



Creative Agency @Komunalab Overcoming Short Attention Spans in Food and Beverage Content Production

Ersya Gustika Putra¹, Farida Nurfalah^{2*}, Abdul Jalil Hermawan³
University of Swadaya Gunung Jati

Corresponding Author: Farida Nurfalah, farida.nurfalah@ugj.ac.id

ARTICLE INFO

Keywords: Short Attention Span, Social Media Content, Creative Strategies, Creative Agency, Food and Beverage.

Received: 30, May

Revised: 15, June

Accepted: 16, July

©2025 Putra, Nurfalah, Hermawan:
This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

The phenomenon of short attention span on social media, particularly Instagram, poses a significant challenge in the food and beverage industry. Users tend to have very limited attention time, which affects how they interact with promotional content. This research aims to examine the strategies employed by the creative agency @komunalab to address short attention spans in the production of food and beverage content on Instagram. The research method used is qualitative with a descriptive approach. Data was collected through observations, in-depth interviews with the founder and internal team of @komunalab, and related document studies. The research location is situated in the city of Majalengka, involving samples from the @komunalab team, as well as the Tsamie Noodle Bar dan Kedai Halaman restaurants. The result of this research indicates that @komunalab successfully implements various visual and narrative elements, such as the use of color symbolism and hook techniques in content, to capture audience attention. The produced content has consistently enhanced engagement and impression, demonstrating the effectiveness of the strategies applied in confronting the challenges of short attention spans.

INTRODUCTION

In recent years, social media, especially Instagram, has grown rapidly and given rise to new trends every day. Users continuously consume unlimited content, which ultimately affects their ability to focus, understand messages, and make decisions. This has led to users having increasingly shorter attention spans, causing them to quickly switch from one piece of content to another. This condition is known as Short Attention Span (SAS), which is the difficulty of staying focused on one thing for a long time. This phenomenon arises due to the fast-paced and diverse flow of information, which often disrupts concentration and impacts learning, productivity, and communication. The presentation of content with rapid image changes and the use of background music that enhances the atmosphere also creates an intense sensory experience that influences how audiences process information (Hermawan, 2023).

Short Attention Span is a phenomenon that cannot be ignored. According to CareerArc (Tallulah David, 2024), the attention span of Instagram users is only around 1.7 to 2 seconds per post, posing a significant challenge for content creators and businesses in conveying product details, aesthetic value, and important information concisely. This situation necessitates the food and beverage industry to seek creative individuals capable of developing innovative strategies to ensure content remains engaging and effective. Content packaged creatively and informatively can influence user perception and drive purchasing decisions (Granata & Scozzese, 2019). In this context, creative agencies play a crucial role by offering strategic ideas and creative solutions in advertising, marketing, and design.

The problem faced is how creative agencies can produce effective and valuable content within the limited time users have to digest information and make purchasing decisions. One of the creative agencies selected for this research is @komunalab, a professional team consisting of a creative agency from Majalengka, West Java, founded in 2022 by Muhamad Syifa Al Miraj and three of his colleagues. Currently, @komunalab has 665 followers on Instagram. The agency focuses on branding services, content production, visual strategy, and social media management. @komunalab is the only creative agency in Majalengka with an exclusive partnership with @besokseninco, a influential local information media outlet in Majalengka. This collaboration supports @komunalab in expanding its reach and enhancing client trust. Currently, @komunalab handles various clients from the renowned restaurant and coffee shop sectors in Majalengka, such as Mamirin, Tsamie Noodle Bar, Symphony Coffee, Saneskape, Pempek Apil, Kedai Halaman, Nalisa Resto, Warkop Titik Pemuda, and Roti Wangi. @komunalab was chosen as the research subject due to its ability to produce engaging food and beverage content and maintain user attention in a short period. One of @komunalab's strengths is evident in the Tsamie Noodle Bar brand, which consistently achieved Instagram impressions of 135,000–180,000 per period and increased total billboard visits to 63,683. This success directly impacts increased visitor numbers and sales. The content adaptation strategy implemented by @komunalab in addressing the

phenomenon of short attention spans has proven effective in capturing audience attention and driving purchasing decisions.

Previous studies have discussed social media content strategies for the food and beverage industry, but the majority focus on production and engagement in general. There is still a gap in research that specifically discusses the adaptation of creative strategies to the phenomenon of short attention spans, especially in the context of food and beverage content on Instagram.

