

## THE EFFECTIVENESS OF INSTAGRAM AS A VISUAL REPRESENTATION OF INTERIOR ARCHITECTURE STUDIOS: AUDIENCE PERSPECTIVE

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### Abstract

*The rapid growth of digital platforms has transformed how interior design studios communicate their identity and engage with audiences. Instagram, with its visual-centric nature, has become a crucial tool for these studios to represent their works effectively. This study aims to evaluate Instagram's potential in showcasing creativity, building brand identity, and fostering interaction between studios and their audience. Through interviews with 10 respondents from various interior design backgrounds, the findings reveal that Instagram's features—particularly feeds and reels—enable studios to present their projects dynamically and informatively. Respondents appreciated content that demonstrates ideation processes, project transformations, and technical details, indicating a preference for educational and visually engaging posts. While Instagram excels in creating first impressions and expanding reach, it falls short as a sole platform for deep exploration of studio profiles. Consistent posting, creativity in content, and active audience interaction emerged as critical factors in optimizing Instagram as a representation medium. This research underscores the need for interior design studios to combine Instagram's capabilities with other platforms to achieve a comprehensive and impactful digital strategy.*

**Keywords:** Instagram, Interior Design Studios, Visual Representation, Audience Engagement, Digital Strategy.

### INTRODUCTION

In the digital technology era, social media has evolved into a platform not only for communication but also for showcasing creative work, including in the field of interior architecture. Social media has become a form of visual representation, where users collectively build their own image. Li & Jongbin (2024) explain that in communication design, social media has transformed the way people communicate, making it faster, broader, and more direct. Interior architecture designers or studios can directly present their work to audiences. Instagram is one of the rapidly growing and popular social media platforms worldwide, including in Indonesia. Instagram is a social media application with a vision to deliver information quickly through various instant features (Wiratmoko & Djatiprambudi, 2019). As of now, Instagram has more than 1 billion monthly active users, with approximately 500 million users engaging with the platform daily (León-Alberca et al., 2024; Martincorena-Goñi & Aramendia-Muneta, 2023).

Instagram is one of the most popular social networks and can serve as a powerful tool for designers and visual artists to showcase their identity and style (Afanasyeva, 2018). Features such as image galleries, short videos, Stories, and Reels make Instagram a versatile tool for conveying visual ideas creatively and interactively. Additionally, Instagram has a well-organized and user-friendly interface where users can upload photos of their works and projects, as well as add descriptions to those photos. Instagram can be regarded as a digital photo album with a structured format that allows audiences to easily discover various project examples (Afanasyeva, 2018). Through this digital platform, designers gain access to both national and international markets to share their work, thereby creating interactions and job opportunities with other users (Terán-Pacheco, 2021).

Visual representation has become a primary need for interior architecture studios today. As an industry that heavily relies on design visualization and aesthetics, interior architecture studios need to present their work in a way that is not only appealing but also reflective of their unique character and capabilities. For interior architecture studios, Instagram serves as a visual representation of their creative assets, showcasing design projects, skills, designer uniqueness, and personal branding (Codone, 2006). However, this need goes beyond the technical aspects of visualization—it also concerns how the representation is received and perceived by the audience. This representation is not merely about displaying work, but also shaping how the audience understands and evaluates the studio's identity. In this context, Stuart Hall's (1997) theory of Representation explains that visual representation does not simply reflect reality but also constructs meaning through the use of language, symbols, and images. This shows that what is presented by studios on Instagram not only "represents" but also "constructs" the audience's perception of their professionalism and quality. Furthermore, Gestalt theory (Guberman, 2017) provides insights into how audiences process visual elements as a whole. Consistency in color, harmony in feed design, and neat image layouts can create a strong impression of professionalism, influencing how audiences perceive the studio as a whole.

Audience perception of interior architecture studios' Instagram content is crucial to explore, as it can influence engagement levels, appeal, and even future collaboration decisions (Ballester et al., 2021). The Uses and Gratifications Theory (Katz et al., 1973) provides a framework for understanding the motivations behind audience use of Instagram. Audiences actively use the platform to fulfill needs for information, inspiration, or entertainment, making Instagram an essential tool for interior architecture studios to tailor their content strategies to meet these demands. This theory explains how audiences actively choose media to fulfill specific needs such as information, entertainment, or social interaction. In the context of Instagram, audiences may use the platform to seek design inspiration, understand a studio's work, or initiate communication.

