

The Influence of Instagram @Infokopibdl's Communication Style on Online Engagement

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ABSTRACT

This study aims to examine the influence of communication style on online engagement among the followers of the Instagram account @infokopibdl. The research addresses how a social media brand's communication approach shapes digital engagement levels. Using a quantitative method, data were collected from 100 respondents through questionnaires. The relationship between variables was analyzed using simple linear regression techniques. The results indicate that the communication style employed by @infokopibdl has a positive and significant effect on online engagement. A friendly, polite, and interactive communication style enhances audience participation, specifically in the form of likes, comments, and content sharing. The study concludes that communication style is a strategic factor in fostering digital interaction. Practically, social media managers are encouraged to maintain consistency in style and use accessible language to build emotional closeness with audiences. Academically, this research provides empirical evidence within the field of communication studies regarding the role of stylistic approach in strengthening brand-audience relationships on digital platforms.

Keywords: Communication Style, Social Media, Instagram, Online Engagement, Digital Interaction

I. INTRODUCTION

The advancement of information and communication technology is occurring very rapidly, as evidenced by the increasing ease of access to various information through the internet. This reflects the fundamental human need to establish social relationships. Communication processes, which are closely related to cultural life in a broad sense, are now present in various forms and methods. According to Chatlina et al. (2024), the development of information and communication technology (ICT) has created a new communication order that allows individuals to interact without being limited by space and time. ICT plays a crucial role in expanding social networks, strengthening interpersonal relationships, and transforming traditional communication patterns into more dynamic and digital based ones.

These changes further indicate that the role of communication technology cannot be separated from broader social dynamics. This view is consistent with research by Sriyono et al. (2022), which emphasizes that the transformation of communication technology influences how humans interpret and carry out communication processes in various dimensions of social life. Digital technology significantly contributes to educational processes, the dissemination of cultural values, and the formation of more flexible and multi-directional social identities. The consequences of these changes are

clearly reflected in the high adoption of communication technology by society, particularly through the use of the internet as the primary means of interaction and information access.

Based on the report by the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia in 2024 reached 221.56 million people. This figure represents 78.19% of the total Indonesian population. In the context of digital advancement, social media has become a central innovation in modern life. Social media consists of various platforms such as Instagram, TikTok, YouTube, and Facebook. Instagram, specifically, has reached 101 million users in Indonesia by 2024, making it an effective visual communication medium for building digital identity and social communities (Salsabila et al., 2023). Through visual content, strong narratives, and features like stories and reels, Instagram creates a more personal and emotional communication style.

Communication style refers to the manner or attitude shown by someone in the process of speaking and interacting. This concept includes message delivery techniques and communication characteristics that are considered effective (Sari, 2020). An effective communication style can attract public attention and increase the acceptance of information. This strategy is implemented by the Instagram account @infokopibdl, which serves as an information hub for coffee spots in Bandar Lampung. With 26.9 thousand followers, @infokopibdl actively presents attractive and interactive visual content, creating a unique appeal that is relevant to the study of communication style and online engagement.

The implementation of online engagement by Info Kopi Bandar Lampung can be observed through likes and comments on its Instagram posts. However, in recent months, @infokopibdl has experienced a decline in engagement due to several factors, including content perceived as less interesting and a lack of responsiveness to audience feedback. This phenomenon aligns with Kim's (2023) findings, which state that a decline in Instagram engagement is often related to visually unappealing content and minimal response to follower interactions. Based on this background, the researcher aims to examine the communication style built by the @infokopibdl account and its impact on online engagement using the *Uses and Effects* theory. Therefore, this study is titled: "The Influence of Instagram @infokopibdl's Communication Style on Online Engagement."

II. LITERATURE REVIEW

Uses and Effects Theory

The Uses and Effects theory, developed by Sven Windahl, examines the relationship between media usage and its impact on the audience. Unlike Uses and Gratifications which focuses on why people choose media, this theory emphasizes that higher intensity, frequency, and duration of media consumption lead to a greater likelihood of the

audience being influenced by the messages (Bungin, 2018). This theory synthesizes media usage ("use") with traditional effects. Use is seen as a central element where mass communication is driven by individual motivations and expectations for specific results (Bauer et al., 2024). Continuous exposure to media content is believed to shape an individual's attitudes, behaviors, and cognitive patterns (Hardina et al., 2021). According to Djuarsa (2019), three main variables define media use:

- 1) Duration (time spent),
- 2) Type of content (material consumed), and
- 3) Relation with the media (the user's connection to the content).