This study aims to examine the creative agency @komunalab's strategies for addressing the phenomenon of short attention spans in the production of food and beverage content on Instagram. This study is also expected to serve as a guide for content producers in designing and packaging content that is more effective, easy to understand, and capable of increasing audience engagement in a short time. The results of this study can be used to develop a more in-depth content strategy model for other content producers in the fields of visual communication and digital marketing.

LITERATURE REVIEW

Creative Agencies as Digital Content Producers

According to IDEOWORKS (2021), a creative agency is a company that focuses on developing strategies to help its clients achieve their goals. These agencies consist of teams of professionals with a variety of skills, such as graphic designers, copywriters, photographers, videographers, editors, and data analysts. The role of a creative agency is not merely to create designs or promotional content, but also to design concepts that make clients' businesses stand out in the face of intense competition by developing a business narrative that strengthens brand awareness and builds emotional connections with the audience (Herco Digital, 2024). In addition to the creative aspect, efficiency is another reason why many businesses choose to collaborate with creative agencies. By utilizing the services of a creative agency, companies can save time and costs since they do not need to manage the entire production process, allowing them to focus more on other strategic aspects (Herco Digital, 2024). In today's digital age, many companies use creative agencies as a second party in designing and executing their marketing strategies.

One of the creative agencies studied in this research is @komunalab. This agency is a team of professionals specializing in branding services, content production, visual strategy, and social media management. @komunalab was selected for its ability to produce engaging food and beverage content and maintain user attention in a short period of time. The strengths of @komunalab are evident in its achievements with the Tsamie Noodle Bar brand, which consistently achieved Instagram impressions of 135,000–180,000 per period. This success directly impacted an increase in the number of visitors and sales. The content adaptation strategy implemented by @komunalab in addressing the phenomenon of short attention spans has proven effective in capturing audience attention, increasing engagement, and driving purchasing decisions.

Content Digital Production

According to (Tri Wahyuti M.si, 2023), digital content production is a series of stages in documenting ideas until publication. Digital content production involves communication elements such as message content, media, and feedback in creating content. Digital content can be created in text, image, video, audio, or a combination of these formats that have undergone digitization, and can be read, applied, and shared on digital platforms (Husna, 2019). Digital content produced is not merely the result of the digitization process but also contains specific intentions and objectives from the creator in conveying a message to the audience. (Tri Wahyuti M.si, 2023) explains that there are three general purposes of messages in digital content production: (1) informational messages, which aim to convey facts, data, or events to the audience objectively; (2) educational messages, which serve as a learning tool designed to increase knowledge or skills; and (3) persuasive messages, which aim to influence the opinions, attitudes, or actions of the audience. According to (Nurfalah, 2021), educational, persuasive, and informative messages can help convey information that is engaging for the audience.

Visual Rhetoric

Visual rhetoric, according to Sonja K. Foss (2004), is the art of conveying and understanding symbols or visual objects in communication. Thus, the use of certain symbols or visual objects can support aspects of communication with the audience. In her theory, Foss (2004) emphasizes that visual rhetoric has two meanings within the discipline of rhetoric: the term is used to refer to a visual object or artifact and the perspective on the study of visual data; (1) as a communication artifact, visual rhetoric is a product used by individuals when they employ visual symbols for communicative purposes. In communication artifacts, there are three interconnected aspects: symbolic action, human intervention, and the presence of an audience; Then (2) as a perspective, it is a symbolic process used by images to communicate. In this perspective, the characteristics of a visual object are assessed based on three main aspects, namely: nature of image (characteristics of the image that include the elements displayed), function of image (the role of visuals in conveying messages to the audience), and evaluation of image (assessment of the suitability between the function and the visuals presented). In relation to this, (Wendy S. Hesford & Brenda J. Brueggemann, 2005) state that in photographic and videographic works, content analysis can be conducted by evaluating visual components, which include: content, perspective, and audience engagement.

