[](http://crossmark.crossref.org/dialog/?doi=10.33153/dewaruci.v17i2.4147&domain=pdf)From Kitchen to Screen: Analyzing the Visual Creative Content of a Costumed Crackers Maker

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| ABSTRACT |  |  |
| In the digital era, social media has become a dynamic area for people to communicate their own uniqueness. Social media also forces the line between self-expression and professional self-branding. This research includes a case study of @jeniinugraha, a cracker fryer who went "viral" because he wore a variety of unique costumes in his daily activities. The daily activities shown in his Instagram video are limited to the activity of frying crackers. This research intends to explore how the visual appearance and consistency of the video concept contribute a form of visual communication to enhance one's brand identity. Through qualitative analysis of video content on Instagram accounts, the results of this research indicate that the use of unique and varied costumes not only increases visual appeal but is also able to increase the audience's relationship with the content created. His content strategy approach is not only about personal branding, but also offers a new perspective on effective visual communication strategies for content creators and brands. This research underlines the transformative potential, especially the use of creative costumes under the influence of modern social media, there is a need for further exploration in the creation of digital content which continues to develop.  [https://licensebuttons.net/l/by-sa/3.0/88x31.png](http://creativecommons.org/licenses/by-sa/4.0/)This is an open-access article under the [CC–BY-SA](http://creativecommons.org/licenses/by-sa/4.0/) license |  | Article History  Received  Revised  Accepted  Keywords  Visual Communication  Creative Content  Costumed Man |