

CHAPTER I

INTRODUCTION

1.1 Background

Art exhibitions are a form of visual communication that conveys ideas, identities, and artistic values to the public. Through exhibitions, artworks are not only presented as aesthetic objects, but also as a means of education and cultural appreciation. The development of digital technology and behavioral change encourages exhibition organizers to adopt more adaptive and effective communication strategies to attract attention and reach a wider audience. In East Java, art activities show significant development. Various art exhibitions and festivals are held regularly every year by communities and cultural institutions. For example, the Sidoarjo Delta Artist Community (Komperta) held an art exhibition titled *Maneges Karya* at Galeri Prabangkara, featuring around 60 works by artists of various ages. (Radar Daily, 2025). In addition, the ARTSUBS 2025 exhibition in Surabaya features more than 130 artists from across Indonesia. (Surabaya.go.id, 2025). This phenomenon shows that the art ecosystem in East Java is actively developing. However, the high intensity of the exhibition also presents its own challenges, especially regarding visual communication strategies that can build brand awareness. Consistency in visual identity, messaging, and digital content management is important so that the exhibition is not only known during the event but also remembered by the audience in the long term.



Figure 1. 1 Logo MGMP, 2025

(Source: documentation from Deddy)

This phenomenon is a challenge for the East Java Provincial High School Arts and Cultural Arts MGMP (*Musyawarah Guru Mata Pelajaran*) community in promoting their work and maintaining its existence. MGMP for cultural arts is a forum for professional collaboration for cultural arts teachers at the high school level. The existence of MGMP has a strong legal foundation because it was established under Law of the Republic of Indonesia Number 14 of 2005 concerning Teachers and Lecturers. This law requires teachers to develop competencies sustainably in line with advances in science, technology, and the arts (Republic of Indonesia, 2005, Article 20). This provision emphasizes that teachers are not only carrying out teaching duties, but are also required to update their professional capacity through self-development activities. In line with this mandate, MGMP Arts and Culture High School of East Java Province actively organizes various educational and artistic activities, such as trainings, workshops, art competitions, and art exhibitions, as a means of developing creativity and cultural appreciation for teachers and high school students in East Java (senismajatim, 2024)



Figure 1. 2 *Bahasa Rupa* Exhibition "*RUPA-RUPA AKSARA*", 2024

(Source: senismajatim.com)

One of the activities held was the "*Bahasa Rupa*" exhibition, which featured fine art works, music performances, and dance as creative expressions from teachers and high school students in East Java. This exhibition not only serves as an art appreciation space but also as a means of educating the community. Based on observations and interviews with Mr. Deddy Iskandar, the head of the community, conducted on September 27, 2025, it is evident that brand awareness of the "*Bahasa Rupa 3*" exhibition remains relatively low. Information about the exhibition is mostly obtained through informal channels, such as WhatsApp and word of mouth. This condition indicates that the exhibition lacks a structured, consistent visual communication strategy to build awareness and audience memory of its identity.

I know that there are exhibitions held by MGMP Seni Budaya SMA Jatim
104 responses

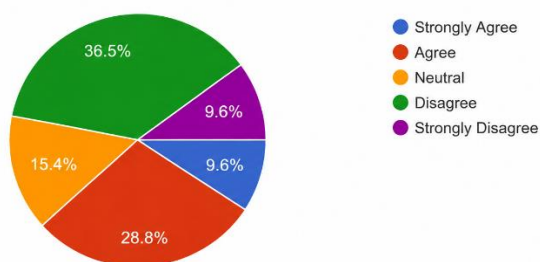


Figure 1. 3 Survey results chart, 2025

(Source: Personal Documents)

Based on a survey conducted on October 3, 2025, and completed by 104 respondents via a Google form, 46.1% of respondents did not know about the exhibition held by the MGMP Cultural Arts community of SMA East Java, while 38.4% did. So it can be concluded that the exhibition is not yet known to the public.

On the other hand, social media has great potential in supporting the promotion of art exhibitions. Instagram, as one of the visual-based social media platforms, has been shown to increase interaction between organizations and audiences. Research Awaludin and Wardhana (2024) shows that visual elements in Instagram content, such as color composition, typography, and layout, significantly improve brand awareness. The findings indicate that the visual aspect is not only an aesthetic element but also a strategic communication instrument for shaping public perception. In addition, Sari et al., (2023) In his research on Instagram content strategies in cultural institutions, he found that consistency in visual identity and structured content management strengthened the image of the activity and increased the audience's memory of the brand event being promoted. This shows that, in the context of art exhibitions, a systematic visual communication design approach is an important factor in sustainably building brand awareness. These findings indicate that strategically, interactively, and informatively managing content can strengthen the relationship between organizations and *the audience*. Based on these findings, it can be concluded that implementing brand awareness on Instagram is also relevant for communities such as MGMP Seni Budaya SMA East Java. By consistently managing visual content and digital interactions, these communities can expand their reach, strengthen their image, and raise public awareness of their existence in the field of arts and culture education.