Short Attention Span of Social Media Users

(Goldhaber, 1997) argues that human attention is an increasingly valuable resource in this age of information overload, with individual attention becoming a commodity that is highly sought after in the digital world, where the abundance of information and distractions limits attention. Many information systems fail in their design because they do not consider the limitations of attention, but instead focus on providing more information (Simon, 1971). Building on this understanding, Thomas H. Davenport and John C. Beck (2001)

state that attention is understood as a cognitive process involving two important phases. The first phase is filtering, where the brain unconsciously sorts incoming information. The second phase is decision-making, when a person decides whether to respond to the information with a specific action. Attention in business can be categorized into six units, divided into three dimensions: (1) Bound vs. Voluntary – Attention can arise from obligation (e.g., tasks, work) or intrinsic interest (e.g., curiosity), (2) Aversive vs. Attractive – Attention can be driven by a desire to avoid risk or danger (aversive) or by interest in benefits and positive experiences (attractive). (3) Forefront vs. Background – Forefront attention involves conscious and focused attention, while background attention operates subconsciously and only emerges when triggered suddenly.

METHODOLOGY

This study uses qualitative methodology with a descriptive approach. Through this approach, researchers can obtain data directly from informants through a series of research questions. This methodology allows for analysis and exploration to understand individual perspectives on the issues being studied. In collecting data, the researcher applied three main techniques: (1) Observation, where the researcher observed the content produced by @komunalab. Observations were conducted to obtain traffic and a direct overview of the total engagement obtained from each piece of content produced by @komunalab. (2) Interviews: The researcher conducted in-depth interviews with relevant parties, namely the founder and internal team of @komunalab as key informants, as well as the production team of @komunalab as additional informants. These interviews aimed to obtain direct information from the informants. (3) Document Study, which includes a review of literature related to short attention spans, creative content strategies on social media, trends in the food and beverage industry, and previous studies on the effectiveness of digital content in reaching audiences with limited attention spans. The document study was conducted to complement the data obtained from observations and interviews. The validity of the data in this study was tested through systematic stages to ensure the accuracy and reliability of the information collected. The first step applied by the researcher was data triangulation, a data collection technique involving various sources, including the Chief Executive Officer of @komunalab and all relevant team divisions. After undergoing verification, the data was then analyzed using the Visual Rhetoric method formulated by Sonja K. Foss (2005), namely: (1) Communicative Artifacts, (2) Perspective.

RESEARCH RESULTS

Communicative Artifacts

Building Symbols in Content

In creating high-quality food and beverage content, (Sonja K. Foss, 2004) explains in her book that it is very important to determine the symbolism (colors and visual composition). According to The Drum, the first two seconds of content can create a more profound sensory experience for the audience. The selection of color symbols or color grading in every brand content handled by

@komunalab is based on environmental factors, consumer behavior, and the ambiance intended to be created. Colors are strategically chosen to establish an atmosphere aligned with the experience intended for the audience. The use of color grading and visual composition in food and beverage content can create a more immersive sensory experience by aligning visual elements with the brand identity and the atmosphere intended to be conveyed. Warm colors and cozy lighting can create a comfortable and calm vibe for a “dine and chill” concept. Meanwhile, brands with a natural concept emphasize the use of natural elements such as plants and neutral colors to convey a relaxed and authentic feel, allowing the audience to feel more at ease being themselves. The color grading used can help convey the experience the audience is meant to feel, so it’s not just about aesthetics but also shaping perceptions and emotions that support the visual appeal of the content.

Deciding on the Content Mood

The content produced by @komunalab is based on a brief that includes the theme and communication strategy that the brand wants to convey. Essentially, every brand has a visual approach that aligns with the character they have built, their target audience, and their objectives. If a brand wants to increase awareness, the content presented will focus on product details, the atmosphere of the place, and the story behind the restaurant’s operations in real-time. This approach aims to build audience interest through visuals that highlight the uniqueness of the product, the comfort of the atmosphere, and the compelling stories of the restaurant. As a result, the audience can experience a closer connection, fostering curiosity, and encouraging them to visit in person. In contrast, brands aiming to increase engagement will present content that adapts to current trends. Increasing engagement rates heavily depends on audience preferences and current trends. In Indonesia, content that is humorous and encourages interaction tends to have higher engagement rates because audiences are more interested in relatable entertainment elements. One effective trend for boosting engagement is Employee-Generated Content (EGC), where employees are featured as the main talent in entertaining content that encourages audience interaction. By featuring familiar faces and building narratives around them, brands can create a closer connection with their audience. This approach creates a more authentic experience and builds audience curiosity, not only about the product or location but also about the employees who frequently appear in the content. This strategy not only boosts engagement on social media but also encourages further interaction, such as increased visits to the location due to the curiosity it generates. Therefore, effective visual trends are not just about aesthetics but also how content can shape compelling storytelling, build emotional connections, and encourage the audience to continue interacting with the brand.

