

## INTISARI

Hasil penelitian ini berupa 4 template feed instagram. Menghasilkan Sketsa Feed dan menerapkan Color Harmony Triadic pada desain warna feed instagram. Berdasarkan uji fungsionalitas, dimana menguji sketsa dan hasil desain feed instagram 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. @prodi\_if, yang merupakan akun resmi Program Studi Informatika, Universitas Amikom Purwokerto, yang disingkat sebagai Prodi IF. Seiring dengan perkembangan pesat informasi sosial, terjadi persaingan dalam menarik perhatian pembaca melalui desain Instagram Feed Program Studi Informatika, Universitas Amikom Purwokerto. Namun, dalam periode Juli 2022 kebelakang, dalam postingan desain Instagram Feed Program Studi Informatika, terdapat beberapa kelemahan dalam penerapan prinsip-prinsip desain. Hal ini mencakup kurangnya perhatian pada prinsip keseimbangan dan kesatuan, ketidak jelasan tipografi saat dibaca, dan penggunaan variasi warna yang monoton tanpa memperhatikan hubungan antara warna objek dan latar belakang. Penelitian ini memiliki beberapa tujuan yaitu, Mengimplementasikan warna yang tepat pada desain Instagram Feed Program Studi Informatika. Dan merancang desain Instagram Feed Program Studi Informatika yang sesuai dengan penerapan prinsip-prinsip desain yang meliputi Keseimbangan (Balance), Irama (Rhythm), Penekanan (Emphasis), dan Kesatuan (Unity). Menggunakan metode Design Thinking yang memiliki 5 tahapan yaitu Emphatize (Empati), Devine (Mendefinisikan), Ideate (Ide), Prototype, Test (Pengujian).

Kata kunci: feed, instagram, informatika, *triadic*, *color harmony*

## **ABSTRACT**

*The results of this study are in the form of 4 Instagram feed templates. Generate Feed Sketches and apply Triadic Color Harmony to the Instagram feed color design. Based on the functionality test, which tested the sketches and results of the Instagram feed design which resulted in a good fit. Suggestions Adding a collection of design templates so that they can be used on an ongoing basis. Perform a selection of respondents who understand a design in order to obtain more accurate results. @prodi\_if, which is the official account of the Informatics Study Program, Amikom Purwokerto University, which is abbreviated as IF Study Program. Along with the rapid development of social information, there is competition in attracting readers' attention through the design of the Informatics Study Program Instagram Feed, Amikom University, Purwokerto. However, against the backdrop of the July 2022 period, in the Informatics Study Program Instagram Feed design posts, there are several weaknesses in the application of design principles. These include a lack of attention to the principles of balance and unity, typographical obscurity when read, and the use of monotonous color variations without regard to the relationship between object color and background. This research has several objectives, namely, to implement the right colors in the Informatics Study Program's Instagram Feed design. And designing the Informatics Study Program's Instagram Feed design in accordance with the application of design principles which include Balance, Rhythm, Emphasis, and Unity. Using the Design Thinking method which has 5 stages namely Emphasize (Empathy), Devine (Define), Ideate (Idea), Prototype, Test (Testing).*

*Keywords: feed, instagram, informatika, triadic, color harmony*