

ABSTRACT

The development of increasingly advanced technology makes it easier for people to access various information. These developments also have an impact on mobile phone applications, one of which is on social media applications. Currently, social media platforms are very diverse, for example Instagram, Facebook, Twitter and others.

Based on a survey taken from databoks.katadata.co.id, social media users have reached 150 million users. Seeing the large potential of users in Indonesia today, LPP RRI takes advantage of this opportunity to convey information and interact to improve its image in the community.

LPP RRI is the only radio broadcasting institution that bears the name of the country and has radio stations spread throughout Indonesia. RRI provides services, education and healthy entertainment, control and social cohesion, as well as national culture for the benefit of all levels of society through radio broadcasts that reach the entire territory of the Unitary State of the Republic of Indonesia as an independent, neutral and non-commercial Public Broadcasting Institution.

RRI uses social media Instagram to create visual content. This is because visual content is more interesting to see than just presenting written content. In addition, visuals are complementary to verbal language which can provide a better understanding to the audience. However, content in the form of visuals can also make the audience bored if the visuals displayed are not very attractive.

Graphic design or visual communication design can help content creators to make designs on social media more attractive. This is because graphic design uses visual elements, such as typography, photography and illustrations that are created to create a perception of a message being conveyed so that the communication process takes place effectively.

Keywords :

RRI, social media, content design.