

***GRAPHIC DESIGN STRATEGY IN CREATING VISUAL CONTENT FOR  
SOCIAL MEDIA OF INSTAGRAM @jogjaacom***

**SKRIPSI  
(*THESIS*)**



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YOGYAKARTA  
2024**

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(THESIS)**

Diajukan sebagai syarat Salah Satu Syarat dalam Mencapai Gelar  
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**Pembuatan Konten Visual Media Sosial Instagram @jogjaajacom**

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### STATEMENT OF ORIGINALITY

I, the undersigned, declare that, this thesis is my own work (ORIGINAL), and the contents of this thesis do not contain work that has been submitted by other people to obtain an academic degree at any higher education institution, and to the best of my knowledge neither there are works or opinions that have been written and/or published by other people, except those that are referred to in writing in this manuscript and mentioned in the bibliography.

Everything related to the manuscript and work that has been created is my personal responsibility.

Yogyakarta, 4 Januari, 2024



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## DEDICATION PAGE

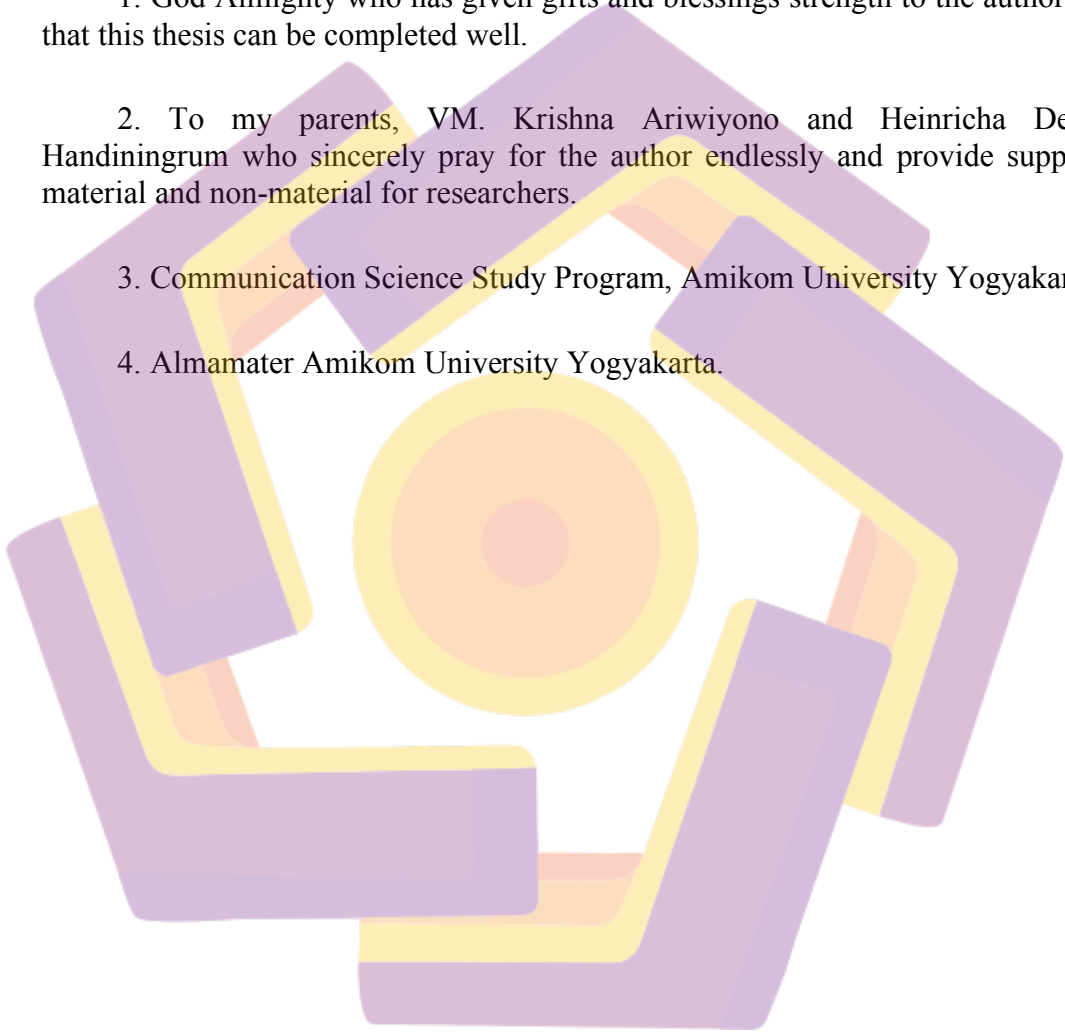
Praise be to the presence of Almighty God who has bestowed His mercy and blessings so that the author can complete this thesis well. The author would like to thank all those who have provided prayers, advice and other support. This thesis is a form of responsibility, devotion and expression of gratitude to:

