

ABSTRAK

Dalam era digital, media sosial menjadi sarana utama komunikasi visual antara brand dan konsumen. Industri pakaian kini mengandalkan konten visual yang menarik untuk membangun identitas dan kedekatan emosional dengan audiens. Brand lokal asal Bandung, Pacesetter, memanfaatkan tren ini dengan menciptakan foto produk kaos, hoodie, dan tas yang merepresentasikan karakter brand dan pasar anak muda di Instagram.

Proses kreatif dimulai dari riset gaya visual, observasi produk, hingga wawancara dengan pihak internal brand. Teknik fotografi seperti flat lay, medium shot, dan close-up digunakan di lingkungan outdoor dengan pencahayaan alami. Editing dilakukan menggunakan Adobe Photoshop untuk memperkuat tone dan tampilan visual. Hasil akhir disesuaikan dengan format Instagram Feed dan Story.

ABSTRACT

In the digital era, social media has become the primary means of visual communication between brands and consumers. The apparel industry now relies on engaging visual content to build identity and emotional connection with audiences. Local Bandung-based brand Pacesetter capitalized on this trend by creating product photos for t-shirts, hoodies, and bags that represent the brand's character and the youth market on Instagram.

The creative process began with visual style research, product observation, and interviews with internal brand personnel. Photography techniques such as flat lays, medium shots, and close-ups were used in outdoor settings with natural lighting. Editing was done using Adobe Photoshop to enhance the tone and visual appearance. The final result was adapted to the Instagram Feed and Story formats.