

ABSTRAK

VISUAL COMMUNICATION STUDY ANALYSIS OF THE USE OF ILLUSTRATIONS ON THE INSTAGRAM CONTENT OF PERHUMAS MUDA BANDUNG

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Perhumas Muda Bandung is a public relations organization and consists of young people in Bandung who like public relations activities, Perhumas Muda Bandung uses a social media, namely Instagram as a medium / means of delivering information. Instagram was chosen by Perhumas Muda Bandung as a means of disseminating information because the target audience of Perhumas Muda Bandung is millennial people who are active in using social media, and also Perhumas Muda Bandung chose Instagram because Instagram has several unique features and can also disseminate information with visual and audio visual forms. The method applied by this author uses qualitative, and uses data validity techniques, namely source triangulation. Perhumas Muda Bandung uses inappropriate illustrations in social media content Instagram, in the content on Instagram Perhumas Muda Bandung there are several errors in the selection of illustrations that can cause ambiguity and can even be said not to facilitate in understanding the meaning or content of the message in the content. Then on the content of the Labor Day commemoration there are several professions that are not categorized as laborers but are still included as illustrations. With that, the author concludes that Perhumas Muda Bandung still has difficulties in selecting illustrations used in Instagram content.

Keywords: *Illustration, Instagram, Perhumas Muda Bandung, Visual Communication*