In this study, the theory is relevant as followers of @infokopibdl consume visual content with the expectation of obtaining information. The "effect" is seen through their engagement and the real-world action of visiting the recommended coffee spots.

III. RESEARCH METHODOLOGY

This study employs a quantitative approach to obtain accurate and reliable data through systematic stages. According to Creswell et al. (2022), research methods are scientific tools used to discover, develop, and test knowledge to solve specific problems. Mastery of these methods allows for effective problem-solving and contributes to the development of the studied discipline while providing benefits to society and education. The quantitative method specifically focuses on collecting data through surveys to describe respondents' attitudes or perceptions (Sugiyono, 2021). This approach is considered relevant as it provides an objective and systematic framework for statistical analysis. By using this method, the study aims to evaluate the influence of @infokopibdl's communication style on the online engagement of its followers and test the predefined hypotheses.

A. *Population and Sample*

Population is defined as a group of objects or subjects with specific characteristics determined by the researcher for analysis and conclusion (Sugiyono, 2021). This study utilizes a finite population, consisting of all followers of the Instagram account @infokopibdl, totaling 26,900 accounts as of June 10, 2025.

A sample is a representative portion of the population used when the total population is too large to study due to constraints in time, cost, and energy. To determine a representative sample size, this study employs the Slovin formula with a 10% margin of error, resulting in a minimum of 100 respondents.

The sampling technique used is probability sampling with a random sampling method, ensuring every population member has an equal chance of selection. Furthermore, to refine the data quality, purposive sampling is applied based on specific criteria:

- 1) Indonesian citizens aged 16-35 years;
- 2) Followers of @infokopibdl for more than one year; and
- 3) Active users who have liked or commented on @infokopibdl's content within the last year.

The research instrument was distributed via Instagram's Direct Message (DM) feature.

B. Research Location and Time

This research was conducted online, utilizing the social media platform Instagram as the primary data source. The specific object of the study is the Instagram account @infokopibdl. This virtual location was chosen to directly observe digital interactions and engagement within the account's community.

The study was carried out over a period of six months, from May to October 2025. This timeframe encompasses several stages, including the pre-research phase, proposal guidance and seminar, data collection and processing, final report drafting, and the comprehensive examination. The systematic schedule ensures that each phase of the research, from planning to final analysis, is executed efficiently within the academic period.

C. Data Collection Technique

Data collection is the systematic approach to gathering necessary information for a study. According to Sugiyono (2021), data can be obtained through various methods such as observation, interviews, questionnaires, or documentation. This research utilizes two primary methods: questionnaires and literature study.

1. Questionnaire: This method involves presenting a set of written questions or statements to respondents (Sugiyono, 2021). It is chosen for its efficiency in gathering information from a sample that represents the population and facilitating statistical analysis. In this study, the questionnaire is designed using a 4 point Likert Scale to measure the independent variable (Communication Style) and the dependent variable (Online Engagement). Responses are categorized from Strongly Agree (4) to Strongly Disagree (1).

2. Literature Study: This method involves collecting data and information from various secondary sources, including books, journals, notes, and relevant documents (Ghozali, 2021). This approach provides a theoretical foundation and supports the analysis of the research topic.

D. Data Analysis Techniques

1. Classical Assumption Tests: This includes the Normality Test using the One-Sample Kolmogorov-Smirnov method to ensure residuals follow a normal distribution (significance > 0.05). The Multicollinearity Test is conducted by observing Tolerance (> 0.10) and VIF (< 10) values to ensure no strong correlation exists between independent variables (Ghozali, 2021). Lastly, the Heteroscedasticity Test is performed using scatter plots to ensure consistent residual variance across observations.

2. Simple Linear Regression Analysis: This method is used to predict the value of the dependent variable based on the independent variable (Santoso, 2017). The regression equation used is $Y = a + bX$, where Y represents Online Engagement and X represents Communication Style. This model helps in understanding the direction and strength of the influence between the two variables.

