

ABSTRACT

THE ROLE OF INFOGRAPHICS AS INFORMATION MEDIA AT BANYUMAS DISTRICT KPU

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KPU Banyumas Regency is one of the institutions that uses infographics as a medium of information. So that readers, especially the people of Banyumas, can find information easily, by accessing social media owned by the Banyumas Regency KPU. The working day at the Banyumas KPU starts from Monday to Friday, but during a pandemic like this the implementation of the Field Work Practice (PKL) writers are only required to come to the Banyumas Regency KPU office if there is an event that requires the author to come, such as acceptance of internship students, election classes . video recording for Banyumas KPU social media content, and the release of internship students. During practical work activities at the Banyumas Regency KPU, the author was placed in the editor section for social media content of the Banyumas Regency KPU, but sometimes the author was also ordered to take part in video recording using OBS software. The main task of the author is to be responsible for editing infographics for the social media accounts of KPU Banyumas, such as national day greeting content, election infographics and quotes. Infographic content that has been uploaded to the Banyumas Regency KPU's Instagram social media account, the author then analyzes the results of the infographic by voting via instastory on a personal account with respondents being followers of the author's personal Instagram account.

Keywords: *KPU Banyumas Regency, Infographics, Information Media, Social Media*