

## ABSTRACT

**Oktapa, M Afif. 2022. *Director of Documentary Film Photography About the Influence of Instagram on the Dressing Style of DKV Telkom University Bandung Students. Final Project. Visual Communication Design Study Program. Faculty of Creative Industries. Telkom University.***

*College students dressing in today's style is very important to show their identity and express their feelings. As a result, many Visual Communication Design students at Telkom University Bandung follow trends through social media without considering self-imbalance. Instagram is currently a social media platform that students are interested in because of its features and content. On Instagram, students can find many references and fashion trends that are currently popular. Therefore, Instagram is considered to be able to influence the dressing style of DKV students at Telkom Bandung University. Therefore, this study aims to study how Instagram media can influence the dress style of DKV students at Telkom University Bandung and the level of student awareness of dress style trends. This research was conducted through a descriptive-qualitative approach, with observation and interviews used as data collection tools. The approach used is social psychology. Students majoring in visual communication design at Telkom University Bandung are the subjects of this study, especially those who actively use Instagram. This research shows that Instagram has an influence on the way visual communication design students at Telkom University Bandung dress. The student changes his clothing style based on inspiration from the people he follows on Instagram and his surroundings.*

**Keywords :** *Visual Communication Design, Students, Dress Style, Instagram, Trend, Documentary Films, and Director of Photography*