

**STRATEGI DIGITAL GERAKAN LITERASI INDONESIA BOOK PARTY
DALAM MEMBANGUN ENGAGEMENT DI INSTAGRAM
@INDOBOOKPARTY**

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ABSTRAK

Penelitian ini dilatarbelakangi oleh penggunaan Instagram sebagai ruang komunikasi digital bagi gerakan literasi di tengah budaya digital yang cepat, visual, dan kompetitif. Rumusan masalah dalam penelitian ini adalah bagaimana strategi digital *Indonesia Book Party* melalui akun Instagram @indobookparty dalam membangun *engagement* kualitatif audiens selama periode Agustus–Oktober 2025. Penelitian ini bertujuan untuk menganalisis strategi digital *Indonesia Book Party* melalui pemanfaatan fitur Instagram dalam membangun *engagement* kualitatif audiens. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus tunggal. Data dikumpulkan melalui observasi digital terhadap visual *feeds*, satu *Reels*, satu *Story*, satu *Carousel*, satu *collaborative post*, wawancara semi-terstruktur dengan lima informan internal dan lima *followers*, serta dokumentasi konten Instagram. Hasil penelitian menunjukkan bahwa strategi digital IBP dibangun melalui pengelolaan identitas visual, kredibilitas komunikator, pengemasan pesan yang ringan tetapi kritis, dan pemanfaatan fitur Instagram sesuai fungsi komunikasinya. IBP memanfaatkan *feeds* untuk identitas visual, *Reels* untuk kedekatan humanis, *Story* untuk interaksi personal, *Carousel* untuk pesan bertahap, dan *collaborative post* untuk memperkuat kredibilitas. *Engagement* kualitatif muncul melalui rasa *relate*, kedekatan emosional, rasa percaya, respons reflektif, rasa memiliki, dan pemaknaan ulang terhadap aktivitas membaca. Penelitian ini menyimpulkan bahwa Instagram @indobookparty berperan sebagai ruang komunikasi persuasif yang membangun hubungan kualitatif antara komunitas literasi dan *followers*. Keberhasilan strategi digital IBP tidak terletak pada performa angka, tetapi pada kualitas makna, relasi, dan keterlibatan audiens.

Kata Kunci : *Engagement* kualitatif, Gerakan literasi, *Indonesia Book Party*, Instagram, Strategi digital.

**THE DIGITAL STRATEGY OF THE INDONESIA BOOK PARTY LITERACY
MOVEMENT IN BUILDING ENGAGEMENT ON INSTAGRAM
@INDOBOOKPARTY**

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ABSTRACT

This study is motivated by the use of Instagram as a digital communication space for literacy movements amid a fast, visual, and competitive digital culture. The research problem concerns how Indonesia Book Party develops its digital strategy through the Instagram account @indobookparty to build qualitative audience engagement during August–October 2025. This study aims to analyze Indonesia Book Party's digital strategy through the use of Instagram features in building qualitative audience engagement. This research employed a qualitative approach with a single case study method. Data were collected through digital observation of visual feeds, one Reels post, one Story, one Carousel post, one collaborative post, semi-structured interviews with five internal informants and five followers, and documentation of Instagram content. The findings show that IBP's digital strategy is constructed through visual identity management, communicator credibility, light yet critical message packaging, and the use of Instagram features according to their communicative functions. IBP uses feeds to establish visual identity, Reels to create humanistic closeness, Story to build personal interaction, Carousel to deliver gradual messages, and collaborative post to strengthen credibility. Qualitative engagement emerges through relatability, emotional closeness, trust, reflective responses, a sense of belonging, and the reinterpretation of reading as a meaningful activity. This study concludes that Instagram @indobookparty functions as a persuasive communication space that builds qualitative relationships between the literacy community and its followers. The success of IBP's digital strategy lies not in numerical performance, but in the quality of meaning, relationships, and audience engagement.

Keywords: *Digital strategy, Indonesia Book Party, Instagram, Literacy movement, Qualitative engagement.*