Instagram offers an effective way for designers to showcase their work, build their brand, and engage with a large audience (Hordiichuk, 2021; Scolere, 2019). The visual nature and broad reach of the platform make it highly suitable for designers to distribute their creations and increase brand visibility (Agista et al., 2019). Instagram is now considered one of the most effective visual representation tools for the creative industry, including interior architecture studios. However, its effectiveness as a medium for visual representation still raises interesting questions for investigation. What features of Instagram provide enough flexibility for studios to highlight their visual identity? How do audiences interact with the visual content uploaded by studios, and what factors influence their perception of the quality of this representation?

This research aims to answer these questions by focusing on how Instagram is used as a visual representation tool and how audiences evaluate its effectiveness in conveying the identity and design quality of interior architecture studios. It also aims to assess the extent to which audiences perceive Instagram as effective in showcasing designers' capabilities through digital content and to identify audience preferences for certain visual elements, narratives, or forms of interaction on the Instagram accounts of the three selected studios. Based on the research findings, this study seeks to provide practical recommendations for designers to maximize Instagram's benefits as a tool for visual representation, branding, marketing, and professional promotion.

This study employs a descriptive qualitative approach with comparative elements to explore the visual representation of interior architecture studios on Instagram and audience perceptions thereof. Primary data will be collected through observations of three studios (Akson Studio, Dendy & Darman Studio, and Matter of Something Studio) to understand their visual strategies, including the use of Instagram features such as feed design, Reels, Stories, and more. Additionally, semi-structured interviews will be conducted with 10 individuals who have an interest and background in interior design to gather insights into their perceptions and experiences with the visual representations presented. The results from the observations and interviews will be thematically analyzed to identify key patterns and themes and compared to uncover similarities or differences in the visual strategies of the three studios. This approach enables the study to provide in-depth insights into the effectiveness of Instagram as a medium of visual representation in the context of architecture and interior design.

## **RESEARCH METHOD**

This study is designed to answer three main research questions: (RQ1) What features on Instagram are used by designers as a digital portfolio medium? (RQ2) What factors influence the intensity of interaction between the audience and the designer? (RQ3) How effective is Instagram, from the audience's perspective, in presenting the visual identity of Architecture and Interior studios, allowing them to assess a designer's characteristics and capabilities?

To address these questions, the study adopts a descriptive qualitative approach with comparative elements to explore the visual representation strategies of architecture and interior studios on Instagram, as well as audience perceptions of these strategies. This approach enables an in-depth understanding of Instagram's effectiveness as a medium for visual representation within the architecture and interior design context.

The research utilizes primary data from key subjects and secondary data from relevant literature and journals to support the primary findings. The main subjects of this study involve two groups: interior architecture studios (Akson Studio, Dendy & Darman Studio, and Matter of Something Studio) that use Instagram as a visual representation platform to showcase their work, and the audiences who are the target of this visual representation.

Primary data is collected through two main methods: focused observation and semi-structured interviews. Directed and focused observations are conducted on the Instagram accounts of interior designers to explore how they utilize various Instagram features—such as feed posts, Stories, Reels, and Highlights—as well as how they develop strategies to attract audience attention and manage emerging challenges. Observations also include analysis of how these features are applied in practice, including visual aesthetics, consistency of posts, and the level of engagement generated.

In addition, semi-structured interviews will be conducted with 10 audience members who have an interest and background in interior design to evaluate the factors influencing the intensity of their interactions with interior designers.

Below is the profile of the three interior architecture studios that are the subjects of this research:

**Table 1.** Profile of Interior Architecture Studios

Studio Name	Intention	Numbers of Followers	Link Instagram	Based
Aaksen Responsible Architecture Studio	Arsitektur Interior, Fabricated	46,8 K	<a href="https://www.instagram.com/aaksen_studio/">https://www.instagram.com/aaksen_studio/</a>	Bandung, Jakarta
Dendy & Darman Studio	Arsitektur Interior, Products	52,4 K	<a href="https://www.instagram.com/dendy_dandarman_studio/">https://www.instagram.com/dendy_dandarman_studio/</a>	Bandung

Matter of Something St	Interior Architecture, Furniture, Creative Direction, Graphic Design	18,2 K	<a href="https://www.instagram.com/matterof___/">https://www.instagram.com/matterof___/</a>	Bandung
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Source: Author's Personal Documentation

Ethics are considered an important element in conducting interviews. Before the interview, the informants were asked for their permission to participate in the interview and their answers were recorded. The informants were also informed that their personal information and company names would not be mentioned in the study. Data from the interview would be kept confidential and would only be used for research purposes without being disseminated. The informants were informed about the research topic, the reasons why they were the informants, and the purpose of the study. The interview would be conducted online using the Zoom Meeting platform and would be recorded during the interview. The interview lasted for approximately 40 minutes. The following is the profile of the informant.

