

BAB I

INTRODUCTION

1.1. Background

As time goes on and social media usage increases quickly, graphic design is being used extensively on digital platforms, particularly on news portals that cover news and incorporate graphic design components for visual content. The well-known news portals in Indonesia are [Republika.id](#), [Tribunjogja.com](#), [Kompas.com](#), and [Harianjogja.com](#) are part of the ranking of the best online media in Indonesia according to [Similarweb](#). They focused on the news from various fields, including politics, economics, sports, social and cultural. By understanding the leading online media companies in Indonesia, the society can choose trusted news sources since there are many online news sites in Indonesia, people can choose which platform they like best based on their own preferences. These platforms focus on the news that has various topics such as politics, economy, social and cultures around Indonesia and these platforms have many followers in their Instagram accounts more than 100,000 followers. While the news portal [Jogjaaja.com](#) focuses on the area of the Special Region of Yogyakarta, their segmentation are mainly tourism, culture, culinary, economics and MSMEs without ignoring other positive information to the audience. By focusing on being part of building hope in Yogyakarta, especially for the people who recover from the COVID-19 pandemic.

Owing to their widespread use, graphic design is used by numerous platforms, including news portals to disseminate their content. The graphic design strategy is based on the idea that graphic design is a tool for communicating with the public, graphic design also heavily impacted and influenced by business, money, politics, industry, and technology. Audiences need an interesting media to convey the

messages that graphic designers use, however not all graphic designs are perfect and how it requires a procedure which relies on one's imagination, sketch and creativity to understand the purpose and problem of graphic design. Because attractive graphic design is one of the requirements for the audience to be interested in them, it should be for people who become content creators and graphic designers. One must master understanding the goals and problems of graphic design, do the research, think with a pencil before making the draft, choose the best draft for the best result and choose a rough draft to be transferred to a more comprehensive drawing.

Graphic design is an application of artistic communication skills for both business and industrial needs (Suyanto, 2004). While according to Harland (2002) design is a complex combination of words, images, numbers, graphs, photographs and illustrations that require special thinking from individuals who can combine these elements, so they can produce something special, useful, surprising, subversive, or something memorable. With that being stated above, graphic design attracts the audience from looking at the illustrations that was created, so the reader can understand the main news from the root, by using the illustrations that explain the chronology of the events by graphically, while some important events and things are listed in the form of a list column (Dadang, 2016).

Image 1.1 Appearance of Instagram Account of Jogjaaja.com



Source: Instagram Jogjaaja.com (2023)

Jogjaaja.com news portal operates in the field of journalism

with publications and news related to culture, culinary, MSMEs and related economics in the Yogyakarta area which are covered on the Jogjaaja.com website (www.jogjaaja.com) and social media news portals such as Instagram (@Jogjaajacom), the main platform of the news portal. The problem in the company is a lack of visual design content related to graphic design and video templates for Instagram Reels that are updated from social media, especially on Instagram, which make the appearance less attractive to be seen due to similar template design themes used on the platform.

The author chose Jogjaaja.com news portal because of their focus on quality contents while the company is connected to 22 media throughout Indonesia, a network of Networked Media Content (KMB) and also because of their graphic design's concept and the appearance they use on their social media which is their Instagram, and what kind of strategy do they mainly use for the template design they used. The example is in the Image 1.1 below, which shows the current visual content of Jogjaaja.com's Instagram, with the article template and video template of the design that was used.

Image 1.2. Visual content design of Jogjaaja.com.



Image: Instagram Jogjaaja.com, 2023

The less attractive standards of the graphic design are a lack of creativity and the lack of materials like design resources for the design

like the less use of additional color for the theme of the template that is being used in the visual content. The lack of creativity factor is the layout from the visual design content that was shown in the social media, which is bland from how it is seen, by using the same color with different tone. The lack of material factor is the lack of use of graphic design elements and variation such as infographic and illustration used to explain the chronological events through graphic design. Graphic design must be able to convey the meaning of the message from what the creator wants and reach the target, even the appearance of the visual content that was published.

Without creativity and materials of graphic design, they won't be able to create a concept design that the creator wanted. Several factors influence a graphic design's attractive standard so that it has an appeal, such as aesthetics, that graphic design work must contain art and beauty, so that it creates interest in the audience. A work of creativity produced by someone must have high aesthetic value, so that it attracts the audience, which is in accordance with Suyanto (2004) that graphic designers concentrated on the aesthetics, reaching out a clear message and creating a fun design on the graphic design.

The less attractive aspects of graphic design that was stated above are visual appearance, lack of variations in template themes and the style used for the visual content, visual content must have concepts and variations in themes that can help the audience to pay more attention to the content because images can attract the reader's attention more effectively than the text in the visual content design (Nugroho, 2022). The author's aim of this research is to find out the cause of the lack of attractive graphic design. The image 1.3 below is to compare the appearance of visual design contents of Kompas.com with the Jogjaaja.com in Image 1.2, the focus in this image and the one above is the graphic design.

Image 1.3. Example of Instagram visual content Kompas.com



Source: Instagram Kompas.com, 2023

The choice of title that the author chose in this research is very important to maximize the appearance of the graphic design in creating visual content design for the social media news portal Jogjaaja.com, so that the social media appearance of the news portal looks attractive and has a design that attracts attention.

1.2. Problem Formulation

Based on the background of the problem, the problem formulation in this research is how does graphic design strategy play a role in creating visual content for the social media news portal Jogjaaja.com?

1.3. Research Objectives and Benefits

The goal that will be achieved with this research is to find out strategies for designing graphic designs for the social media news portal Jogjaaja.com, as well identifying the problem of the graphic design of the visual content in Jogjaaja.com. The research carried out has several benefits, namely:

1.3.1. Academic Benefits

Through this research, the author hopes that it can provide insight and a basis for thinking about graphic design with visual communication applied in visual content. As well as contributing to the development of the field of communication science, especially the

fields of graphic design, journalism and visual communication design that can be applied.

1.3.2. Practical Benefits

Companies can design visual content and displays that attract users' attention with an aesthetic social media appearance so that they look neat. It is hoped that this research will help companies as a reference in considering graphic design strategies that will be applied in the future.

It is hoped that this research can become an additional reference in developing studies and research related to graphic design. As well contributing ideas and input on the strategies for graphic design in creating attractive designs for visual content created for social media from the company's news portal.

1.4. Chapter Systematics

In this research, the author divides the systematic discussion into 5 chapters in this thesis. All of these chapters are interconnected and support each other. The description above of each chapter and subchapter is as follows:

BAB I

Contains a global explanation of the entire contents of the proposal presented in the following chapters, which includes: Background of the problem, problem formulation, research objectives, research benefits, literature review, research methods, and systematic discussion.

BAB II

Contains the theoretical basis of the strategy, graphic design, visual content and visual design, social media, namely Instagram.

BAB III

Contains types of research, conceptual framework, concept definition, categorization, informants or sources, data collection techniques, data analysis techniques, location and time of research and a brief description of the research object.

BAB IV

Contains research results and discussion of graphic design strategy in creating visual content on the social media news portal Jogjaaja.com.

BAB V

Contains a conclusion which includes conclusions, suggestions, bibliography and appendixes.

