PERANCANGAN KONTEN SOSIAL MEDIA UNTUK BRAND FUEL MOTORIDEMELALUI MEDIA FOTOGRAFI

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Abstrak

Penelitian ini bertujuan untuk merancang konten media sosial yang efektif bagi brand Fuel Motoride melalui pendekatan fotografi. Di era digital saat ini, kehadiran serta aktivitas di platform media sosial sangat penting bagi brand untuk berinteraksi dengan audiens dan memperkuat citra mereka. Fokus penelitian ini adalah pembuatan katalog dan lima poster yang akan diaplikasikan di Instagram, salah satu platform media sosial paling populer. Metode penelitian mencakup analisis kebutuhan brand, identifikasi target audiens, serta eksplorasi gaya visual yang sesuai dengan identitas brand Fuel Motoride. Proses perancangan melibatkan pemilihan konsep visual, pemotretan produk, dan pengolahan gambar menggunakan teknik fotografi serta perangkat lunak pengeditan gambar. Hasil akhir dari penelitian ini berupa katalog dan lima poster yang dirancang khusus untuk meningkatkan daya tarik visual dan keterlibatan pengguna di Instagram. Penelitian ini diharapkan dapat memberikan kontribusi positif terhadap strategi pemasaran digital Fuel Motoride, meningkatkan visibilitas brand, dan menarik lebih banyak pelanggan potensial melalui konten yang menarik dan berkualitas tinggi. Selain itu, penelitian ini juga memberikan wawasan tentang pentingnya integrasi fotografi dalam pembuatan konten media sosial yang efektif.

Kata Kunci: Konten sosial media,Fuel Motoride, katalog, poster

SOCIAL MEDIA CONTENT DESIGN FOR FUEL MOTOR BRAND THROUGH PHOTOGRAPHY MEDIA

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ABSTRACT

This research aims to design effective social media content for the Fuel Motoride brand through a photographic approach. In today's digital age, presence and activities on social media platforms are essential for brands to interact with audiences and strengthen their image. The focus of this research is the creation of a catalog and five posters that will be applied on Instagram, one of the most popular social media platforms. The research method included analyzing the brand's needs, identifying the target audience, and exploring a visual style that fits Fuel Motoride's brand identity. The design process involved selecting visual concepts, photographing products, and processing images using photography techniques and image editing software. The end result of this research is a catalog and five posters specifically designed to increase visual appeal and user engagement on Instagram. This research is expected to make a positive contribution to Fuel Motoride's digital marketing strategy, increase brand visibility, and attract more potential customers through attractive and high-quality content. In addition, this research also provides insight into the importance of photography integration in effective social media content creation.

Keywords: *Social media content, Fuel Motoride, catalog, poster*