**Table 2.** Profile of Sources

Name	Age	Gender	Background
Audience 1	21 years	Female	Bachelor's Degree in Interior Design, Freelancer
Audience 2	23 years	Female	Interior Designer
Audience 3	22 years	Female	Lecture Assistant, Design Student
Audience 4	23 years	Female	Bachelor's Degree in Interior Design, Freelancer
Audience 5	23 years	Female	Interior Designer
Audience 6	23 years	Male	Interior Designer, owner
Audience 7	24 years	Female	Design Student
Audience 8	23 years	Female	Design Student
Audience 9	23 years	Male	Freelancer, Design Student
Audience 10	23 years	Female	Design Researcher Assistant

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Source: Author's Personal Documentation

Data obtained from direct and focused observation will be analyzed qualitatively through thematic analysis, identifying patterns, themes, and meanings related to the use of Instagram features by the three interior architecture studios. This is conducted to answer the research question regarding which Instagram features can be utilized by interior architecture studios as a medium for visual representation. Through this analysis, the researcher can identify specific patterns in how studios use elements such as feed posts, Stories, or Reels to showcase their visual identity. Furthermore, the themes identified from these observations will provide in-depth insights into visual representation strategies that successfully capture audience attention.

Data from semi-structured interviews will be analyzed using content analysis, where respondents' answers are categorized into specific themes such as their perceptions of visual aesthetics, interactivity, and the credibility of each studio. This analysis aims to address the questions concerning the factors influencing the intensity of interaction between the audience and the studio, as well as how effective Instagram is in presenting the characteristics and capabilities of the studio from the audience's perspective.

Additionally, secondary data obtained from relevant research journals will be used to support the main analysis. This data will be analyzed using document analysis, which involves grouping and reviewing theories, concepts, or previous findings relevant to visual representation, social media, and audience interaction. This analysis is intended to provide theoretical context and enrich the research findings with broader perspectives.

Ultimately, the combination of thematic analysis, content analysis, and document analysis will offer comprehensive answers to all research questions. The results will reveal the most effective Instagram features for visual representation, the factors influencing audience interaction with interior architecture studios, and the level of success in presenting relevant visual identities. Thus, this research not only provides strategic guidance for studios in utilizing Instagram but also contributes to the literature on visual communication and social media as tools for professional representation.

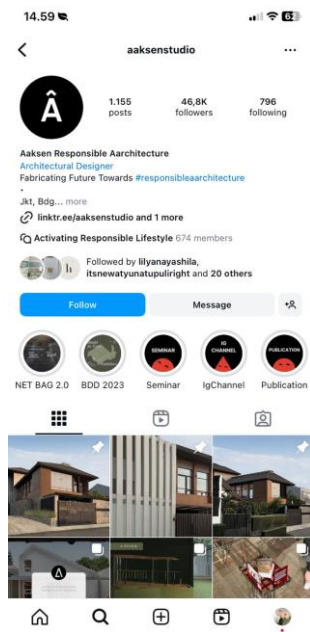


**Figure 1.** Research Framework

## RESULT AND DISCUSSION

### Aaksen Responsible Architecture

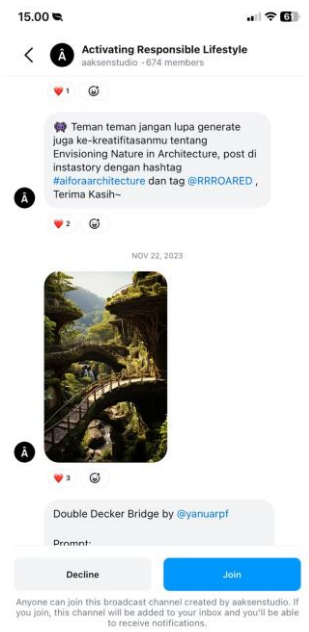
Aaksen Responsible Architecture is a Bandung-based architecture and design studio that was founded in 2018. With the principle of "responsible architecture," this studio is committed to a design approach that provides maximum impact through minimal intervention and brings added value to sustainability. They focus on creating built environments that increase awareness, energy, and meaning, towards a more sustainable future. Aaksen also runs the RRROAR initiative, a physical and digital collaboration space to explore and discuss new ideas in architecture, design, and lifestyle, providing opportunities for creators to share their work and design experiments innovatively. In representing their visuals, Aaksen Studio also utilizes the Instagram platform to interact with their audience and potential clients.



