

The Effect of Auditory Salience on Instagram Engagement: An Experimental Study of Music Advertising

Johanes Pramudio Ananto¹, Haidar Buldan Thontowi, S.Psi., M.A., Ph.D.²

^{1,2}*Faculty of Psychology, Universitas Gadjah Mada*

Jl. Sosio-Humaniora 1, Bulaksumur, Yogyakarta 55281, Indonesia

Abstract. This study examines the effect of auditory salience on Instagram engagement, focusing on music advertising. Auditory salience refers to the capacity of auditory elements to capture attention. Using a between-subjects experimental design, 200 participants were divided into two groups: one exposed to a song's chorus (high auditory salience, with vocals and lyrics) and the other to its intro (low auditory salience, without vocals and lyrics). Engagement metrics, including likes, comments, shares, saves, and link clicks, were analyzed. Results revealed that content with high auditory salience generated significantly higher engagement levels (mean = 28.6) compared to low auditory salience (mean = 21.6), with a strong effect size (Cohen's $d = 1.71$). These findings suggest that the inclusion of vocals and lyrics amplifies emotional and cognitive responses, leading to enhanced audience interaction. The study underscores the importance of tailoring auditory elements to optimize digital campaigns. Practical implications include leveraging vocal and lyrical elements in music promotions to strengthen audience connections and improve marketing effectiveness. Future research should explore interactions between auditory, visual, and textual elements in shaping engagement across diverse digital platforms and cultural contexts.

Keywords: music marketing, auditory salience, social media engagement, vocals and music

Abstrak. Penelitian ini mengkaji pengaruh saliensi auditori terhadap engagement di Instagram, dengan fokus pada periklanan musik. Saliensi auditori merujuk pada kemampuan elemen auditori untuk menarik perhatian. Menggunakan desain eksperimen antar-subjek, 200 peserta dibagi menjadi dua kelompok: satu terpapar chorus lagu (saliensi auditori tinggi, dengan vokal dan lirik) dan satu lagi terpapar intro lagu (saliensi auditori rendah, tanpa vokal dan lirik). Metrik engagement, termasuk likes, komentar, berbagi, simpan, dan klik tautan, dianalisis. Hasil menunjukkan bahwa konten dengan saliensi auditori tinggi menghasilkan tingkat engagement yang jauh lebih tinggi (rata-rata = 28,6) dibandingkan dengan saliensi auditori rendah (rata-rata = 21,6), dengan efek besar (Cohen's $d = 1,71$). Temuan ini mengindikasikan bahwa kehadiran vokal dan lirik memperkuat respons emosional dan kognitif, yang mendorong interaksi audiens. Studi ini menegaskan pentingnya merancang elemen auditori untuk mengoptimalkan kampanye digital. Implikasi praktis mencakup penggunaan elemen vokal dan lirik dalam promosi musik untuk memperkuat koneksi audiens dan meningkatkan efektivitas pemasaran. Penelitian lanjutan perlu mengeksplorasi interaksi antara elemen auditori, visual, dan tekstual dalam membentuk engagement di berbagai platform digital dan konteks budaya.

Kata Kunci: pemasaran musik, saliensi pendengaran, engagement media sosial, vokal dan musik