

ZEROPICTURA'S DIGITAL MARKETING STRATEGY FOR PROMOTING WEDDING DOCUMENTATION SERVICES

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Abstract

The growth of social media has encouraged players in the creative industry to utilize Instagram as a digital promotional platform, including for wedding photography services. This study aims to analyze how Zeropictura utilizes Instagram as a promotional platform and builds customer engagement in marketing its wedding photography services. The study employs a descriptive qualitative method, with data collected through interviews, observation of the @zeropictura Instagram account, and digital documentation. The results show that Zeropictura utilizes various Instagram features such as the feed, Reels, Stories, and direct messages to support its digital promotion. The presentation of a visual portfolio, the use of visual storytelling, and interactions via the comments section and direct messages help increase audience attention, emotional interest, and engagement with the wedding photography services. Instagram provides Zeropictura with the opportunity to expand its promotional reach while building relationships with its audience through visual content and digital communication. Overall, Instagram is utilized as an effective digital promotional medium to support the marketing of Zeropictura's wedding documentation services

Keywords: Digital Marketing, Customer Engagement, Instagram, Social Media, Wedding Photography.

INTRODUCTION

Advances in digital technology have transformed the way businesses market their products and services to the public. Social media is no longer merely a means of communication; it has evolved into a promotional medium capable of reaching a wider audience more quickly and interactively. According to Kotler and Armstrong (2016, as cited in Riorini, 2021), digital marketing is a marketing activity that utilizes digital technology and the internet to create more effective communication with consumers. Changes in consumer behavior as people increasingly rely on digital media to seek information have made social media one of the key strategies in promotional activities, including in the creative services sector such as wedding photography.

As it has evolved, social media has also become a space for fostering audience engagement (customer engagement). Audiences do not merely receive information;

they also give their attention, show emotional interest, and interact with a brand. Recent studies also highlight that social media facilitates customer engagement through continuous interaction and value co-creation between brands and consumers (Lim & Rasul, 2022). According Hollebeek et al., (2014), this engagement can be analyzed through three dimensions: cognitive, affective, and behavioral. In the context of Instagram, these three dimensions are reflected in the audience's attention to visual content, their emotional responses to the content presented, and their interactions through various available digital features.

The wedding photography industry is a sector that relies heavily on visual media, making Instagram the primary platform for promotional activities. Research by Wahyuni & Istikhomah shows that Instagram functions as a digital showcase through its feed, Reels, and Stories features, while Darmawan et al., (2022) explain that wedding photography vendors use Instagram to build their brand image, expand their promotional reach, and engage with their audience through comments, direct messages, and visual storytelling. These findings are reinforced by Anis Yaasir Musthofa & Budi Istiyanto, (2024) who demonstrate that optimizing Instagram features such as the feed, Stories, Highlights, and Reels can increase a vendor's visibility and attract potential customers. Additionally, Prasetyo et al., (2024) emphasize that clear information regarding services, pricing, and portfolios is a key factor in helping prospective clients understand a vendor's quality.

Other studies have also shown that photography vendors use Instagram as their primary marketing communication channel by showcasing visual portfolios and interacting with their audience (Alhuda et al., 2024; Dias Adiprabowo, 2024). In the Ciayumajakuning region, digital marketing has also been utilized by business owners to expand their markets and enhance competitiveness (Fajariantanto et al., 2021). (Marzuqy, 2022) adds that structured marketing communication planning plays a crucial role in supporting the effectiveness of digital promotions for wedding photography services.

This phenomenon is also evident among wedding photography vendors like Zeropictura. Based on initial observations, the Instagram account @zeropictura actively utilizes various Instagram features as a digital marketing platform. As of the time of this study, the account had approximately 12,300 followers and 856 posts, predominantly featuring wedding photography in the form of feed posts and Reels. In addition, Stories, Highlights, and customer testimonials are used as a means of conveying information and communicating with potential clients. These conditions indicate that Instagram is not only used as a promotional medium but also as a tool for building communication with the audience, making Zeropictura a suitable subject for this study.

Although various studies have discussed the use of Instagram in promoting wedding photography services, there are still several gaps in the research. Most studies focus more on visual promotion and marketing communication, while discussions regarding digital marketing implementation that generates customer engagement

remain limited. In addition, research on the implementation of digital marketing among local wedding photography vendors, particularly in the Ciayumajakuning region, is still relatively scarce. Previous studies generally have not explained in depth how the implementation of digital marketing through various Instagram features can build audience attention, interest, and interaction (Dwivedi et al., 2021; Faradila, Maskuri Sutomo, Ponirin, 2023; Janah & Setyawati, n.d.; Kadek Adela Amanda Putri et al., 2025).