**Figure 2.** Aaksen Studio Instagram Bio Display

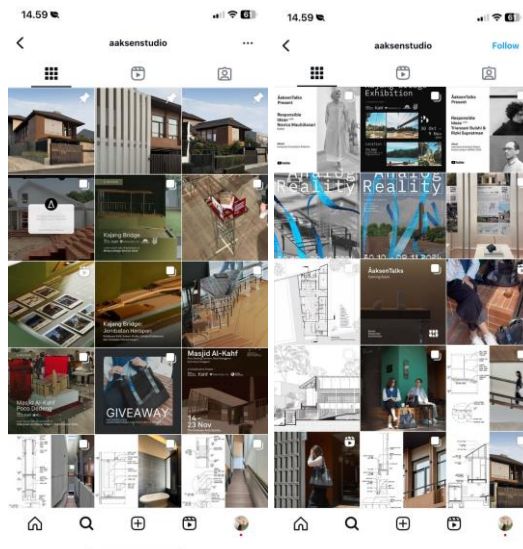
Source:

<https://www.instagram.com/aaksenstudio/>



**Figure 3.** Broadcast Chanel Aaksen Studio Source:

<https://www.instagram.com/aaksenstudio/>



**Figure 4.** Aaksen Studio Instagram Feeds View

Source <https://www.instagram.com/aaksenstudio/>

The following are the results of observations from the Aaksen Studio Instagram account:

**Table 3.** Observation Results of the Aaksen Studio Instagram Account



Features used	Strategy	Posting Intensity	Findings
Feeds	The content in the feeds is varied, displaying the results of work, collaboration results, education about technical drawings of architectural and interior treatments, each post has a caption that clearly describes the results of the project.	± 10 post/month	The feeds present a spontaneous aesthetic, though organizing the content more cohesively could enhance visual consistency.
Story	Rarely upload stories	2-3 story/week	The story feature presents a valuable opportunity to further showcase project information and could be leveraged more consistently.
Highlight	Highlights are grouped by story type; products, completed projects, seminars, publications, awards, etc.	total highlights	17 Current Highlights could be further optimized by featuring active projects and grouping them individually to enhance clarity and navigation.
Reels	Reels display design sketches, work results, collaboration results, reels containing work containing detailed information on project concepts.	1-2 reels/month	Currently, reels are uploaded occasionally without a fixed schedule, indicating potential for improved consistency in content delivery.

Collaboration Tag	Helps to showcase collaborative work, review work from architectural/interior education accounts	customize collaborators	customize collaborators
Broadcast Channel	Sharing AI Prompt tips that can be used as inspiration for work, called Activating Responsible Lifestyle Channel	± 10 post/month	experienced a decline from August 18, and November only 5
Bio/Heading Instagram	Showing the field of work and also the company's highlights, namely #responsiblearchitecture, showing the product results account and also the RRROARED architecture discussion account, providing a link to the company website.		quite neat and informative.

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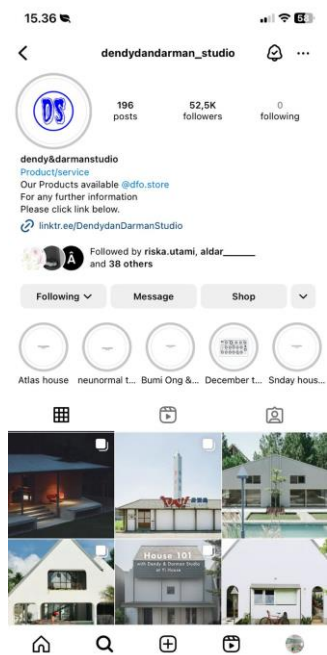
Source: Author's Personal Documentation

Based on the results of observations on its Instagram account, Aaksen is quite informative and optimally utilizes the available Instagram features to present visuals of their concepts, projects, collaborations, as well as the distinctive characteristics and intentions behind each of their designs. The use of the broadcast channel is also a plus point for engaging with their audience. However, this broadcast channel is currently used mainly to share information regarding the use of AI prompts as design references for architecture. Aaksen Studio also offers a variety of post types. Beyond showcasing their works, they also provide educational content related to more detailed technical drawings. This offers valuable insight for audience segments such as students or professional drafters.

