

ABSTRACT

To enhance Research Visibility, the utilization of social media is necessary to create collaboration opportunities for joining research. This study aims to develop social media content design by establishing a visual identity, expanding reach, and creating audience engagement. The approach used is the Incremental Approach, which includes the Branding Consistency Method, Short Video Dissemination, and Interactive Engagement. The results of the research indicate that a visual identity has been created through content templates that were tested via a survey using the Likert scale, involving 40 respondents who follow the CoE STAS-RG Instagram account. The survey results show that 38 respondents found the content interesting and would recommend this account, while 39 respondents assessed that this account encourages active engagement in research activities. The dissemination of short videos has successfully expanded audience reach, with Stories reaching 5,661 accounts and Reels reaching 956 accounts. Audience engagement has been fostered in Stories through polling features to join CoE STAS-RG. Out of a total of 39 respondents, 28 votes indicated 'yes,' 9 votes were neutral, and 2 votes indicated 'not sure'.

Keywords: Research Visibility, Content Design, Instagram, Likert Scale.