Based on this gap, this study aims to analyze Zeropictura's implementation of digital marketing via Instagram to promote its wedding photography services. This study focuses on the use of various Instagram features as a digital promotional medium, the presentation of visual content, and digital communication with prospective clients. Furthermore, forms of customer engagement resulting from the implementation of digital marketing are analyzed through cognitive, affective, and behavioral dimensions according to (Hollebeek et al., 2014).

RESEARCH METHOD

This study employs a descriptive qualitative approach to understand Zeropictura's implementation of digital marketing through the social media platform Instagram. This approach was chosen because it allows for a naturalistic depiction of the phenomenon by emphasizing the processes and meanings of the observed digital promotional activities (Moleong, 2018). The study focuses on the implementation of digital marketing through the presentation of visual content and digital interactions on the Instagram account @zeropictura, which were analyzed using the concept of customer engagement proposed by Hollebeek et al., (2014) across cognitive, affective, and behavioral dimensions.

The research data consists of primary and secondary data. Primary data was obtained through in-depth interviews with the owner of Zeropictura and two clients who had used the company's wedding photography services. Meanwhile, secondary data was obtained from the Instagram account @zeropictura, including its feed, Reels, Stories, Highlights, and comments, as well as various academic publications relevant to digital marketing and customer engagement.

Data collection was conducted through semi-structured interviews, nonparticipatory observation, and documentation. The interviews were conducted based on guidelines developed with reference to the dimensions of customer engagement, while the observations focused on content presentation, visual consistency, audience interaction, and the use of Instagram features. Documentation in the form of screenshots of content and interactive activities was used as supporting data. Data analysis was conducted using the interactive model developed by Miles, Huberman, and Saldaña, which includes data reduction, data presentation, and drawing conclusions (Miles et al., 2014). All data from interviews, observations, and documentation were then categorized based on cognitive, affective, and behavioral dimensions to identify Zeropictura's implementation of digital marketing through Instagram.

RESULTS AND DISCUSSION

Findings

This study was conducted through interviews with the owner of Zeropictura and two clients who have used Zeropictura's wedding photography services, as well as direct observation of the @zeropictura Instagram account. The data collected indicates that Zeropictura implements digital marketing by utilizing various Instagram features such as the feed, Reels, Stories, Highlights, comments, and direct messages as a means of promotion, information dissemination, and communication with prospective clients.

Zeropictura's digital marketing efforts on Instagram include showcasing its visual portfolio through feeds and Reels, using Stories and Highlights as informational channels, sharing customer testimonials, and utilizing the comments and direct message features to communicate with prospective clients. All of these activities constitute the digital marketing strategies examined in this study.

According to Hariq Baihaqi, owner of the vendor Zeropictura, the content uploaded to Instagram features High Definition (HD) visual quality, consistent color tones, and a cinematic visual style all hallmarks of Zeropictura's documentation. Additionally, dark or solid-colored backgrounds are used to keep the feed looking neat and maintain a consistent visual identity. Video Reels content is created using slow-motion techniques and is accompanied by narrative audio sourced from various wedding moments, such as the marriage vows, family speeches, and other audio recordings. Zeropictura also utilizes Reels, Stories, the feed, and Highlights as platforms to present its digital portfolio to its Instagram audience. (Baihaqi,2026).



Figure 1. Zeropictura Instagram Feed View
Source : Instagram @Zeropictura, 2026

Based on observations of the Instagram account @zeropictura, the feed displays a consistent color palette and visual style across most of the wedding photography posts. In addition, the Reels feature is used to showcase documentary style videos with a cinematic concept and visual storytelling that capture the emotional atmosphere of the wedding.

The implementation of digital marketing through these feeds and Reels is supported by informants' responses, who noted that Zeropictura's visual presentation maintains a consistent style. Rahmatia explained that the visual quality of Zeropictura's photos and videos appears aesthetic, luxurious, and has a cinematic visual style with a consistent color palette. According to her, Reels and feeds are the most attention-grabbing features on Instagram because they can showcase a portfolio and documentation ideas that serve as references for potential clients (Rahmatia, 2026). Rahmatia also noted that Zeropictura's quality can be directly assessed through Instagram posts that feature clear and polished visuals.



