

**UNIVERSITI TEKNOLOGI MARA**

**THE IMPACT OF TYPOGRAPHY ON USER  
EXPERIENCE IN INSTAGRAM  
ADVERTISEMENTS**

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## **ABSTRACT**

This study looks at how typography affects how users interact with Instagram adverts. Typography is an essential component of visual communication and has a big influence on how people view and interact with social media marketing. This study examines the relationship between typography elements (such font type, size, and spacing) and user reactions, such as attention, engagement, and perception of ad credibility. It does this by examining a sample of Instagram ads. The results illustrate the significance of careful typographic decisions in enhancing user experience and maximising the efficacy of Instagram ads, offering insightful information for designers.

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