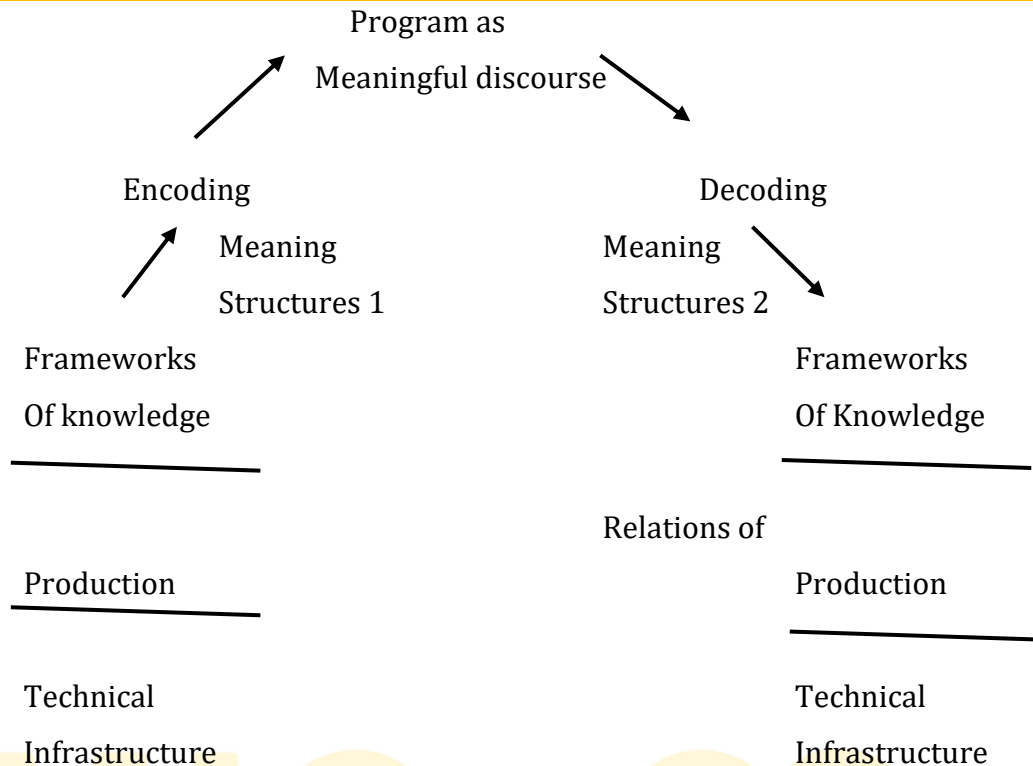
*Stuart Hall's Encoding-Decoding Theory*

According to (Ida, 2018), Stuart Hall's theory of Encoding and Decoding is the process of audiences consuming and producing meaning in receiving the mass media content they consume. As explained (Littlejohn, 2009), encoding decoding theory or reception analysis is one of the audience studies in mass communication that examines the reception and meaning of messages by the audience as well as the role of messages received by the audience through the media in everyday life, both as topics discussed. Audiences have the freedom to interpret the meaning of the content of messages conveyed by the media. Audience studies try to examine in more depth the actual process of a media discourse through the practices and culture of its audience.

The focus of reception studies is on the audience, how they are part of understanding a text, and how meaning is created from various experiences. This can mean that individuals actively interpret media texts by meaningfully understanding their experiences according to what they see daily. Interpretation is a person's active condition in thinking, creative activities, and searching for meaning.

Related to research on audience interpretation of Instagram social media content @iptirsakti as a promotional medium, using encoding and decoding theory, which prioritises receiving messages, not sending messages. What is the view of the student audience towards the messages created by the Trisakti Tourism Institute? How student audiences receive these signs in the encoding-decoding process. Encoding is a reception made by the reader or audience that produces meaning.

In interpreting Hall's concept, it is necessary to understand that each stage influences the next stage, which also influences the content of the message created at the end of production. However, these stages are explained by referring to Stuart Hall's meaning distribution diagram, as follows:



Source: Stuart Hall's Encoding-Decoding Theory

From the explanation above, several factors can influence the audience's acceptance process when receiving messages in content so that the audience receives the message on a broadcast. So, there may be differences between audiences in coding or receiving messages.