### **Dendy & Darman Studio**

Dendy & Darman Studio is a Bandung-based design studio that combines consultancy with design services across various fields, including identity, product, interior, architecture, and environment. Founded by Dendy Darman in 2007, the studio stands out for its critical and minimalist approach, free from rigid design formulas. Their works are inspired by Indonesian visual culture, merging graphic art with architecture, landscape, and urban planning to create unique and environmentally conscious designs. They serve individual, corporate, and government clients, focusing on integrated design

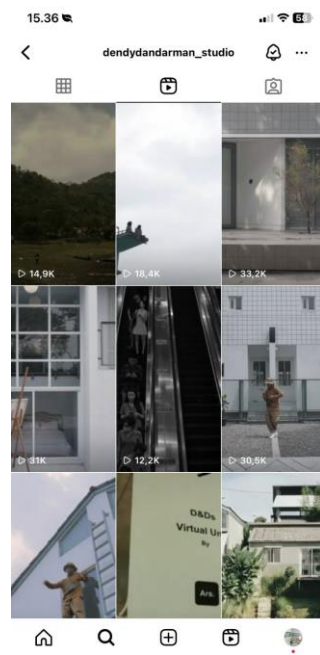
solutions. In representing their visuals, Dendy & Darman Studio also utilizes Instagram as a platform to interact with their audience and potential clients.



**Figure 5.** Dendy & Darman Studio  
Instagram Bio Display

Source :

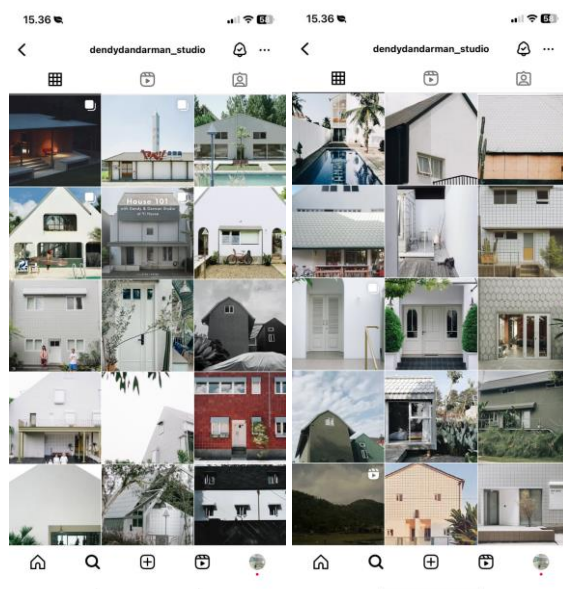
[https://www.instagram.com/dendydandarman\\_studio/](https://www.instagram.com/dendydandarman_studio/)



**Figure 6.** Dendy & Darman Studio  
Instagram Reels View

Source :

[https://www.instagram.com/dendydandarman\\_studio/](https://www.instagram.com/dendydandarman_studio/)



**Figure 7.** Dendy & Darman Studio Instagram Feeds View

Source : [https://www.instagram.com/dendydandarman\\_studio/](https://www.instagram.com/dendydandarman_studio/)

The following are the results of observations from the Instagram account Dendy & Darman Studio:

**Table 4.** Observation Results of the Instagram Account Dendy & Darman Studio

Features used	Strategy	Posting Intensity	Findings
Feeds	The feeds are neat, each photo has the same preset and color. Highlighting the distinctiveness and uniqueness of the studio.	last post March 2024	Currently, the upload of work results occurs inconsistently, suggesting an opportunity to establish a more regular update rhythm.
Story	The content of the story is usually detailed photography of the work.	rarely, 1-2/week	Information is currently provided on an irregular basis, highlighting the potential benefit of a more structured and consistent update approach.
Highlight	Highlights are grouped by project name.	last upload 2020	Currently, the Highlights focus primarily on final results, presenting an opportunity to include more recent content and contextual information to offer a fuller narrative
Reels	The video reels are very cinematic and visually pleasing, with good color	total all reels 9	There is an opportunity to enhance

	grading that matches the studio's branding.		audience engagement by providing more timely and informative video content.
Collaboration Tag	More features from collaborators, more informative reviews of the studio's work, usually from clients' Instagrams or other content creators.	customize collaborators	customize collaborators
Broadcast Channel	Does not have a broadcast channel	-	Does not have a broadcast channel
Bio/Heading Instagram	Showing other accounts as their product results, embedding a link for the studio's WhatsApp number	-	The sstudio presents a great opportunity to communicate the studio's vision and mission more clearly, enrich informational content, and integrate links to the official website for broader accessibility

