

FINAL PROJECT

**INSTAGRAM VISUAL CONTENT DESIGN FOR BRAND AWARENESS
"BAHASA RUPA 3" EXHIBITION MGMP COMMUNITY
(MUSYAWARAH GURU MATA PELAJARAN) ARTS AND CULTURE
HIGH SCHOOL IN EAST JAVA PROVINCE**

To Fulfill Partial Requirements for Obtaining a Bachelor's Degree (S1)



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**STUDY PROGRAM OF VISUAL COMMUNICATION DESIGN
FACULTY OF ARCHITECTURE AND DESIGN
UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" JAWA TIMUR
2025/2026**

APPROVAL PAGE

**INSTAGRAM VISUAL CONTENT DESIGN FOR BRAND AWARENESS
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HIGH SCHOOL IN EAST JAVA PROVINCE**

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Has been defended in front of the Examiner Team

On : 20 April, 2026

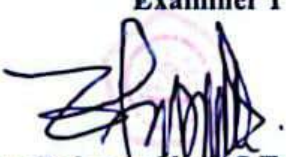
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AGREEMENT PAGE

**INSTAGRAM VISUAL CONTENT DESIGN FOR BRAND AWARENESS
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(MUSYAWARAH GURU MATA PELAJARAN) ARTS AND CULTURE
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STATEMENT OF FREE PLAGIARISM

I, the undersigned:

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I declare that in this scientific document of Final Project there is no part of another scientific work that has been submitted to obtain an academic degree at a Higher Education institution, and there is also no work or opinion that has been written or published by another person/institution, except those that are writtenly cited in this document and stated in full in the bibliography.


And I declare that this scientific document is free from elements of plagiarism. If in the future there is an indication of plagiarism in this Final Project, I am willing to accept sanctions in accordance with applicable laws and regulations.

Thus, I make this statement letter truthfully without any coercion from anyone and to be used as it should be.

Surabaya, Mei 20, 2026

Made the Statement

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ABSTRACT

MGMP (*Musyawarah Guru Mata Pelajaran*) for Arts and Culture at the Senior High School level in East Java Province is a professional community that facilitates collaboration among arts teachers in enhancing competence, creativity, and artistic appreciation through various educational and artistic activities, including the *Bahasa Rupa 3* art exhibition. However, findings from observations, interviews, and surveys indicate that the exhibition's brand awareness remains relatively low. The exhibition and the MGMP community are generally recognized only during the event period and are not yet supported by a structured and consistent digital visual communication strategy. Instagram, as a visually oriented social media platform, offers significant potential for strengthening brand awareness through engaging, informative, and interactive visual content. Therefore, this design project aims to develop Instagram visual content that effectively represents the identity of the *Bahasa Rupa 3* exhibition in a clear, consistent, and communicative manner, thereby enhancing public awareness.

This project employs a descriptive approach using both qualitative and quantitative methods. Data were collected through interviews, direct observations, and online questionnaires, supported by secondary data from relevant literature. The data analysis was conducted using the TOWS Matrix to formulate appropriate visual and content strategies. Furthermore, the design process adopts the Design Thinking method, which includes the stages of empathize, define, ideate, prototype, and test, to produce design solutions that are aligned with audience needs.

The outcome of this project is the development and implementation of Instagram visual content that presents the identity of the *Bahasa Rupa 3* exhibition in a professional and easily recognizable manner. It is expected that this design will contribute to increasing brand awareness and strengthening the positive image of MGMP Arts and Culture Senior High School in East Java Province through the strategic and consistent use of Instagram as a visual communication medium.

Keywords: MGMP, Art Exhibition, Instagram, Visual Content, Brand Awareness, Design Thinking

FOREWORD

Praise and gratitude to Allah SWT for providing designers with physical and mental health and the ability to complete the design of this final project entitled "Designing Instagram Visual Content for Brand Awareness Exhibition *"Bahasa Rupa 3"* MGMP Community (*Musyawarah Guru Mata Pelajaran*) Arts and Culture High School of East Java Province". This report can be completed due to the amount of help, support, and input received by the author. Thank you to the parties who have provided substantial support and are willing to help prepare the report until it is properly completed. With all my heart, the author would like to express his deepest gratitude to:

1. To God Almighty.
2. To my parents who always pray and give support.
3. To Mr. Pungky Febi Arifianto, S.Sn., M.Sn. as the first supervisor who always provides a lot of advice and input in this design.
4. To Mrs. Aileena Solicitor Costa Rica El Chidtian, S.T., M.Ds. as the second supervisor who provided a lot of advice and input in this design.
5. To Mr. Aditya Rahman Yani, S.T., M.Med.Kom, as Examiner Lecturer 1.
6. To Mrs. Masnuna, ST., M.Sn as Examiner Lecturer 2 as well as Guardian Lecturer.
7. To Mr. Deddy Iskandar, as the chairman of the MGMP Community of Arts and Culture of East Java High School, as a *stakeholder*, is the main resource person who has helped a lot in this design.
8. To the MGMP community of East Java High School for providing a lot of input and welcoming me warmly.
9. To Kak Sakinah, as a branding expert who provided a lot of information and input about this design concept.
10. All lecturers and administrators of DKV for their guidance and assistance during lectures until the final project.
11. To the friends of DKV'22 UPN "Veterans" of East Java who both fought and supported each other until the end.
12. To Tanlia, Helen, Fatul, and Ayuma for providing a place to work together, verbally supporting, and praying for the success of my final project.
13. To all my friends who have supported me through all this.

14. To my brothers and relatives who have encouraged and wished me success.
15. To myself, who has fought to the end.

Designers realize that there are still many shortcomings in writing to design. So, designers are open to criticism and suggestions to get better. The designer hopes this final result will benefit the nation and state.

Surabaya, April 30, 2026



Kurnia Rahma Aulia

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