### *Audience Reception*

Audience reception is a lesson in mass communication that studies how audiences receive and interpret messages through the media they receive in everyday life. The increasingly rapid development of communication technology and the internet means audiences are more accessible in interpreting a message. Reception analysis focuses on individual skills in interpreting certain forms of content.

According to (Isabertha Mahmudi, 2017), Reception analysis is one of the audience studies in mass communication that examines the reception and meaning of messages by the audience as well as the role of messages received by the audience through the media

in everyday life. Audience reception analysis is a stream of cultural studies developed to understand a text's interpretation.

## METHODOLOGY

This research uses the Critical Paradigm. This paradigm tries to understand the message, which helps raise awareness for students at the Trisakti Tourism Institute. The critical paradigm opens up social conditions and a series of forces to encourage students at the Trisakti Tourism Institute to create awareness to combine action theory, pushing towards humanist social change. So they can think critically and creatively about the Instagram content they consume, how students influence individuals, and how this content hides dominant discourse.

In this research, the researcher used a qualitative descriptive analysis using the reception analysis method. According to (Sugiyono, 2018), Qualitative research methods are research based on philosophy, which is used to research scientific conditions (experiments) where the researcher is the instrument, data collection techniques, and qualitative analysis emphasise meaning. Through the reception analysis method, researchers will gain public acceptance regarding the content in event promotions, and scholarship offers on the Instagram account @ipt-trisakti.

Based on the aims and objectives of the research, the researcher used a qualitative approach with Stuart Hall's interpretive analysis method, which has three hypothesised positions, namely:

- a. *Dominant hegemonic position* occurs when the audience unintentionally interprets the connoted message. This message is called ideal in transparent communication, where each acts on a code according to what is felt to be dominant to have more power over other codes.
- b. *Negotiated positions* are when the public can accept a dominant technology and move to follow it with some exceptions.
- c. *Oppositional position* is depicted when the audience accepts and understands both the literal and the connotations given. However, the audience encodes it

oppositely. This only happens when the audience has a critical point of view in rejecting all forms of messages conveyed by the media and interpreting them.

This research uses in-depth interviews to collect data. The type of interview used is intensive, and most interviews are unstructured. The aim is to obtain in-depth qualitative data (Rachmat Kriyantono, 2020). The qualitative data analysis process was carried out using the NVivo 12 application.

## RESULTS AND DISCUSSION

Technological advances can help communication activities develop, including social media. There are many social media platforms for conveying information in this era, including YouTube, Instagram, Twitter, Facebook, and TikTok. Instagram has become a social media that has caused many changes in people's lives.

In this research, Instagram social media was used to provide information and invite the audience to follow this information. This discussion focuses on the educational interpretation of the content of the IP Trisakti Instagram account @ip\_trisakti using reception analysis with Stuart Hall's theory.

Audience acceptance of social media content related to promotional media

Based on the encoding-decoding theory, the researchers grouped informants into three categories from the interviews: dominant, negotiated, and oppositional.

Table 4.1 Audience Reception Position

No.	Informant	Dominant (Hegemonic) Reading	Negotiated Reading	Oppositional (Counter Hegemonic)
1	Ali	X		
2	Aug	X		
3	Bras	X		
4	Dim	X		
5	Nat			X
6	Sar		X	

In this research, audiences interpret and produce @ip\_trisakti Instagram content. Based on the position classification code, the audience has the potential to accept (dominant), negotiate (negotiated), or even be the opposite (oppositional) to what is

promoted in the Instagram content. Based on the researcher's observations from 6 informants, the results showed that four informants were dominant hegemonic, who generally believed that content that advanced or promoted higher education was following user needs. The research results found that there was hegemonic reading, negotiation, and opposition to the content and acceptance of the content by students.

A. Acceptance of the Dominant (hegemonic) audience reading:

The research results show that the majority of informants, especially students, like the content posted by IP Trisakti on Instagram. They enjoy the latest information about campus activities, such as competitions, student grants, and career opportunities. Interview observations show that most informants have a favourable view of the content without realising the influence of the dominant ideology that may be implied. Even though the content is part of the media hegemony process, informants take the connoted meaning of the content. Most informants follow a lifestyle and fulfil their needs with content shared by IP Trisakti on Instagram.

