ABSTRACT

The Faculty of Communication and Business (FKB) accommodates study programs such as Public Relations or better known as Digital Public Relations (Digital PR), Communication Studies (Ilkom), Business Administration (Adbis), Digital Content Broadcasting (DCB). The four study programs under the Faculty of Communication and Business use various social media with the aim of making it easier to disseminate important information to the public digitally. The social media that is often used by the four study programs as a medium for conveying information is Instagram. Each has its target audience both internally and externally. The method used by this researcher uses a qualitative approach, and uses data validity techniques, namely source triangulation. The four study programs are said to have implemented good visualization criteria for Instagram content and feeds. It's just that there are several errors and the need for some modifications in managing content and compiling feeds. Based on the author's conclusion, the Digital Public Relations, Communication Science and Digital Content Broadcasting study programs have succeeded in implementing good feed visualization criteria. It's just that the Business Administration study program is still not implemented well and requires further development in managing Instagram content and feeds.

Keywords: Instagram, Instagram Feeds, Visualization, Visual Communication