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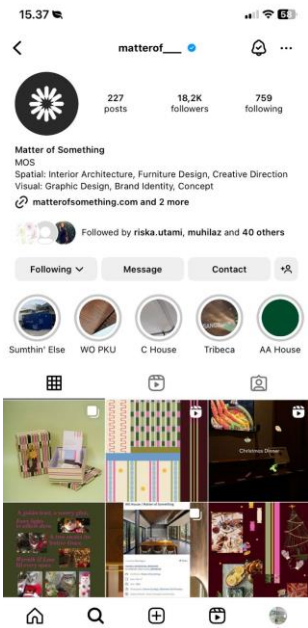
Source: Author's Personal Documentation

Based on observations of their Instagram account, Dendy & Darman are not very active in using Instagram as a medium for visual representation of their studio. Nevertheless, the feed layout of Dendy & Darman is highly consistent in terms of color and visuals. This consistency helps highlight the distinctive character and uniqueness of Dendy & Darman Studio.

### **Matter of Something Studio**

Matter of Something is a multidisciplinary design studio that focuses on creating expressive and meaningful designs. The studio explores the relationship between the past, present, and future to develop adaptive and relevant solutions. With a respect for

people, places, and time, their work bridges thought and community to uncover deeper values and purpose. Their team, composed of graphic and interior designers, leverages the connection between small design elements and the relationship between humans and their environment, creating harmony through deep narrative exploration. In visually representing their work, Matter of Something Studio also utilizes Instagram as a platform to engage with their audience and potential clients.



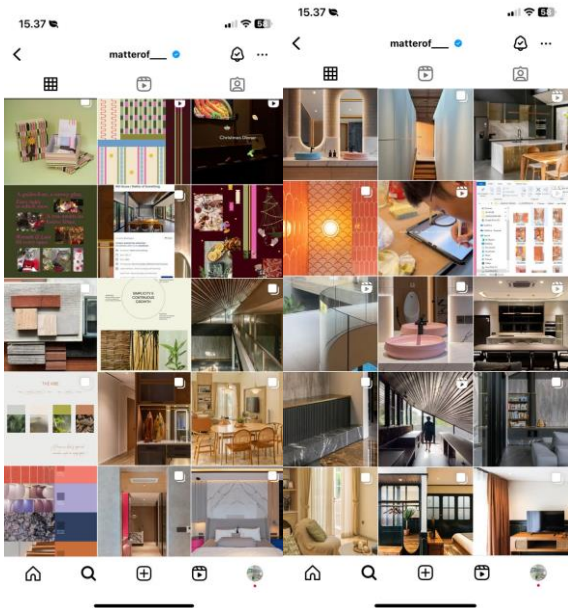
**Figure 8.** Matter Of Something Instagram Bio Looks  
Source :

[https://www.instagram.com/matterof\\_\\_/](https://www.instagram.com/matterof__/)



**Figure 9.** Matter Of Something Instagram Reels View  
Source :

[https://www.instagram.com/matterof\\_\\_/](https://www.instagram.com/matterof__/)



**Figure 10.** Tampilan Feeds Instagram Matter of Something

Source : [https://www.instagram.com/matterof\\_\\_\\_/](https://www.instagram.com/matterof___/)

The following are the results of observations from Matter of Something Studio:

**Table 5.** Results of Observations of Matter of Studio Instagram Accounts

Features used	Strategy	Posting Intensity	Findings
Feeds	The content in the feeds is varied, displaying the results of the work, ideas, colors, materials and colors used, mood boards, the process of making the work, education about branding, and brainstorming results.	± 6 post/month	Captions present an opportunity to further define each post's message, while a more consistent color arrangement could enhance visual harmony. Despite some variability in posting frequency, the content remains quite informative.
Story	Contains detailed content about project work, detailed, sometimes adding interactive features with the audience to the story, showing more details and using the hashtags #detailmatters #matterof_interior, site visit	3-4 times/week	There is an opportunity to boost engagement by maintaining a more consistent schedule for uploading content to stories.
Highlight	Highlights are grouped according to project name, contain lots of details and work processes, review tags from other content creators, utilize interactive features (rate, this or that),	total highlights 44	the use of highlights is quite good and informative

Reels	Contains the results of the work in a clearer video format, there is daily content, creative content that displays the results of the work, displays functional and inspiring interior features, displays the work process and ideation, displays the project site visit process, sometimes displays interesting graphic design,	2-3 reels/month	Reels are pretty well utilized
Collaboration Tag	Collaboration from today's matter, another Instagram account from matter of, reviewing the work of matter of other content creators, featuring teams from matter of and their activities.	menyesuaikan kolaborator	customize collaborators
Broadcast Channel	Does not have a broadcast channel	-	Does not have a broadcast channel
Bio/Heading Instagram	The bio shows the studio's spatial and visual intentions through a variety of relevant disciplines, including links to the studio's official website and published work.		It's pretty clear and not long-winded.

