ABSTRACT

DESIGN INSTAGRAM CONTENT USING FIGMA

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Social media has become one of the basic needs for Indonesian people as the right means to disseminate information. By using social media, the dissemination of this information is certainly very helpful in the future. The social media that is often used based on the characteristics that are most suitable for uploading interesting content is Instagram. Instagram has a sharing feature that can directly target personally in disseminating information. The information that people need must have a more attractive appearance.

Graphic designers can make changes to the appearance that previously looked stiff to be more attractive and pleasing to the eye by using their skills in creating a product. Graphic designers can maximize their performance using the Figma application that can help them collaborate in real time. By using Figma, graphic designers can more easily make designs faster. Therefore, the company PT Puskomedia Indonesia Kreatif certainly needs a graphic designer who has the ability to create a product quickly in order to increase the selling value of the company.

Keywords: Figma, Graphic Design, Instagram, Social Media