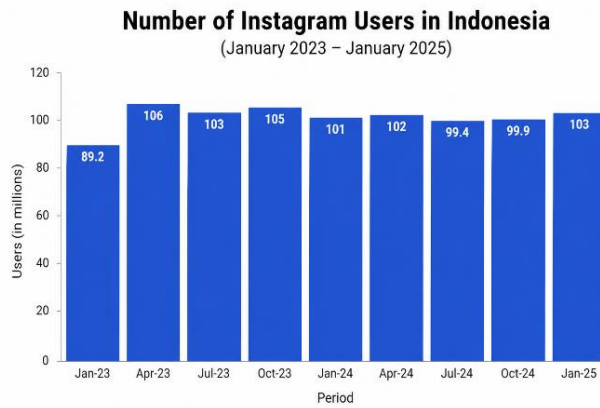


Figure 1. 4 Instagram User Chart in Indonesia, 2025
(Source: Dataloka.Id)

According to the data *According to Global Statistics (2025)*, the number of active Instagram users in Indonesia will reach approximately 103 million, representing 36.3% of the national population. This fact shows that Instagram is one of the most popular and widely used social media platforms in Indonesia. Through visual-based and interactive features, Instagram provides a great opportunity for organizations and communities to build brand awareness effectively.

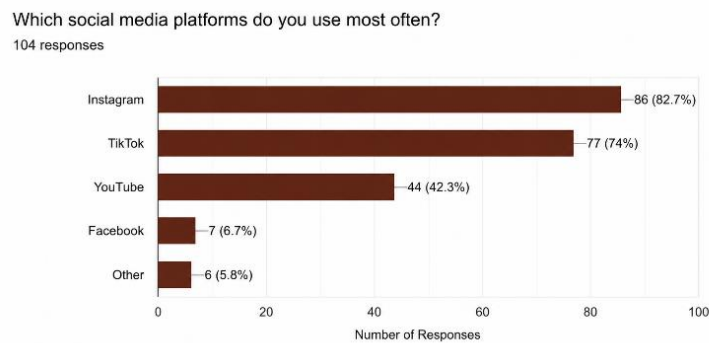


Figure 1. 5 Survey results chart, 2025
(Source: Personal Documents)

Based on a survey conducted on October 3, 2025, and completed by 104 respondents via Google Forms, 82.7% of respondents used Instagram. It can be concluded that a presence on social media, such as Instagram, can be a strategic means of introducing exhibitions. Consistent and creative management of visual content can help build a positive image of the community, strengthen its presence in the digital space, and increase community involvement in arts and cultural activities in East Java. This awareness gives rise to a competitive spirit to become an arts and culture community that can showcase the uniqueness of its programs and project a strong image compared to other communities.

Based on the results of the problem identification, there have been no activities specifically designed to serve as a connecting medium between the MGMP of Cultural Arts of East Java Province High School and the wider community. So far, efforts to introduce communities and exhibition activities have tended to be passive, relying more on WhatsApp communication, so the reach of information has been limited and has not been able to build audience awareness and memory optimally. This condition shows the need for a more effective, adaptive, and easily accessible means of communication by the public.

Therefore, an Instagram visual design is needed that clearly and attractively communicates the exhibition's identity. Instagram was chosen as the main medium because it has a strong visual character, is interactive, and can reach a *wider audience*. Through structured and consistent content design, it is hoped to increase the exhibition's brand awareness, expand information dissemination, and build a more professional, easily recognizable "*Bahasa Rupa*" exhibition image for the public.

1.2 Problem Identification

1. Based on the literature data from the radar daily (2025) and Surabaya.go.id (2025). shows that the intensity of art activities in East Java is relatively high and continues to develop. However, the high intensity of art activities also poses its own challenges, especially regarding identity recognition. Visual language exhibitions are still known to a limited extent and tend to be only during events.
2. Based on observations and interviews with Mr. Deddy Iskandar, as the chairman of the East Java Provincial Arts and Cultural MGMP, which was carried out on September 27, 2025, there has been no design of visual content specifically aimed at building brand awareness of the exhibition. The communication media used are still limited, so they cannot reach a wider audience.
3. Based on a survey that was conducted on October 3, 2025, and filled out by 104 respondents using a *Google form*, as many as 46.1% of respondents did not know about the exhibition held by the MGMP Cultural Arts community of SMA East Java, and 38.4% of respondents knew. This shows that brand awareness of fine language exhibitions remains low because they lack a visual identity that is communicated consistently across digital media.

1.3 Problem Formulation

How to design Instagram visual content that effectively communicates the identity of the *Bahasa Rupa 3* exhibition to strengthen brand awareness?

1.4 Problem Limitations

1. This design focuses on Instagram visual content as a medium of communication, information, and increasing brand awareness at the 3 visual language exhibitions organized by the MGMP of Seni Budaya of East Java Province.
2. The target *audience* in this study is the general public, especially teenagers in East Java, who have an interest in cultural arts through social media.
3. The research time is limited to a certain period set by the researcher, and the design does not discuss the overall digital marketing strategy. Still, it is focused on the visual design aspect of the visual language exhibition on Instagram 3.