- The role of Instagram @ipt\_trisakti as a promotional medium in shaping student perceptions of the Trisakti Tourism Institute  
*In overcoming difficulties, informants used Instagram as a source of information. The account shares information about campus activities, scholarships, career opportunities, and student grants. Informants considered this account to be instrumental in promoting IP Trisakti to students, forming positive perceptions about the institution, and providing helpful information regarding student activities, achievements, and academic information.*
- Informant's opinion regarding the content:  
*Content on Instagram @ipt\_trisakti often takes the form of product or service reviews, which many people, such as influencers, trust. This content has appeal because it presents real experiences from consumers. Some informants felt that the content was more enjoyable for the image or*

*extension of the campus to outsiders, while others found it informative, educative, and inspirational.*

B. Reception of the Negotiated Reading Audience:

An informant in a negotiating position receives the message conveyed by the content but does not fully follow its message and meaning. He considered the content ordinary, only showing scholarship offers and internal student activities. Despite receiving meaning, the informant was only interested in information about student activities and scholarship offers.

C. Acceptance of Oppositional (counter-hegemonic) Audience Reading:

Some informants rejected the message's meaning in the content because it was deemed not to reflect their values or was less relevant. They suggested that the content be more interactive and focus more on students from various backgrounds. One of the informants only follows Instagram accounts and provides suggestions for improving the content to make it more inspiring.

Ideology Practice on social media content Instagram @ip\_trisakti as promotional media

The results of the research above highlight ideological practices that are manifested in the social media content Instagram @ip\_trisakti as a promotional tool. This research shows how certain ideologies are reflected in the content selection, presentation method, interaction with the audience, and marketing strategies used by the account.

First of all, the dominant ideology is an effort to build a positive image of educational institutions, especially the Trisakti Tourism Institute, in the eyes of the public. This is reflected in the selection of content that highlights the institution's achievements, activities, and facilities. The use of high-quality photos and videos and attractive graphic design aims to give a positive impression to followers of the @ip\_trisakti account.

Apart from that, how the content is presented also reflects this ideology. Posts designed in an attractive and professional visual style demonstrate the institution's efforts to strengthen its image as a modern, dynamic, and relevant educational institution. This is important for attracting the interest of prospective students and increasing follower engagement.

Interaction with the audience is also an essential aspect of the practice of this ideology. The research results found that the admin of the @ip\_trisakti account actively interacted with his followers through comments, direct messages, and other features. Prompt and friendly responses to followers' questions, input, and criticism aim to create a positive relationship between the institution and its audience.

Apart from that, the marketing strategy used also reflects the ideology of building a positive image. Digital marketing techniques, such as paid advertising and collaborations with influencers, demonstrate the institution's efforts to expand content reach and increase follower engagement. This can also help increase awareness about the institution among the wider public.

However, the practice of this ideology also raises several questions and debates. One is about the balance between promoting a positive image of the institution and providing honest and transparent information to the public. Too much focus on accomplishments and accomplishments can obscure the actual reality and create unrealistic expectations among the public.

In the context of this research, the results show that the content of Instagram @ip\_trisakti relatively reflects the needs and expectations of students towards the Trisakti Tourism Institute. However, several aspects can still be developed further, such as more interactive content and a focus on students from various backgrounds. This shows the importance of reviewing and improving ideological practices using social media as a promotional tool.

Overall, this research provides a deeper understanding of ideological practices in social media content, such as Instagram @ip\_trisakti, as promotional media. By understanding how ideology is reflected in content selection, presentation, interaction with audiences, and marketing strategies, educational institutions can be more effective in building and strengthening their image in the eyes of society.

#### Discussion

This research interviewed six students, three men and three women, who were participants. The names of the six informants in this article are written according to their real names to protect the informants' identities. Interview data from the six informants



First, the coding of "students" in the NVivo analysis refers to the central role of the audience targeted by the social media content. Students are the main target because they are the target group for promotions carried out by IPT. In audience interpretation, it was found that students gave various responses to the content presented. Some students may feel connected to content that is informative and relevant to their academic needs and student activities, while others may feel less interested or unrepresented by the content. This analysis can provide insight into student preferences and expectations for social media content used as a promotional tool by IPT.

