

ABSTRACT

The development of digital media has significantly influenced the way society, particularly university students, consumes information. Students tend to prefer content that is visual, concise, and easily accessible over lengthy texts that require more reading time. This shift poses a challenge for news media to attract and retain readers' interest amid the flood of instant information.

This study aims to explore the application of visual journalism principles and strategies by the local media outlet AyoBandung through its Instagram platform in efforts to capture attention, maintain interest, and foster reader engagement, especially among students.

The research employs a qualitative method with a case study approach. Data were collected through observation, in-depth interviews with the AyoBandung social media manager as the key informant, and supporting interviews with students from Universitas Sangga Buana YPKP. The data were analyzed through systematic processes of reduction, presentation, and conclusion verification.

The results indicate that AyoBandung implements visual journalism in a structured manner through the use of photos, videos, infographics, and carousels to deliver news that is up-to-date, factual, and contextual. This strategy has proven effective in capturing students' interest by presenting relevant and easy-to-understand visual information aligned with social media consumption patterns.

Keywords: *visual journalism, Instagram, news content, reader interest, digital media, case study.*