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Source: Source table should always be positioned below the tables

Based on observations of their Instagram account, *Matter of Something* makes excellent use of Instagram as a medium for visual representation of their studio. Their diverse feed posts, which reflect their uniqueness, successfully attract audience attention. *Matter of Something* not only showcases their project outcomes, but also provides educational content about their thinking process, design development, and production stages for each project. Their consistent posting of feeds, stories, and other content helps the audience better understand and recognize their identity, while also fostering emotional engagement between the audience and the studio.



## Interview Results

All interview results were transcribed by the researcher before being thoroughly analyzed. A simplified transcription was used to allow quick access to interview content. The qualitative data analysis involved transforming raw data into meaningful interpretations and explanations of the responses and opinions collected. This process included two stages: data transcription and grouping into specific themes (Lewins, Taylor & Gibbs, 2010). The researcher presents the interview data from 10 respondents by summarizing their answers, including additional information to build relevant respondent profiles for the study:

**1. What is your profession and your interest in interior design, and how do you typically use Instagram, including your frequency of access and the types of content that attract your attention?**

All 10 respondents have an interior design background with various professions: 3 master's students in design, 2 bachelor's degree graduates in interior design, 3 working at interior architecture firms, and 2 assistant lecturers and researchers. They expressed a strong interest in interior design. 8 out of 10 stated that they use Instagram quite frequently in their daily lives. Instagram serves as a space for entertainment, lifestyle inspiration, design idea references, and educational content tailored to their needs.

**2. What is your opinion on Instagram as a visual medium, particularly in capturing attention and representing the identity of an interior design studio?**

All interview participants agreed that Instagram is more effective as a visual medium compared to other platforms. Instagram provides space for displaying photos and videos in an easy and accessible way, making it an effective tool for visual representation. Personal preference greatly influences how visual content captures audience attention. However, it is evident that more educational, informative, and inspiring content tends to attract greater interest from audiences. 7 out of 10 respondents preferred content that illustrates the ideation process, project execution, and before-after transformations. Participants with student and researcher backgrounds favored educational content, such as design tips and tricks, materials, and technical drawings, as it supports them in creating detailed working drawings. Posting consistency is also seen as a key factor in Instagram's effectiveness as a visual representation tool for interior architecture studios.

**3. Which Instagram feature do you find most effective in showcasing interior design works, and does it help in understanding a studio's characteristics? Additionally, which visual format is more effective—images, videos, or slideshows?**

Based on responses, 5 out of 10 interviewees chose the *feed* as the most effective Instagram feature for showcasing interior design works. The feed is considered essential as it provides the first impression to audiences through the arrangement of

posts, which also reflects the studio's level of professionalism. Audiences typically assess each post based on project clarity and content.

Four participants preferred the reels feature, citing clearer visuals and the addition of audio to further explain the content. Reels were considered more effective for communicating design works because they are more likely to appear on Instagram's explore page, thus reaching a broader audience. Some participants preferred static images, while others favored more dynamic content like videos. However, many agreed that regardless of format, the content's clarity and the use of informative descriptions or narratives are what truly matter.

- 4. In your opinion, how important is interaction—such as comments, likes, or direct messages—between an interior design studio and its audience on Instagram? Does an active studio response make you more interested? And what is your main reason for following a particular interior design studio account?**

The majority of participants engage with interior and architecture studios primarily through likes on posts. Even so, they believe interaction between studios and audiences is important because it helps the audience feel more connected and appreciated. This kind of engagement also increases audience interest in the studio. Responsiveness to messages and comments is seen as a significant plus. The comment section is also viewed as a space for mutual information sharing and learning.

Participants stated that their decision to follow a studio's account is mostly based on personal preference aligned with their design style. The overall aesthetics of the account is also a factor. In addition, the studio's size—whether large or small—can influence their choice to follow the account.

