

INTISARI

Masalah ini disebabkan oleh kurangnya pengetahuan dan informasi tentang cara merancang media dan visual yang baik, sederhana, dan sesuai dengan prinsip desain dan tata letak atau layout. Menerapkan prinsip-prinsip desain yang meliputi Keseimbangan (Balance), Irama (Rhythm), Penekanan (Emphasis), dan Kesatuan (Unity), pada Multi Panel Layout desain Instagram Feed R&N Donut. Penelitian ini menggunakan metode Design Thinking yang memiliki 5 tahapan yaitu Emphatize (Empati), Devine (Mendefinisikan), Ideate (Ide), Prototype, Test (Pengujian) Tahapan ini menggunakan uji fungsionalitas. Dimana hasil pengujian mendapatkan hasil yang sesuai antara sketsa dan desain feed instagram. Kesimpulan penelitian ini telah berhasil mempermudah audiences dalam memahami informasi yang disampaikan melalui konten microblog. Berdasarkan uji fungsionalitas, dimana menguji sketsa dan hasil desain feed instagram R&N Donut yang menghasilkan kesesuaian yang baik. Saran Menambah koleksi template desain agar dapat digunakan secara berkelanjutan. Melakukan penyeleksian terhadap responden yang memahami tentang sebuah desain agar memperoleh hasil yang lebih akurat.

Kata kunci: Feed, Design Thinking, Instagram, Layout.

ABSTRACT

This problem is caused by a lack of knowledge and information about designing media and visuals effectively, simply, and in accordance with design principles and layout. The application of design principles, including Balance, Rhythm, Emphasis, and Unity, is essential in the Multi Panel Layout design of the Instagram Feed for R&N Donut. This research employs the Design Thinking method, which consists of five stages: Empathize, Define, Ideate, Prototype, and Test. The testing phase involves functional testing, where the results indicate a strong alignment between the sketches and the Instagram feed design. In conclusion, this research has successfully facilitated audiences in understanding the information conveyed through microblog content. Based on the functional testing, the alignment between the sketches and the Instagram feed design for R&N Donut was found to be satisfactory. As a suggestion, expanding the collection of design templates that can be used continuously would be beneficial. Additionally, carefully selecting respondents who understand design concepts would lead to more accurate results.

Keywords: Feed, Design Thinking, Instagram, Layout