Figure 2. Zeropictura Wedding Documentation Reels Content

Source : Instagram @Zeropictura, 2026

Zeropictura's presentation of its visual portfolio is further supported by Gery's view that the company's visual quality is evident in the sharpness of the photos, the lighting, the composition of the images, and the emotional narrative conveyed through video reels. According to him, Zeropictura's documentation not only features the bride and groom but also captures the event's atmosphere and the family's expressions, making the documentation feel more vibrant (Gery, 2026). Gery also explained that the portfolio and testimonials featured on Instagram helped build his confidence in the quality of Zeropictura's services before he hired them for his wedding documentation.

Regarding the digital communication process, Hariq Baihaqi explained that interactions with prospective clients take place via Instagram direct messages (DMs) and WhatsApp. In addition, Zeropictura also uses Q&A features, comment replies, and story reposts as means of communicating with its audience. Hariq Baihaqi explained that the admin team strives to provide prompt and engaging responses to prospective clients (Baihaqi, 2026).



Figure 3. Zeropictura Instagram Highlights and Reposted Testimonials
Source : Instagram @Zeropictura, 2026

Both informants confirmed that Zeropictura's use of digital communication via direct messages was effective, noting that communication through Instagram went smoothly because Zeropictura provided friendly, prompt, and informative responses regarding the documentation services it offers. Initial interactions took place via Instagram DMs before moving to WhatsApp for further consultation regarding wedding documentation packages (Rahmatia, 2026; Gery, 2026).

The results of the observation show that there is interaction between Zeropictura and its audience through the comments section on Instagram posts. In addition, based on interviews with vendor owners and clients, communication also takes place via direct messages, which are used as an initial means of communication before the consultation process and service discussions continue via WhatsApp.



Figure 4. Comment Interactions on Zeropictura's Instagram
Source : Instagram @Zeropictura, 2026

Zeropictura's digital marketing efforts which include showcasing its portfolio, testimonials, and digital communication enable its Instagram account to serve as a source of information for prospective clients before they hire the company's wedding photography services. This is supported by interviews with two informants, who stated that the portfolio, consistency of posts, and responsiveness in communication are key factors they consider before hiring Zeropictura's services.

Analysis and Discussion

The findings indicate that Zeropictura implements digital marketing through Instagram by integrating visual portfolio presentation with interactive communication features. Instagram is utilized not only to display wedding documentation through feeds, Reels, Stories, and Highlights, but also to facilitate communication with prospective clients through comments and direct messages. These activities demonstrate that digital marketing implementation extends beyond promotional content to include efforts to build audience engagement throughout the customer journey. The novelty of this study lies in examining the implementation of digital marketing through the perspective of Customer Engagement by Hollebeek et al. (2014), which explains how Instagram supports audience engagement through cognitive, affective, and behavioral dimensions within the context of a local wedding documentation vendor.

These findings are generally consistent with previous studies reporting that Instagram is an effective platform for promoting wedding photography services through visual content and audience interaction (Darmawan et al., 2022; Wahyuni & Istikhomah, n.d.; Anis Yaasir Musthofa & Budi Istiyanto, 2024; Prasetyo et al., 2024; Janah & Setyawati, n.d.; Dwivedi et al., 2021). However, unlike earlier studies that mainly

focused on communication strategies, content management, or promotional activities, this study demonstrates how these digital marketing activities collectively contribute to audience engagement across cognitive, affective, and behavioral dimensions. This broader perspective contributes to the digital marketing literature by providing a more comprehensive understanding of how Instagram functions not only as a promotional platform but also as a medium for developing relationships between wedding documentation vendors and prospective clients. Therefore, the discussion of the findings is organized according to the three dimensions of Customer Engagement proposed by Hollebeek et al. (2014): cognitive, affective, and behavioral.

Cognitive

Zeropictura utilizes Instagram as part of its digital marketing strategy by showcasing its visual portfolio through the feed, Reels, Stories, and Highlights features, making it easier for the audience to learn about its wedding photography services.

Hollebeek et al., (2014) explain that the cognitive dimension relates to the audience's attention and mental engagement with a brand or digital content. On the Zeropictura Instagram account, this engagement is evident in the audience's attention to visual content, documentary reels, and service information displayed.