Perspective

Grabbing the audience’s attention within the first 2 seconds

The first two seconds of a video are key to evoking the audience’s emotions, ensuring they connect with the content visually and emotionally

(Kenneth Hein, 2020). In breaking down the first two seconds of a piece of content, there is a term called a “hook,” an opening element designed to capture the audience's attention from the start, making them interested in watching the content from beginning to end. There are two types of hooks applied by @komunalab in every food and beverage content they produce: (1) Visual Hook, a visual element that immediately captures the audience's attention through visual composition, movement, or special effects in the video. This hook uses purely visual elements to build curiosity without any text statements at the beginning of the video. In its content, @komunalab uses two types of visual hooks that are frequently used and relevant to food and beverage content, including: Hectic Pacing, a video filming technique with slight shaking to create a tense situation and a dramatic effect. This technique is used to increase viewer retention by heightening tension and triggering adrenaline in viewers as they watch the content. Second, Silhouette Reveal, a visual hook technique that uses the silhouette or shadow of the subject as the main element at the beginning of the video, before gradually revealing its details through changes in lighting, camera movement, or other visual transitions. This technique is used to build curiosity and create a dramatic effect that captures the audience's attention within the first few seconds.



Figure 1. Example of content using the visual hook
“Hectic Pacing”
(Source: @tsamie.noodlebar’s Instragram reels)

In image (1), the visual hook “hectic pacing” begins by showing a chef receiving many orders, marked by order tickets stuck in a row on the kitchen table, with the chef taking the order tickets one by one, then continuing to the kitchen scene showing the process of making ramen, from boiling the noodles, frying the shrimp, pouring the soup, toasting the meat, and plating the ramen.

From the beginning of the scene receiving orders to preparing the orders, the video uses a shaky cam technique, slightly swaying from front, side, and diagonal top angles, followed by fast-cut editing with frequent changes in perspective or quick movements of 0.7–2 seconds per angle, enhancing the hectic atmosphere and adding intensity and anxiety with an energetic music beat that complements the mood. Such visual hooks are used to create a chaotic impression, with the hectic and shaky style generating visual tension that keeps the audience glued to the screen.



Gambar 2. Contoh Konten menggunakan visual hook
“Silhouette Reveal”

(Sumber: Instagram reels @tsamie.noodlebar)

Next, in image (2), the visual hook “Silhouette Reveal” begins by showing a shadow on the wall, the shadow depicts a chef putting on an apron, sharpening a knife, cleaning vegetables, and pouring broth into a Teflon pan, as if the chef is preparing to cook. The video is shot using a stationary camera that remains still, focusing on a single angle, accompanied by tense music. This visual hook, using the silhouette effect, is employed to add an element of mystery or visual dramatization. By only showing the shadow's shape, this scene encourages the audience to guess who is behind the shadow, what they are doing, and what is being introduced. The “Silhouette Reveal” effect is used to capture the audience's attention at the beginning of the video, maintain engagement, and enhance the visual appeal of the content.

This type of visual hook is commonly used by @komunalab in content aimed at increasing brand awareness. This hook is effective for showcasing product details, setting the mood, and building a narrative from the brand's perspective. With this approach, viewers are more moved by the quality of the

content presented, making the hook used top of mind for them when recognizing the brand.

The next hook used by @komunalab is (2) Text Hook, which uses text elements at the beginning of the video in the form of statements or questions to attract attention and encourage audience interaction. (1) Question Hook, this hook uses questions at the beginning of the video to attract attention and pique the audience's curiosity. Typically, @komunalab uses questions that are relevant to the issues or experiences faced by the target audience. By using this hook, audience engagement increases as they feel connected to the question, and it can also encourage discussion and comments because the audience wants to answer or share their experiences. (2) Statement hook: This hook uses a statement to grab the audience's attention from the start, and @komunalab often includes a plot twist at the end of the video to support the truth of the statement. With surprising information and an unexpected plot, this hook is appealing to viewers as they watch the content.