3. Hypothesis Testing (T-test): The T-test is employed to determine whether the

independent variable significantly influences the dependent variable. According to Ghozali (2021), if the significance value (Sig.) is less than 0.05, the null hypothesis (H₀) is rejected, meaning the @infokopibdl communication style has a significant effect on followers' online engagement.

4. Coefficient of Determination (R²): This test measures the extent to which the independent variable explains the variation in the dependent variable. A value closer to 1 indicates a stronger explanatory power of the model. In this study, the Adjusted R² is used to provide a more accurate measure of the model's quality in explaining the data (Ghozali, 2021).

IV. RESULT AND DISCUSSION

A. *The Influence of @infokopibdl's Communication Style on Online Engagement*

The hypothesis testing results show that the communication style of the Instagram account @infokopibdl has a positive and significant influence on online engagement. This is proven by the t(count) value of 5.419, which is greater than the t(table) of 1.660, with a significance level of 0.000 (< 0.05). This positive influence indicates that as the communication style becomes more effective and appropriate, the level of audience engagement increases accordingly. The success of @infokopibdl's communication style is characterized by the use of accessible language, a friendly tone, and interactive visual selection that matches the followers' interests. This approach builds a two-way relationship that encourages followers to actively participate through likes, comments, and shares.

This finding is consistent with the Uses and Effects Theory, which suggests that media use not only fulfills specific needs (uses) but also produces impacts that influence audience attitudes and behavior (effects). In this study, the communication style of @infokopibdl fulfills the audience's need for social interaction and information. This fulfillment then triggers "effects" in the form of increased online engagement. Furthermore, the polite and open interaction pattern where 41% of respondents strongly agree that comments are handled politely creates a safe and supportive digital environment, acting as a catalyst for high-quality engagement.

B. *The Magnitude of Influence and Contributing Factors*

The research results show that the communication style of @infokopibdl contributes 23.1% to online engagement R² = 0.231. This means that nearly a quarter of the variation in audience engagement (likes, comments, and shares) can be explained by how the account constructs messages and interacts with its followers. While communication style is a significant driver, this figure also implies that 76.9% of the engagement is influenced by other factors beyond the scope of this study.

These other significant factors include:

1. Visual Quality: High-resolution images and videos that capture initial attention.
2. Posting Consistency: Regularity in content distribution that builds audience habits.
3. Topic Relevance: Aligning content with current trends (e.g., new viral coffee spots).

4. Publication Timing: Uploading content during peak hours when the audience is most active.

5. Content Format: The use of varied formats like Reels and Carousels to maximize reach and detail.

Despite the 23.1% proportion, communication style remains a vital "binding element." Even with high-quality visuals, an account cannot maintain long-term loyalty without an interactive and resonant communication style. Therefore, the combination of an effective speaking style and technical content strategies is what ultimately creates a solid and sustainable digital community for @infokopibdl.

V. CONCLUSION

This study concludes that the communication style employed by the Instagram account @infokopibdl has a positive and significant influence on online engagement. The findings demonstrate that effective communication—characterized by accessible language, a familiar tone, and engaging visual content—is essential in fostering emotional closeness and a two-way relationship between the account and its followers. This research confirms the Uses and Effects Theory, proving that when media use successfully fulfills the audience's needs for information and social interaction, it results in tangible effects on their digital behavior, such as increased participation through likes, comments, and shares. Furthermore, a polite and open interaction pattern creates a positive communication atmosphere that encourages followers to move from passive consumption to active engagement.

The analysis shows that the communication style of @infokopibdl contributes 23.1% to the variation in online engagement. Although this does not represent the majority of the influence, it remains a vital strategic factor in shaping the quality of digital interaction. This result reinforces previous studies suggesting that persuasive and contextually relevant communication styles are key to strengthening online communities. Practically, these findings suggest that social media managers should not only focus on visual aesthetics but juga prioritize the conversational manner in which they engage with their audience. While communication style is a significant driver, the remaining 76.9% of engagement is likely influenced by other factors such as visual quality, posting consistency, and trend relevance, which provide opportunities for further academic exploration.

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