- 5. Based on your experience, how effective is Instagram in conveying the quality of a studio's interior design? Do you feel you can assess the studio's characteristics and capabilities just from their Instagram posts? If you want more in-depth information, is Instagram sufficient, or is another platform needed?**

From the users' experiences, Instagram provides a good *first impression* but cannot fully convey the design process, ideation, and how challenges in the project were handled. However, some studios do share such information. In terms of education, Instagram provides usable design ideation references, but accuracy in searching for these references can be difficult. Audiences need to already know which accounts align with their preferred style. The presence of an official website linked in the Instagram bio is also a plus, as it reflects the studio's professionalism. Most participants agreed that while Instagram can represent a studio's visual identity and style, other platforms are still needed for more formal collaborations, deeper information, or even just to look for design ideas.

- 6. After viewing the three interior architecture studios I presented, which studio do you think utilizes Instagram most effectively as a medium for visual representation?**

Based on the interviews, *Matter of Something* was most frequently chosen as the studio that uses Instagram more effectively and creatively than the others. It is considered more successful in presenting its visual identity to the audience. The variety and uniqueness of its visual content were found to be more engaging during Instagram browsing. *Matter of Something* was seen as better at presenting branding, design style, ideation, and diverse content. However, participants also noted positive aspects of *Aaksen* and *Dendy*. *Aaksen* offers more educational content on technical drawings and collaboration, while *Dendy* has a neat and consistent feed layout with cohesive color grading and design output. Each studio, therefore, has its own distinctive characteristics and strengths that contribute to increased audience appeal and engagement.

**7. What can interior design studios do to improve the quality of their visual representation on Instagram? Are there any elements you think are being overlooked? If you could suggest a new feature or approach, what would it be?**

Interior and architecture studios are encouraged to be more active and consistent in posting not only final design results, but also ideation, project process, and detailed aspects such as construction, materials, and color use in each project. This would help audiences better understand and assess the studio's characteristics and strengths. Studios are also expected to be more open and interactive with their audiences, diversify their content (including both photos and reels), understand and expand their target audience, and increase the use of informative carousel posts that explain concepts and ideation.

Additionally, improving caption clarity and the narrative of each post is recommended to help audiences better understand the message behind the content.

## **Discussion**

Based on the interviews conducted, Instagram has proven to be an effective medium for showcasing the visual works of interior design studios. The majority of respondents—including students, researchers, and interior design practitioners—regularly use Instagram for various purposes, such as entertainment, design inspiration, and education. The *feed* feature is perceived as contributing to a professional impression through the careful arrangement of posts, while *reels* are considered effective in reaching a wider audience due to their dynamic combination of visuals and audio. These two features complement each other in representing the works of interior design studios.

Active interaction between studios and their audience—such as responding to comments or direct messages—is seen as essential for building emotional connections and enhancing audience loyalty. Studios that are responsive are considered more appealing because they make followers feel valued. Additionally, the decision to follow

a studio's account is often influenced by the overall aesthetics of the feed, content consistency, and how closely the studio's design style aligns with the audience's personal preferences.

Although Instagram provides a valuable initial impression, additional platforms such as official websites are considered important for accessing more in-depth information, including project details, design processes, and a studio's level of professionalism. The interview findings also indicate that content highlighting design processes, ideation, and technical details is particularly appealing to audiences seeking educational references.

The three studios analyzed demonstrate different approaches in utilizing Instagram. *Matter of Something* was identified as the most effective due to its creative and diverse content; *Aaksen* stood out for its focus on technical education and collaboration; and *Dendy* was recognized for its consistent aesthetic presentation in the feed. Interior design studios are encouraged to be more active in posting content, engaging closely with their audience, and diversifying their content formats. This includes incorporating more informative and in-depth narratives in each post. Such approaches are essential to maximize Instagram's potential as a visual representation tool that supports both branding and audience engagement.

## CONCLUSION

This study demonstrates that Instagram holds significant potential as a visual representation medium for interior design studios. Based on interviews with respondents who have an interior design background, Instagram is considered effective for showcasing work, building visual identity, and capturing audience attention. Features such as the feed create a professional impression through consistent visual arrangement, while reels expand reach with more dynamic and informative content.

However, to maximize effectiveness, studios need to maintain content consistency, actively interact with their audience, and present in-depth narratives. The study also found that audiences appreciate content covering design processes, technical details, and creative ideation. Additionally, supplementary platforms like websites are necessary to support more formal and comprehensive information.

*Matter of Something* serves as an example of a studio that successfully utilizes Instagram creatively and effectively, while *Aaksen* and *Dendy* have strengths in specific aspects such as technical education and visual consistency. In conclusion, a combination of creativity, interaction, and content diversity is key to enhancing the quality of visual representation for interior design studios on Instagram.

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