Figure 3. Example of content using a hook in the form of a “curiosity hook” statement
(Source: @kedaihalamanabah’s Instagram reels)

The application of Text Hooks in the content produced by @komunalab on the image (3) Text hooks are statements that pique curiosity, such as the sentence in the first two seconds, “As a result of misreading the guide.” The word “consequences” immediately indicates that something negative or undesirable has occurred, and “misreading” is an action that anyone can experience, so people will feel a connection and want to learn more. The curiosity hook used directly highlights the conflict in a short sentence, allowing viewers to

understand the context without thinking too much, thereby increasing the likelihood that they will continue watching. Additionally, such a hook can prompt comments from people who have experienced similar situations or have opinions on the topic. If the content is relatable, people may share it with friends who might have gone through something similar. By using this hook concept, the brand has a significant opportunity to increase engagement.

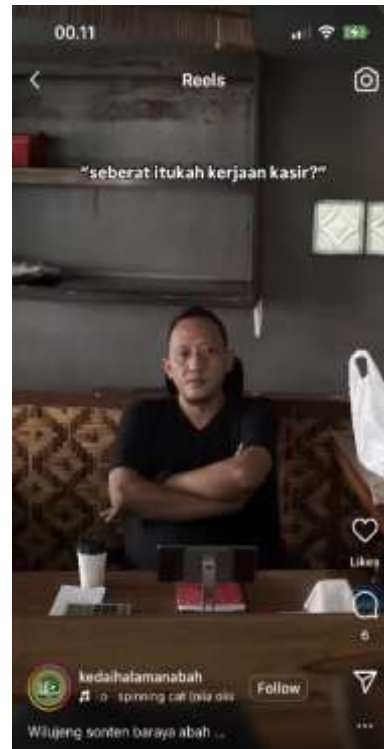


Figure 4. Example of content using a question hook called
“empathy hook”
(Source: @kedaihalamanabah’s Instagram reels)

Next, in image (4), the hook takes the form of the question “Is being a cashier really that hard?” using an empathy hook that touches the audience's feelings within the first two seconds of the video. This question highlights the job of a cashier, a profession that people often encounter in their daily lives, and by using this question, it also opens up the opportunity for the audience to think, “Yes, how hard is the job of a cashier really?” However, at the end of the video, @komunalab designed a concept by adding a comedic element. The video shows the cashier’s job, which is simply sitting while watching waiters serve food to customers. By using this plot twist, the content received a lot of interaction, especially in the comment section. Using an empathy hook like this helps the brand increase content engagement, as the audience feels connected and interested in participating in the discussion in the comment section.

This text-based hook is more suitable for content aimed at increasing engagement and driving brand sales. This strategy is effective because most of the content created is tailored to audience preferences and adapts to popular strategies or trends. The primary goal of using this hook is to encourage audience

interaction in every published content, such as through likes, comments, or shares. Additionally, this hook is designed to spark the audience's curiosity, prompting them to learn more or even visit the location. With this hook-based approach, brands can build stronger engagement and increase the likelihood of converting viewers into customers.

Maintaining Viewer Retention

After breaking the first two seconds, according to @komunalab, the next step is to determine an interesting information strategy that includes a middle hook, problem, and solution as answers to the curiosity that has been built by the hook at the beginning of the video. With this strategy, viewers will stay tuned and feel connected to the content.



Figure 5. Content strategy analysis for "launching a new ramen menu"
(Source: @tsamie.noodlebarInstagram reels)

One example of this strategy can be seen in Tsamie Noodle Bar's "launching new ramen menu" content. The video opens with a hook of a silhouette of someone preparing to cook, wearing an apron, sharpening a knife, preparing vegetables, and pouring broth into a pan, which naturally leads the audience to assume that the person is a chef. The next scene features a middle hook showing a chef pouring ramen broth into a bowl, then shifting to a yellow cloth hanging on the restaurant wall, before returning to the chef boiling noodles, and once again showing the cloth. This sequence builds suspense and becomes the climax of the content, making the audience wonder about the meaning of the yellow cloth and what lies behind it. When the ramen is finally plated, the chef finally unfolds the cloth and reveals a poster announcing the new ramen menu at Tsamie Noodle Bar. This scene serves as the answer and resolution to the questions built throughout the video.

