

Abstract

Bank Sampah Mandiri is an effort that can be made to improve the quality of life and public health. As time goes by BSM continues to develop so that it has many creative and innovative activities to overcome the waste problem. Bank Sampah Mandiri has enormous benefits for society. However, currently the promotional media used is still very limited, the Bank Sampah Mandiri has an unattractive design because the layout is not neat so the logo is often placed in a pile with other elements, the choice of colors is not uniform which makes it less pleasing to look at and the Instagram content is less interactive to the audience regarding other problems such as not displaying the logo in every post as a visual identity to increase brand awareness. The method used in this research uses qualitative methods. The author's Instagram content design uses a flat design style with digital vector. The design of Instagram content is made attractive by considering the use of uniform colors, interactive and communicative to the audience, clear layout to convey the message well, use of images to clarify information, appropriate typography to make it easier for the audience to understand the information. Apart from that, there is designing supporting media such as clothes, key chains, leaflets, X-Banners and business cards.

Keywords : bank sampah, instagram, promotion