The findings indicate that Instagram is used not only as a promotional tool but also as a medium for presenting visual information to potential clients. Presenting the portfolio through feeds and Reels helps capture the audience's attention regarding Zeropictura's visual style before potential clients engage in further communication regarding wedding photography services. This is reinforced by Rahmatia and Gery's statements that they first viewed Zeropictura's work on Instagram before deciding to use their wedding photography services (Rahmatia, 2026; Gery, 2026).

Social media is not only used as a platform for publishing content, but also as a means of conveying information and introducing services to audiences digitally. Digital marketing enables businesses to leverage digital media and visual content to build relationships with their audiences (Januardani et al., 2023).

One of Zeropictura's Reels videos received more views than the account has followers, demonstrating that the use of Reels in digital marketing can expand the reach of information so that content is received not only by the account's followers but also by a broader audience. This helps increase the exposure of wedding documentation content to a wider audience, while also strengthening audience engagement with the Zeropictura account.

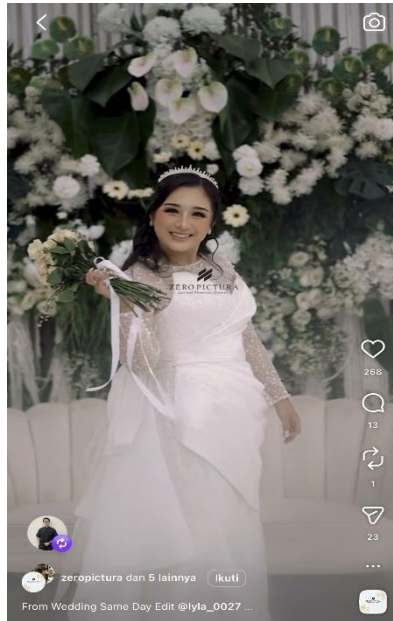


Figure 5. Reels Content with More Views Than Followers
Source : Instagram @Zeropictura, 2026

The use of Reels and visual content on Instagram helps the audience recognize the documentary style featured by Zeropictura. Sheldon and Bryant explain that the primary motivations for using Instagram include “documentation” and “creativity” that is, the activity of viewing engaging visual content on social media (Sheldon & Bryant, 2016). Furthermore, (Triyandartoko et al., n.d.) also show that wedding photography vendors utilize Instagram through the use of Reels, Stories, and visual content to promote their wedding documentation services on social media.

Based on the research findings, the audience’s cognitive engagement with the Zeropictura Instagram account is reflected in their attention to visual content, documentary Reels, and the service information displayed. The audience uses Instagram as an initial source of information to assess the quality of the documentation, visual style, and service concepts before engaging in further communication with Zeropictura. These findings indicate that Instagram serves as both a promotional medium and a source of information for prospective clients in understanding the services offered. This aligns with a study (Faradila, Maskuri Sutomo, Ponirin, 2023) media arises through their attention to content and their interest in understanding the information conveyed via Instagram. These findings indicate that presenting a visual portfolio on Instagram helps prospective clients recognize the quality of Zeropictura’s documentation services; thus, social media serves not only as a platform for showcasing the portfolio but also as an initial stimulus that sparks the audience’s interest in the wedding documentation services offered.

These findings are consistent with previous studies because wedding documentation services rely heavily on visual communication to introduce service quality before direct interaction occurs (Sheldon & Bryant, 2016; Triyandartoko et al., n.d.). Unlike previous studies that primarily discussed Instagram as a promotional medium, this study demonstrates that visual content also functions as an initial cognitive stimulus that encourages audiences to recognize service quality and seek further information.

Affective

As part of its digital marketing strategy, Zeropictura prioritizes consistent visual presentation to build the appeal of its wedding photography services. A uniform color palette, cinematic concepts, and visual storytelling are the hallmarks featured in every piece of Instagram content. The audience's interest in visual content on social media reflects their affective engagement with digital content. (Hollebeek et al., 2014) explain that the affective dimension relates to the audience's emotional responses and interest in a brand or digital content. On the Zeropictura Instagram account, this affective engagement is evident through the audience's interest in the color palette, visual concepts, and storytelling presented.

The documentary content uploaded by Zeropictura not only features the bride and groom but also captures the emotional atmosphere of the event, the family's expressions, and the details of the wedding moments, making the documentation feel more vivid and emotional. This visual presentation helps build a sense of comfort and trust in the audience regarding the services offered. This is reinforced by Rahmatia's statement that Zeropictura's documentation looks aesthetically pleasing and has a visual style distinct from other vendors (Rahmatia, 2026). Additionally, Gery noted that the visual storytelling in Zeropictura's Reels effectively captures the emotional atmosphere of the wedding, making the documentation feel more vivid (Gery, 2026).