In addition to the engaging information delivery strategy, @komunalab identifies supporting factors that help maintain viewer engagement, such as: (1) High-Quality Content, with attention to the setup of equipment used to execute the content. Proper lighting, including external lighting, and using a suitable camera like the Sony a600 that @komunalab uses can produce clear video resolution and smooth frame rates, making viewers more comfortable enjoying the content. This creates a satisfying effect, making viewers more interested and immersed in the content. Camera tracking from various angles, using dramatic

shaky video footage, creates dynamic and dramatic effects that enhance the viewing experience. Video editing in selecting frames, determining transitions, and adding color grading that aligns with the brand's and consumers' mood creates a unique sensory experience for viewers. By paying attention to proper equipment setup, high-quality visuals can be achieved in the content.



Figure 5. Equipment setup, filming, and editing
(Source: @komunalab's Instagram Story Highlight)

The next factor, (2) Facilities and location, greatly influence the quality of the content produced. When a brand aims to showcase the clean vibe and ambiance of its location, the shooting location must also be kept clean. Additionally, the food presentation facilities featured in the content must be flawless to support the aesthetic value of high-quality content. According to @komunalab, for Instagram Reels content, visual authenticity is crucial to align with audience expectations when they view and experience the product or location directly. With good visuals, viewers will feel like they are watching a movie but with a shorter duration, capable of building the atmosphere and emotions to maintain their attention on the content they are watching.

In addition to visuals, the selection of audio or background music in the content also plays a role in keeping viewers engaged. Audio has a significant impact on audience emotions. For example, using jazz music creates a cozy, relaxed, and calm atmosphere that viewers feel, making them comfortable while watching the content. Additionally, using sound effects in content can enhance its quality, preventing it from becoming monotonous to the audience's ears. For instance, using sound effects like boiling water, chopping vegetables, or slurping noodles can stimulate the senses and create an engaging effect for the audience's ears. By carefully selecting the right audio in content, there is a higher potential to attract viewers for a longer duration.

Consumer and Brand Interaction

After completing the post-production stage, the next step is the content quality standardization stage. If the content is deemed satisfactory, it will receive approval from the internal team @komunalab and the client before being published. The interaction process on the content after publication averages 150 likes, 15-20 comments, and 30 shares over a one-month period. The comments section is dominated by consumer enthusiasm to visit, with various comments including: inquiring about the availability of existing menus and new menus, asking for the restaurant's address, operating hours, mentioning friends, praising the quality of the content, and comments about the hook used in that context. Consumers feel deceived by the visual hook displayed in the content, meaning that the visual hook used by @komunalab in the content is able to attract attention and influence the emotions of the audience.

The use of @komunalab's services has had a very positive impact on the brand, one of which is Tsamie Noodle Bar, which has seen a significant increase in traffic engagement and awareness on their social media. Before using Komunalab's services, Tsamie had around 3,000 followers and now has 16,500 followers on Instagram. Additionally, within a given period, Tsamie receives a total of 135,000–180,000 impressions from feed content, reels, and stories. In one month, @komunalab produces 7–10 reel content pieces, Each Reels content piece averages 7,000–15,000 views and 200 total engagements, with the audience spread across several regions, including: Cirebon 14.8%, Majalengka 8.1%, Rajagaluh 7.1%, Sukahaji 5.8%.

In terms of sales, Tsamie Noodle Bar has seen a significant positive impact, with a 20-30% increase in sales revenue after utilizing content production services and social media specialists. Prior to the collaboration, Tsamie Noodle Bar received approximately 200 customers on weekdays, but this number has increased to 250-300 customers. On weekends, the number of visitors, which previously reached 300 people, has now surged to 400-500 people. This increase has made Tsamie Noodle Bar increasingly confident in @komunalab, which has been collaborating with them for three years.

CONCLUSION AND RECOMMENDATION

This study has shown that the phenomenon of short attention spans on social media, particularly Instagram, is a major challenge in the food and beverage industry. In this context, @komunalab has successfully implemented various creative strategies that utilize visual and narrative elements to attract the audience's attention in a limited amount of time.

The research findings indicate that the selection of symbols in building brand character and mood within content, as well as the use of appropriate hooks, are crucial in enhancing audience attention and engagement. Content tailored to audience preferences, such as Employee Generated Content, also contributes to increasing interaction with the content. The communication strategies implemented encompass various elements, such as hooks, middle hooks, statements, problems, solutions, and calls to action (CTAs). With the right

approach to content packaging, @komunalab successfully creates a deep sensory experience that not only captures attention but also builds an emotional connection with consumers.

