

## **ABSTRACT**

### ***DESIGN OF INSTAGRAM FEED CONTENT AS A PANDA APPLICATION PROMOTION MEDIA***

***(Case Study: PT Puskomedia Indonesia Kreatif)***

**Listyawati Fitri Ningsih**

**18102056**

*PT Puskomedia Indonesia Kreatif is a company in the IT sector. In its development, PT Puskomedia Indonesia Kreatif already has several potential products. One of the products owned by PT Puskomedia Indonesia Kreatif is Panda SID (Village Information System) or better known as the Panda application. The Panda application is an application that is used for community services, especially rural communities. The Panda application provides solutions in community service in a smart, fast, and accurate way. Panda was developed using the most up-to-date technology to guarantee security, accuracy, ease of management, and village data validity. However, there are still some people who do not know about the Panda application and how to use it. Therefore, a promotional media is needed to introduce the Panda application. Promotional media that is currently booming is by using social media in the form of the Instagram application. To promote the Panda application service on Instagram, designs are made to be uploaded to the Instagram feed. These designs are designed according to the content design that was previously created. With the content designs on the Instagram feed, it is hoped that it will be easy to introduce Panda application services and the public can be interested in the Panda application.*

***Keywords:*** Website, Promotional Media, Puskomedia, Instagram, Panda