

## ***Abstract***

*The internet has changed how we communicate and get information, one of which is through Instagram and social media. The Indonesian Data Science Community uses Instagram to carry out content marketing communications in an effort to realize one of its missions, namely to develop and increase knowledge or data literacy and to encourage talent growth in the field of data technology for a broader and inclusive audience. Based on a survey of 57.3% of the respondents who work or have a background in data technology, besides that only about 10% of Instagram content discusses data technology literacy or education, Instagram DSI needs to be improved to realize the mission of providing data literacy to the public. broader audience by creating inclusive and engaging content. This study uses a mixed method using two data sources originating from qualitative and quantitative methods, the theory used is a marketing strategy, namely defining segmentation, targets, and positions or commonly known as STP proposed by Kotler and Keller, and the basic approach of Visual Communication Design for visual content design. that catches the attention of the audience. The results show that DSI's marketing strategy is to have two target audiences: primary and secondary. Then the implementation of the marketing communication strategy is carried out using the AIDA model. Then with the development of visual concepts, it is proven necessary to increase the attractiveness of the wider community's interest.*

*Keywords: AIDA, Data Science, Instagram Visual Communication Design, Marketing Communication, Social Media.*