

ABSTRACT

Visual Design Of Fourpointone Promotion Through Instagram Social Media

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Fourpointone is a form of business in the field of fashion clothing that was just pioneered in early 2021 in the Padang area, West Sumatra. The main product of Fourpointone is screen printing clothes which are specially designed with an Islamic theme. So far, the promotional activities carried out by Fourpointone are promotions from social media Instagram. The use of social media has been applied enough, but based on observations regarding promotional activities through Instagram social media Fourpointone is still less interactive and less attractive in terms of visuals that look monotonous to viewers, based on this the result is customer interest and interest in making purchases. This design was carried out using qualitative research methods and using several data collection techniques through interviews and literature studies. The promotional media used are promotional media in the form of content on Instagram Fourpointone, posters, brochures and packaging designs as supporting media. The purpose of creating product photo content on Instagram is to increase brand awareness and make product promotion activities more attractive.

Keywords: Promotion, Instagram Social Media, Poster.

Libraries : 11

Publication Years : 2013 - 2021