ABSTRACT

Yudi Abdurrahman (18102216), 2021 – *FEED DESIGN ON SOSIAL MEDIA PLASA TELKOM MAGELANG AS A PROMOTION AND INFORMATION MEDIA*

The Corona virus is a contagious disease that was discovered in Wuhan, China at the end of 2019. The increasingly rapid technological growth in this pandemic era can no longer be contained due to its effects and effects. Technology has also brought a social media application. One of the applications that is often used is the Instagram application which acts as a communication tool and conveys information by displaying images or videos. Through the role of social media such as Instagram, Telkom Magelang parties can inform and promote sales by creating a display for the feed or main page of their Instagram account. The purpose of making a feed design is to make it easier for PT. Plasa Telkom Magelang in promoting products, increasing attractiveness, and helping to spread information. The process of making feed designs using Adobe Photoshop and Adobe Illustrator software. Adobe Photoshop is a software application used for image processing needs and Adobe Illustrator is a vector or illustration-based design software application that has flexible features and facilities when creating something creative. The result will make users or the public interested in the appearance of the new feed design that has been created.

Keywords: Social Media, Instagram, Feed, Adobe Software, design.