Then, coding "content" refers to the type and characteristics of the content presented via the Instagram account @ipt\_trisakti. NVivo's analysis shows that the content includes various information related to campus activities, student achievements, study programs, and other academic information. This analysis makes it possible to understand how certain types of content may be more effective in capturing student attention and supporting IPT promotional goals. Apart from that, this analysis also shows how variations in content can influence the audience's response to the Instagram account @ipt\_trisakti.

Finally, coding "ideology" reflects the values, beliefs, and views underlying IPT social media content creation and presentation. NVivo analysis makes it possible to see how certain ideologies are reflected in the choice of content, language, and messages conveyed. For example, the ideology of promoting IPT as a superior educational institution in the tourism sector can be reflected in content that highlights achievements, academic activities, and campus facilities. However, this analysis can also reveal how these ideologies may not always match students' expectations or perceptions and how these differences influence audience responses to the content presented.

By analysing this, a deeper understanding of the audience's interpretation of IPT social media content as promotional media can be obtained. This analysis provides insight into student responses to the content presented and makes it possible to explore the relationship between content type, underlying ideology, and audience response. In this way, the discussion about audience interpretation of Instagram @ipt\_trisakti social media

content becomes more prosperous and informative, providing valuable insights for decision-makers in planning and developing IPT promotional strategies in the future.

To determine the level of these reasons, the NVivo 12 chat hierarchy is used, as shown in Figure 2. Through this feature, it is known that the main factors that cause audience interpretation can include various aspects, such as how the audience understands, interprets, and responds to content posted on the platform. The. In the context of reception analysis, audience interpretation focuses on how they interpret messages conveyed through social media content and how these perceptions influence their attitudes and behaviour towards the Trisakti Tourism Institution. This social media content became the object of analysis in the study to understand how this content influenced their perceptions of the Trisakti Tourism Institution. In reception analysis, the focus is on how audiences respond to promotional efforts made through social media content, whether they respond positively, negatively, or neutrally, and what factors influence their responses.