1.5 Purpose of Design

1. Produce an Instagram visual concept that represents the identity of the *Bahasa Rupa 3* exhibition.
2. Design Instagram visual content that is informative, engaging, and visually consistent. Thus, increasing the audience's awareness and memory of the *Bahasa Rupa 3* exhibition.
3. Provide recommendations for the use of Instagram social media to build a professional and easily recognizable exhibition image.

1.6 Benefits of Planning

Theoretical Benefits

1. Contributing to the development of knowledge in the field of Visual Communication Design, especially related to Instagram visual content design and strategies to strengthen brand awareness of art exhibitions.
2. It is an academic reference regarding the use of Instagram social media as a means of managing visual identity and exhibition brand awareness in the art and culture community in Indonesia.

3. To enrich the study of the relationship between art, education, and digital media in the context of visual communication and the formation of exhibition images.

Practical Benefits

1. For the East Java Arts and Culture MGMP community, this design can be a reference in optimizing Instagram as an effective visual communication medium to introduce exhibitions to the public.
2. For designers, the results of this design can be a reference in the development of visual content on social media based on art activities.
3. For the community, the design facilitates access to information about the *Bahasa Rupa 3* exhibition and is expected to foster appreciation for local cultural arts.

1.7 Research Framework

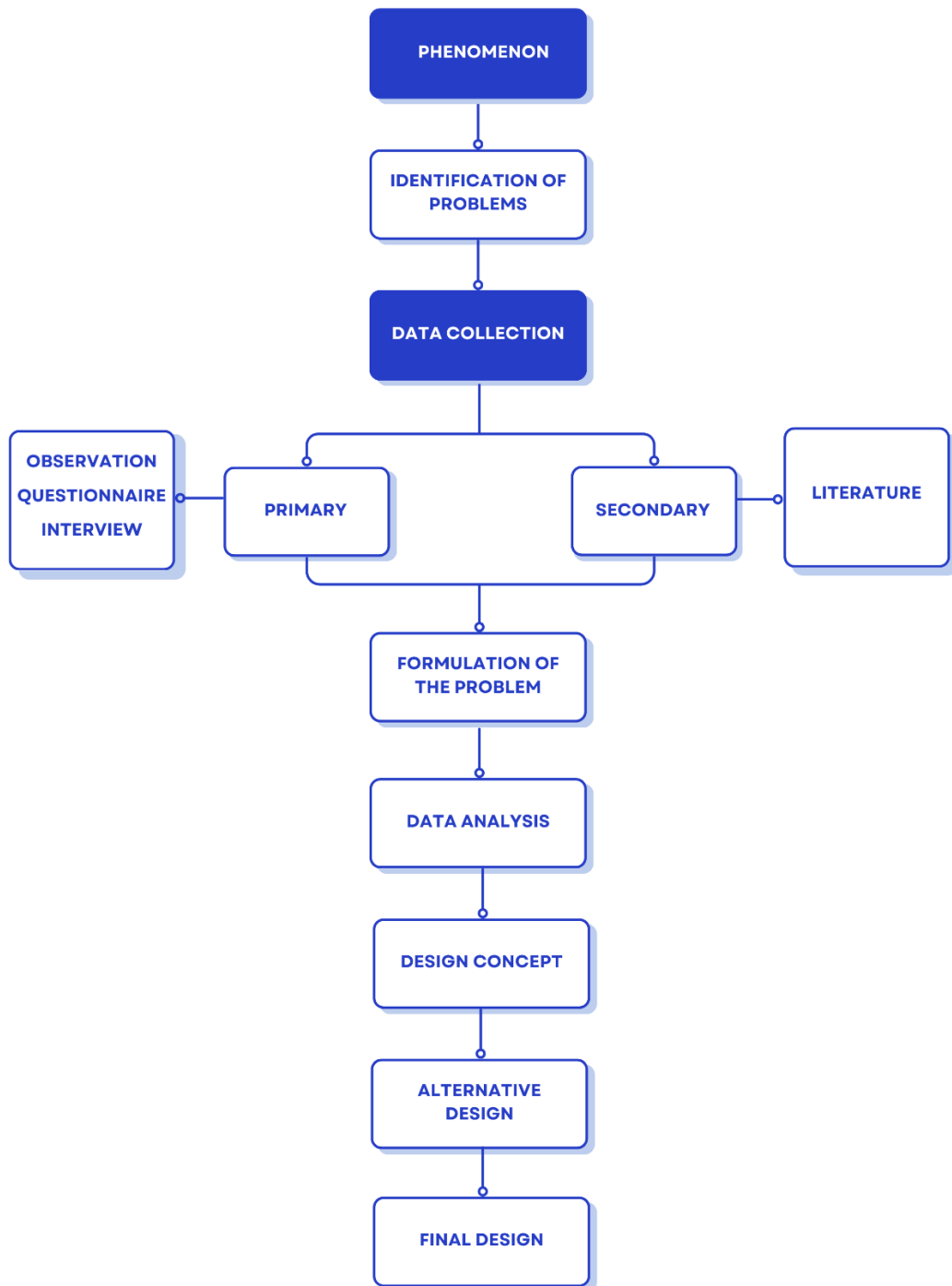


Figure 1. 6 Planning Framework, 2025
(Source: Personal Documents)