

ABSTRACT

INFOGRAPHIC POSTER DESIGN THROUGH INFORMATION MEDIA INSTAGRAM JOGJA SMART PROVINCE

(CASE STUDY: DINAS KOMINFO DIY)

Author :

Hillal Al Rosyid

18102016

From this practical work entitled designing poster designs for the Department of Communication and Information Technology DIY as a government agency one of its duties is to manage and disseminate information to the public, DIY DISKOMINFO uses information media intermediaries, one of which is to use Instagram social media as a medium of information and promotion so that make it easier for readers to find out about information about the Special Region of Yogyakarta to be easier to understand with clear, concise and interesting content. By using the Library and discussion method, the results of Instagram content design are obtained, the use of social media is used because in the delivery of information on Instagram it can be in the form of images or videos in the form of infographic posters and motion graphic videos on the Jogja Smart Province Instagram media. By designing a fun poster by giving a contrasting color as a red icon that depicts the @jogjasmartprovince account. So that it can be concluded in this report that Instagram content is more interesting and provides an easy-to-understand picture in every Instagram content @jogjasmartprovince is used as a medium to display and disseminate information in the form of posters that have previously been made by the author.

Keywords : DIY DISKOMINFO, Instagram, Information, Social Media, Poster