

ABSTRACT

Instagram is an effective medium as a publication medium for the creative community because it spreads quickly and has diverse users, with features such as feeds, stories, and reels that can reach a wide audience. Makin Akrab is a media that started from the "Makrab Fest" event, aiming to provide a space for activists and creative communities in the art and visual sub-sector in Banyumas to connect, share, and collaborate with each other. This study uses qualitative methods such as observation, questionnaires, interviews, documentation, and literature studies, as well as 5W+1H data analysis. The results of the study show the need for publication content to introduce, promote, and inform the creative community in Banyumas. Instagram content has a great opportunity to become a local creative media that can connect the creative community with the audience. This research can be a reference for future DKV research by designing feeds, and similar reels discussing other than the creative community so that the content of Makin Akrab in the future is more diverse.

Keywords: *Instagram, publication media, content, creative community, Makin Akrab, Banyumas.*