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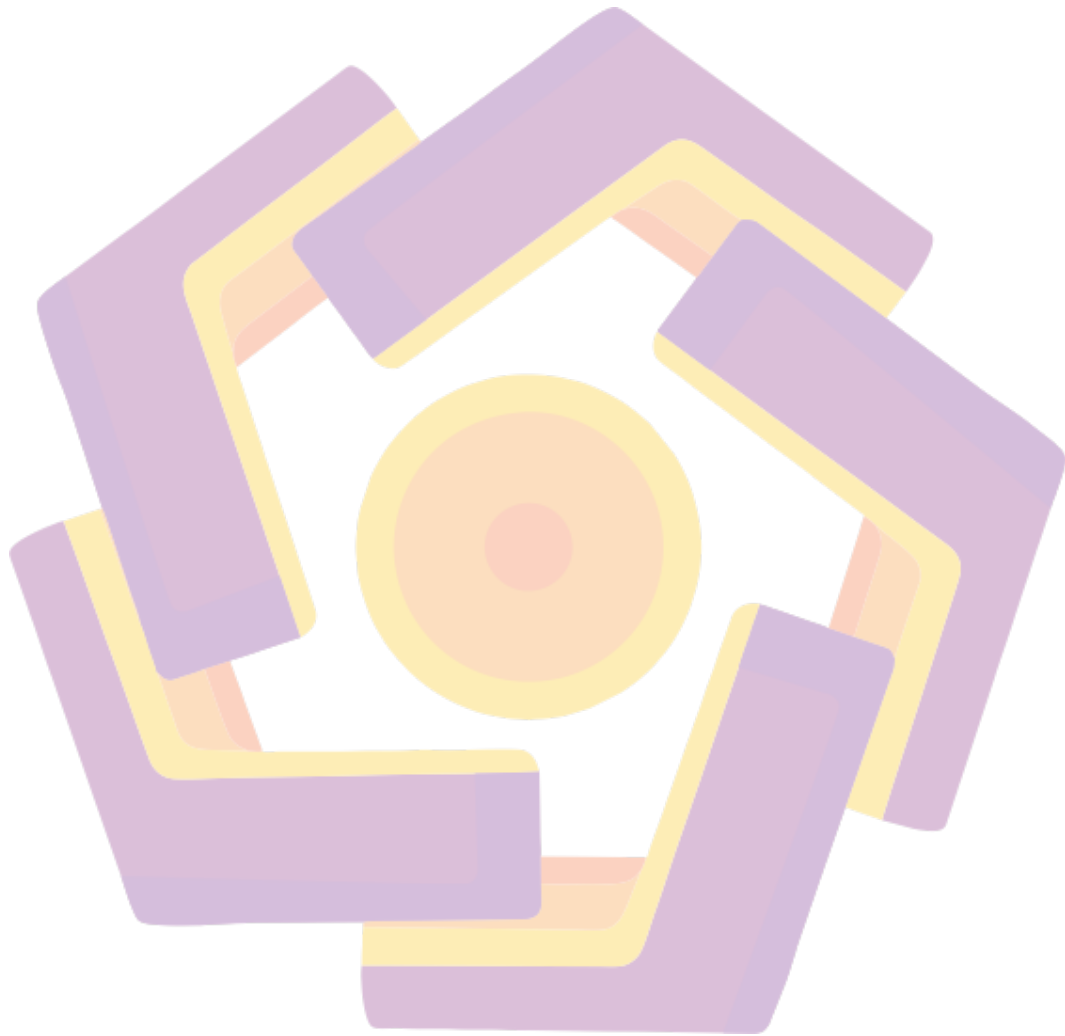


