

## ***ABSTRACT***

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### **SOCIAL MEDIA CONTENT DESIGN AT THE BINA MARGA AGENCY DKI JAKARTA**

Visual communication through social media is increasingly important in government agencies, along with the need to provide good information to the public. This research aims to design and implement social media content design at DINAS BINA MARGA DKI JAKARTA as part of an informative, attractive, and interactive visual communication strategy. The design process involves analyzing information needs, identifying target audiences, and creating visual concepts that reflect the identity of DINAS BINA MARGA DKI JAKARTA. Practitioners carry out professional work activities at DINAS BINA MARGA DKI JAKARTA for 3 months, located on Jl. Taman Jatibaru No. 1 Jatibaru Technical Service Building Lt. 11. Practitioners act as designers in the Social Media division in the Data and Information Center Unit. Practitioners have the responsibility of designing social media content at DINAS BINA MARGA DKI JAKARTA such as Instagram feeds and documentation of various activities.

**Keywords:** Content design, Social media, Visual communication.