The data obtained shows that content produced by @komunalab for clients such as Tsamie Noodle Bar is capable of generating between 135,000 and 180,000 content impressions per period, and a 20-30% increase in sales, with significant engagement rates.

Overall, this study provides valuable guidance for creative agencies and other content creators in designing food and beverage content that is responsive to the behavior of users with short attention spans. By understanding and adapting appropriate creative strategies, agencies can be more effective in conveying messages and influencing consumer purchasing decisions in today's digital age.

ADVANCED RESEARCH

Future research could expand on these findings by exploring the effectiveness of content strategies on other social media platforms, such as TikTok or YouTube Shorts, which have different audience characteristics. Furthermore, it's important to examine audience responses based on demographic segmentation to tailor communication strategies more specifically. Further research could also focus on the long-term impact of visual and narrative strategies on brand loyalty, not just short-term engagement. Comparative studies between creative agencies or the use of neuromarketing approaches to measure audience emotional responses to content could also provide deeper insights. Finally, analyzing the influence of algorithms and publication times on content performance could be crucial in designing a more effective digital strategy.

REFERENCES

- Goldhaber, M. H. (1997). The attention economy and the net. *First Monday*.
<https://firstmonday.org/ojs/index.php/fm/article/view/519/440>
- Granata, G., & Scozzese, G. (2019). The Actions of e-Branding and Content Marketing to Improve Consumer Relationships. *European Scientific Journal ESJ*, 15(1). <https://doi.org/10.19044/esj.2019.v15n1p58>
- Herco Digital. (2024, July 19). *Creative Agency Adalah: Memahami Peran dan Manfaatnya*. Herco Digital. <https://www.hercodigital.id/creative-agency-adalah/>
- Hermawan, A. J. (2023). *Analisis Jurnalisme Profetik Berita Kematian Selebritas Vanessa Angel Dalam Infotainment* (Vol. 11, Issue 1).
- Husna, J. (2019). Peran Pustakawan Sebagai Kreator Konten Digital. *ANUVA*, 3(2), 173–184.
- IDEOWORKS. (2021, August 23). *Mengenal Apa Itu Creative Digital Agency dan Mengapa Penting Untuk Bisnis Anda*. Ideoworks. <https://ideoworks.id/mengenal-apa-itu-creative-digital-agency-dan-mengapa-penting-untuk/>
- Kenneth Hein. (2020, August 13). You get 2 seconds to engage consumers online: Mars neuroscientist shares key findings. *The Drum*. <https://www.thedrum.com/news/2020/08/13/you-get-2-seconds-engage-consumers-online-mars-neuroscientist-shares-key-findings>
- Nurfalah, F. (2021). Strategy of The Department of Youth, Sports, Culture and Tourism in Revitalization the Water Park Cave Sunyaragi Cirebon City, Indonesia. *European Journal of Molecular & Clinical Medicine*, 2319–2326. <https://kanalwisata.com/wisata-taman-air-goatourism/>
- Sonja K. Foss. (2004). *Visual Rethoric Theory*. Lawrence Erlbaum Associate.
- Tallulah David. (2024). Attention span on social media is 2 seconds. Turns out, that's plenty of time. *Careerarc*.
- Thomas H. Davenport and John C. Beck. (2001). *THE ATTENTION ECONOMY Understanding the New Currency of Business*. Harvard Business School Press. https://www.summary.com/summary-reader/?item_id=26140
- Tri Wahyuti M.si. (2023). *Produksi konten Digital*. PT Rekacipta Proxy Media. https://books.google.co.id/books?hl=id&lr=&id=QkjsEAAAQBAJ&oi=fnd&pg=PP1&dq=produksi+konten&ots=kjUNQ5fGkO&sig=H1T5YkdH0KhLezqZwxCGjCGGU&redir_esc=y#v=onepage&q=produksi%20konten&f=false

Wendy S. Hesford, & Brenda J. Brueggemann. (2005). *Rhetorical visions : Reading and Writing In a Visual Culture*. Pearson Custom Publishing.
https://archive.org/details/isbn_0536916063/page/n1/mode/2up