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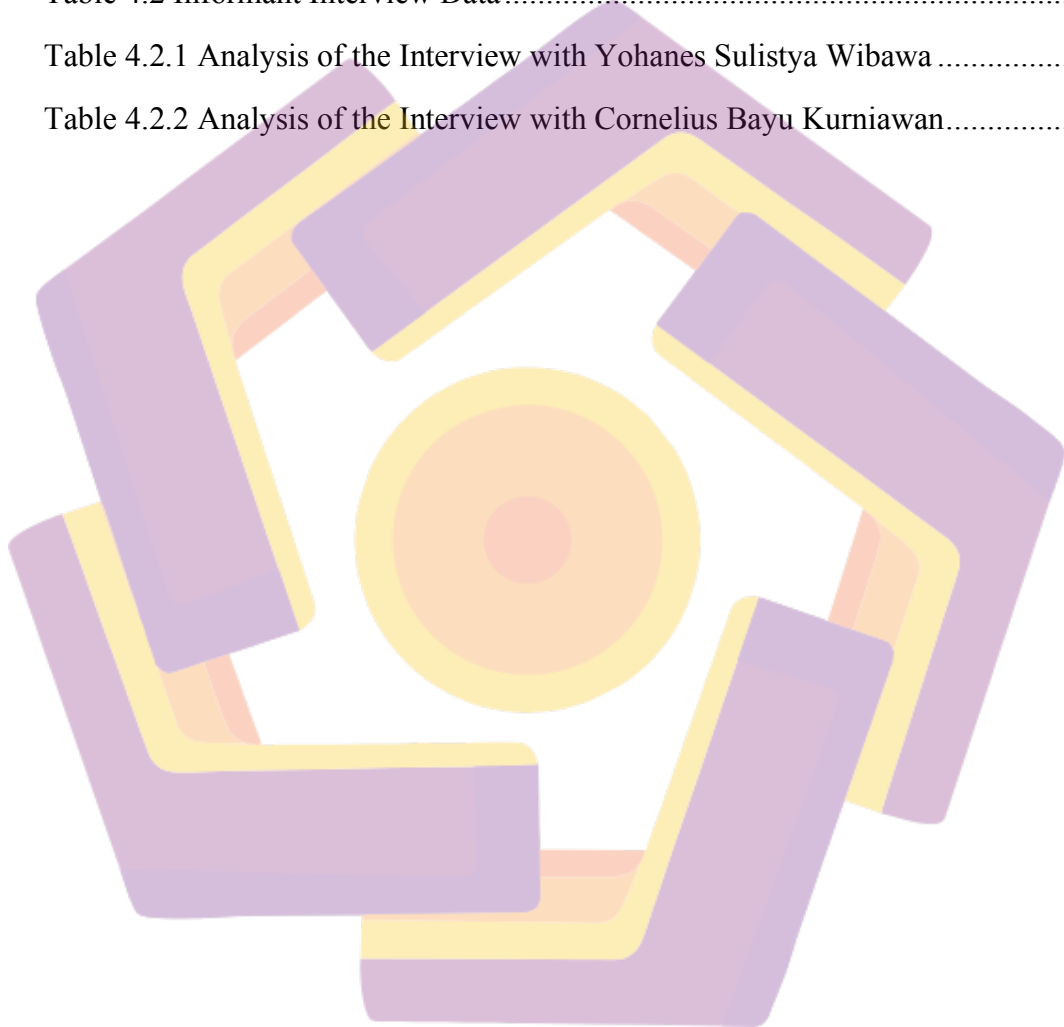
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## **ABSTRACT**

*When social media usage has been increased, graphic design is increasingly utilized on digital platforms, especially news portals for visual content. Graphic design is used as a strategy for creating visual content for the Jogjaaja.com social media Instagram, such as designing article content and video templates as a theme display for the social media news portal and presenting templates. This research is aimed to find out the cause of unattractive design in visual content of social media Instagram of Jogjaaja.com and find out the strategy of the graphic design that used. The methodology used in this research is a qualitative, that is focused on the graphic design strategy, graphic design and visual contents. Researcher carried out the data analysis by using data reduction, data display, and conclusion. While the data collection techniques are through interviews, observation and documentation. The data validity testing technique uses data triangulation techniques. The research results show that the graphic design strategy for designing visual content was not successful due to a lack of human resources, where the graphic design division in the company was empty due to the lack of human resources, low intensity and the inconsistency of keeping the quality of the visual content. Because of this, the company plan to change the graphic design on the visual content due to the ineffectiveness.*

*Keywords: Visual Design Communication, Graphic Design, Journalism, Multimedia, News Writing*

## INTISARI

Ketika penggunaan media sosial meningkat, desain grafis semakin banyak digunakan di platform digital, khususnya portal berita untuk konten visual. Desain grafis digunakan sebagai strategi pembuatan konten visual media sosial Instagram Jogjaaja.com, seperti merancang konten artikel dan template video sebagai tampilan tema portal berita media sosial dan menyajikan template. Penelitian ini bertujuan untuk mengetahui penyebab desain kurang menarik pada konten visual media sosial Instagram Jogjaaja.com dan mengetahui strategi desain grafis yang digunakan. Metodologi yang digunakan dalam penelitian ini adalah kualitatif, yang difokuskan pada strategi desain grafis, desain grafis, dan konten visual. Peneliti melakukan analisis data dengan menggunakan reduksi data, penyajian data, dan penarikan kesimpulan. Sedangkan teknik pengumpulan data melalui wawancara, observasi dan dokumentasi. Teknik pengujian untuk keabsahan data menggunakan teknik triangulasi data. Hasil penelitian menunjukkan bahwa strategi desain grafis untuk merancang konten visual tidak berhasil karena kurangnya sumber daya manusia, dimana divisi desain grafis di perusahaan tersebut kosong karena kurangnya sumber daya manusia, rendahnya intensitas dan tidak konsistennya menjaga konten visual. kualitas konten visual. Oleh karena itu, perusahaan berencana mengubah desain grafis pada konten visual karena kurang efektif.

**Kata Kunci:** Desain Komunikasi Visual, Desain Grafis, Jurnalistik, Multimedia, Penulisan Berita