Based on the research findings, the audience's affective engagement with the Zeropictura Instagram account is reflected in their interest and positive responses to the documentary content featured. The presentation of visual storytelling, the emotional atmosphere of the events, the families' expressions, and the consistent color palette help foster an emotional connection between the audience and the content shared on Instagram. This indicates that Zeropictura's visual content not only serves as a promotional tool but also successfully sparks the audience's interest in the wedding documentation services offered.

These research findings are consistent with those of (Wibowo et al., 2025) who explain that color tone, visual composition, and consistency in visual style influence audience engagement with photographic content on Instagram. Furthermore, Musthofa and Istiyanto also demonstrate that the use of consistent and engaging visual content can increase audience attention and build the visual identity of wedding photography vendors (Anis Yaasir Musthofa & Budi Istiyanto, 2024). On the Zeropictura Instagram account, consistency in color tone and visual concepts helps create an aesthetic and professional impression for the audience.

The audience's interest in color tones, visual concepts, and storytelling indicates an emotional response generated by the wedding documentation content presented. These findings are consistent with (Faradila, Maskuri Sutomo, Ponirin, 2023) who explain that the emotional response of Instagram audiences is shaped by a sense of enthusiasm and satisfaction toward engaging visual content. These findings align with those of (Darmawan et al., 2022) who emphasize the importance of visual storytelling in wedding photography vendors' communication strategies on Instagram. Visual storytelling helps build a connection between the brand and its audience through the presentation of engaging and meaningful photos and videos. On Zeropictura's Instagram account, visual storytelling is reflected in the cinematic presentation of the event's atmosphere, family expressions, and various wedding moments. This demonstrates that the use of visual storytelling helps increase audience interest in the wedding documentation services promoted through Instagram.

The similarity may be explained by the fact that wedding photography services depend on emotional storytelling and visual consistency to create emotional attachment with prospective clients. However, this study extends previous findings by demonstrating that audience attraction is not limited to visual aesthetics but is also reflected in emotional engagement with the wedding stories presented through Instagram Reels.

Behavior

In addition to presenting visual content, Zeropictura also leverages various interactive Instagram features as part of its digital marketing strategy. Features such as direct messages, comments, story reposts, and Q&A sessions are used as communication channels with prospective clients before the consultation process continues via WhatsApp. Audience interaction on social media reflects behavioral engagement with digital content. Zeropictura's digital marketing strategy not only focuses on presenting visual content but also leverages various interactive Instagram features such as comments, direct messages, story reposts, and Q&A sessions to build communication with potential clients. This approach encourages the audience to take concrete actions such as liking, commenting, sharing content, and contacting Zeropictura via direct message after viewing published posts. (Hollebeek et al., 2014) explain that the behavioral dimension relates to the audience's actions and active engagement with a brand or digital content through interactive activities on social media. On Zeropictura's Instagram account, behavioral engagement is evident through the audience's activities in leaving comments, seeking information about services, and communicating via direct message.

The direct message (DM) feature is used as an initial communication channel between prospective clients and Zeropictura before they are directed to WhatsApp for further consultation regarding wedding photography packages. In addition, Zeropictura also uses the reply to comments, repost stories, and Q&A features to maintain communication with its audience and increase digital engagement on its Instagram account. An analysis of the Instagram account shown in Figure 5 reveals that

one of @zeropictura's Reels posts received 22,700 views, 268 likes, and 13 comments. The high level of engagement on this post indicates that the implementation of digital marketing through Reels content not only reaches the audience but also encourages them to respond to the published content. Based on an interview with the owner of Zeropictura, several prospective clients who were interested in this content subsequently contacted the vendor via direct message (DM) to obtain further information about wedding photography services.

This is supported by Rahmatia's statement that Zeropictura responds quickly and is communicative when contacted via Instagram (Rahmatia, 2026). Meanwhile, Gery added that communication via Instagram makes it easier for prospective clients to obtain information about services and view the portfolio of documentation available on the @zeropictura account (Gery, 2026). Based on the research findings, the audience's behavioral engagement with the Zeropictura Instagram account is reflected in their activities of seeking information about services, leaving comments, and communicating via direct messages. These interactions indicate that the audience not only pays attention to visual content but also actively engages through two-way communication with Zeropictura. The use of comments, story reposts, and direct messages helps prospective clients obtain information about services while building a communicative relationship before they proceed to book services.