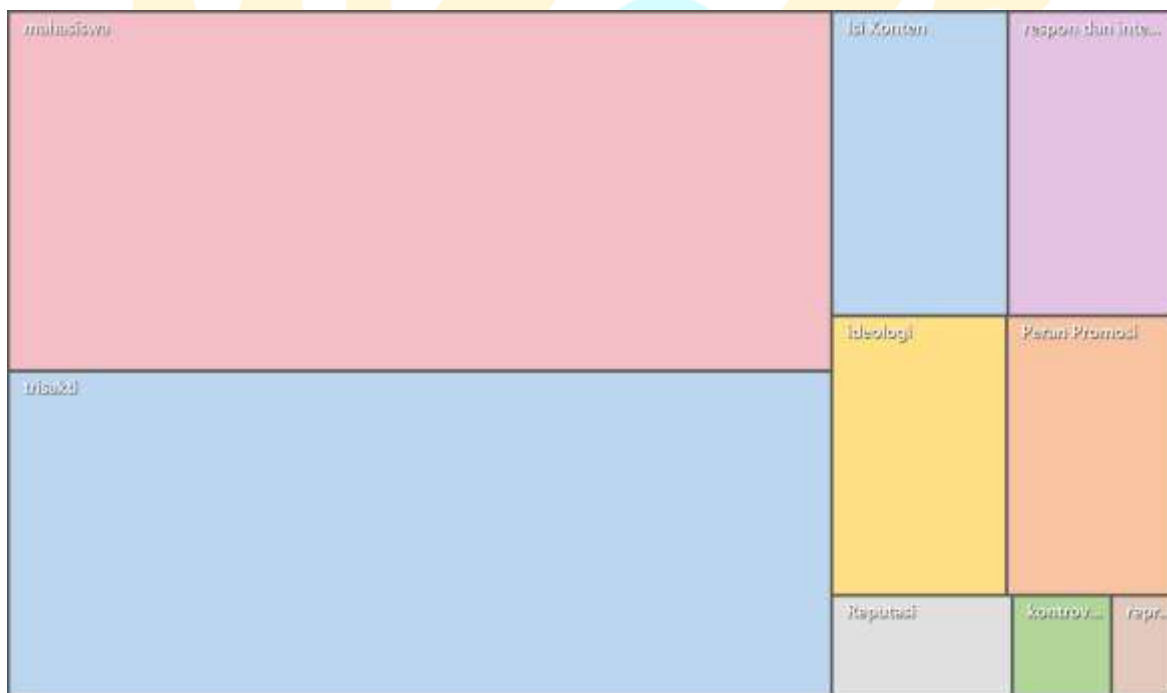


Figure 2. Hierarchy chart

First, the keyword "students" represents the primary audience targeted by Instagram social media content @ipt\_trisakti. The analysis used these keywords to

explore how students perceive posted content, how it influences their views of the Trisakti Tourism Institute, and how it relates to students' needs and expectations.

Second, the keyword "Trisakti" refers to the Trisakti Tourism Institute as the subject of this analysis. In the analysis, these keywords are used to explore how social media content posted on the Instagram account @ipt\_trisakti reflects the image and identity of the institution, as well as how this content influences the audience's perception of the institution.

Third, the keyword "content" refers to the type and quality of content posted on the Instagram account @ipt\_trisakti. The analysis uses these keywords to explore various published posts, such as academic information, student activities, institutional achievements, etc. This analysis helps to understand the extent to which the content successfully attracts attention and influences audience perception.

Fourth, the keyword "reputation" refers to the image and reputation of the Trisakti Tourism Institute in the eyes of the public, especially students. In the analysis, these keywords are used to explore how content posted on the Instagram account @ipt\_trisakti influences audience perceptions of the institution's reputation and quality of education.

Fifth, the keyword "ideology" refers to the values and views reflected in the Instagram social media content @ipt\_trisakti. In the analysis, these keywords are used to explore how the content reflects the values and beliefs underlying the promotion and representation of the Trisakti Tourism Institute and how the audience accepts or rejects these ideologies.

Using the keywords in the hierarchical diagram results in the NVivo analysis, researchers can understand the complexity of the audience's interpretation of the social media content Instagram @ipt\_trisakti as promotional media for the Trisakti Tourism Institute. They can identify patterns and trends in audience perceptions and factors influencing their interpretation of the content. This analysis helps to reveal comprehensively how social media content influences the image and reputation of institutions in the eyes of the public, as well as the implications for promotional strategies and institutional representation on social media platforms.

## CONCLUSION

This research explores the audience's interpretation of Instagram social media content @ip\_trisakti as a promotional tool for the Trisakti Tourism Institute (IPT). Through a reception analysis approach using Stuart Hall's theory, the audience interprets and responds to the content posted by the account. Based on the research results, several key points can be concluded, namely:

Based on encoding-decoding theory, audience acceptance found that audiences have three central acceptance positions towards IPT social media content: dominant (hegemonic), negotiated, and oppositional (counter-hegemonic). Most audiences tend to receive content in a way that conforms to the dominant ideology implicit in the content. However, some show a negotiating attitude or even reject the message conveyed. Ideological practices in IPT social media content reflect certain ideological practices in building a positive image of educational institutions. This ideology is reflected in the selection of content, presentation method, interaction with the audience, and marketing strategies used. Although there are efforts to strengthen the positive image of IPT, this ideology can also raise questions about the balance between promoting a positive image and providing honest and transparent information to the public.

The analysis process using NVivo software makes it possible to deepen the audience's interpretation of IPT social media content by processing interview data and using features such as Word Frequency Query and Hierarchy Chart to identify central themes and relationships between students. This provides a deeper understanding of the audience's response to the content. This research provides in-depth insight into how IPT's social media content influences audience perceptions and attitudes toward the Trisakti Tourism Institute. Although the content has generally received a positive response from audiences, there is still room for further development, especially in creating more interactive and inclusive content for students from various backgrounds. Thus, the results and discussion of this research provide a valuable contribution to understanding ideological practices in using social media as a promotional tool for educational institutions. By understanding audience responses and the factors that influence them,

educational institutions can be more effective in building their image in society's eyes and meeting their audiences' needs

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