Janah and Setyawati explain that user interactions through comments, likes, and direct messages contribute to building trust in wedding photography vendors on Instagram (Janah & Setyawati, n.d.). The quality of responses and the speed of communication also influence perceptions of a vendor's professionalism on social media. On the Zeropictura Instagram account, communication via direct messages and the comments feature helps prospective clients obtain information about services while building trust in the vendors promoted through Instagram.

Furthermore, in social media marketing, engagement is measured not only by the number of interactions but also by the quality of the relationship formed between the brand and consumers through digital interactions (Dwivedi et al., 2021). In this study, communication via direct messages was used not only to convey service information but also as a space for consultation regarding documentation concepts, photo style preferences, and client needs. Musthofa and Istiyanto also demonstrated that two-way communication through comments, Q&A sessions, and Instagram Stories helps increase audience engagement with wedding photography vendors on Instagram (Anis Yaasir Musthofa & Budi Istiyanto, 2024). This finding is evident in the @zeropictura account, which utilizes comments, story reposts, and direct messages as part of its interactive relationship with its audience on Instagram.

This finding is also supported by Onofrei et al. (2022), who found that interactive social media communication encourages behavioral engagement by motivating consumers to seek additional information and develop stronger purchase intentions. Similarly, Zeropictura's use of comments and direct messages demonstrates that Instagram functions not only as a promotional platform but also as a communication channel that strengthens relationships with prospective clients.

Digital interactions through comments, direct messages, and story reposts indicate audience engagement with the Zeropictura Instagram account. The audience not only views the uploaded content but also responds to it and engages in direct communication. (Faradila, Maskuri Sutomo, Ponirin, 2023) explain that audience engagement on Instagram can be observed through activities such as sharing content, offering support, and interacting with the content displayed. These findings indicate that Instagram is not only used as a promotional medium but also as a platform for interaction that fosters audience engagement with Zeropictura's wedding photography services.

These findings are consistent with previous studies because Instagram provides interactive features that facilitate two-way communication between vendors and prospective clients (Janah & Setyawati, n.d.; Dwivedi et al., 2021). Unlike previous studies that mainly emphasized interaction as part of communication activities, this study shows that audience actions such as liking, commenting, and sending direct messages represent behavioral engagement resulting from the implementation of digital marketing. This finding strengthens the understanding that successful digital marketing is reflected not only in audience reach but also in active audience participation.

Overall, these findings provide both theoretical and practical implications. Theoretically, this study extends the application of Hollebeek et al.'s (2014) customer engagement framework by demonstrating how cognitive, affective, and behavioral engagement can be observed through the implementation of digital marketing on Instagram in the wedding documentation industry. Practically, the findings suggest that wedding documentation vendors should not only focus on producing high-quality visual content but also optimize interactive Instagram features, such as Reels, comments, Stories, and direct messages, to strengthen audience engagement and support promotional effectiveness. Future studies may explore other social media platforms or compare digital marketing strategies across different creative service industries.

CONCLUSION

This study concludes that Instagram plays a significant role in Zeropictura's digital marketing strategy for promoting wedding photography services. By utilizing features such as Reels, Stories, Highlights, and visual portfolio presentations, Zeropictura is able to disseminate service information, showcase the quality of its work, and establish communication with prospective clients through interactive digital features.

Based on the customer engagement framework proposed by Hollebeek et al. (2014), the implementation of digital marketing on Zeropictura's Instagram account demonstrates audience engagement across the cognitive, affective, and behavioral dimensions. In the cognitive dimension, Instagram functions as an initial source of information that helps audiences recognize the quality and characteristics of Zeropictura's wedding photography services. In the affective dimension, consistent visual presentation, color tones, and visual storytelling generate positive emotional responses and strengthen audience interest. Meanwhile, in the behavioral dimension, interactive features such as comments, direct messages, story reposts, and Q&A encourage two-way communication and facilitate interactions between Zeropictura and prospective clients.

This study contributes to the digital marketing literature by providing empirical evidence that the implementation of Instagram-based digital marketing supports customer engagement across cognitive, affective, and behavioral dimensions in a local wedding photography business. These findings also provide practical insights for wedding photography businesses in optimizing Instagram as a digital marketing platform through consistent visual content, interactive communication, and audience engagement strategies to strengthen relationships with prospective clients.

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