



ANALYSIS OF DESIGN RULES APPLICATION ON INSTAGRAM FEED RADAR BALI

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Abstract:

Purpose: Instagram is one of the social media with a very large number of users, namely 1.3 billion users. The huge number of users is utilized by several media including Radar Bali, a well-known media in Bali using Instagram as a medium for disseminating information and news.

Research methods: This research uses observation, visual analysis, and literature study to dissect and find out the design components of Radar Bali's Instagram feed. The research methodology used is descriptive research with a qualitative approach.

Findings: The result of the research shows that Radar Bali does not apply design rules properly and consistently.

Implications: By not applying design rules to Radar Bali's Instagram feed, the message and information are not maximized.

Keywords: Feed, Instagram, design, Radar Bali.

INTRODUCTION

Design as a form of exposure to human creative ideas certainly produces a variety of unique visualization forms. This makes the scope of design has no definite boundaries. Along with the times, scientists began to establish a standardization related to design elements and principles incorporated in design rules with the aim that a design has a standard while distinguishing it from the work of artists. As written in The New Book of Knowledge, design shows a way of perfecting an arrangement of objects with each other. When the object is seen as a whole, we also see a design at that moment. This unity is the most important element in a successful design [9]. Without realizing it, the fast and massive development of the 4.0 revolution era has an impact on social life and individual attitudes toward their environment. This raises the idea of creating a medium that can be used by individuals to socialize [3]. Supported by the presence of the internet and technology, social media was created to facilitate individuals in the industrial 4.0 era to socialize. Social media indirectly also brings design to the digital realm such as post design, one of which is on social media Instagram.



Instagram is one of the most popular social media with a total of 1,386,000,000 active users in October 2022 [12]. Instagram's flexibility in terms of content customization and complete features ranging from Feed, Story, Reels, Messages, and a series of other features make it easy for its users to convey or get information. This makes Instagram one of the social media that has the potential to be chosen by most people and companies to communicate, and convey information to do business, including Radar Bali. A well-composed Instagram feed design will create an aesthetic that indirectly affects the psychological and emotions of its followers. The design on the Instagram feed can also give a different value and stand out on the account that applies it. In addition, Instagram feed design is also closely related to the information conveyed, whether the design makes it easier for users to receive information or not. Launching from the American Broadcasting Company, social media has now been used massively by various domains of society ranging from business, and politics, to health. Social media is also a powerful key to inciting thoughts and actions around social issues [3]. Several things affect successful content when uploaded, including photos, colors, image quality, and copywriting. Especially for Facebook and Instagram users who are used to being creative with photos and accompanied by interesting captions [13].

Radar Bali one of the largest print media in Bali which started operating in February 2021 produces newspapers. As time goes by, newspaper readership is declining. In 2016 alone, only 8% of the Indonesian population still reads newspapers, down about 67% from 2006 [6]. Seeing this, Radar Bali slowly made a transition to digital media, especially social media Instagram since April 2017. Now, Radar Bali's Instagram has more than 41,000 followers and 29,000 posts. However, from so many posts on Radar Bali's Instagram feed, there are some shortcomings in the application of design rules that seem to interfere with visibility and consistency. The lack of attention to the application of design rules indirectly affects the reading interest and the information conveyed, it will certainly be followed by the low interaction of followers in the form of likes, comments, or direct messages. A well-organized Instagram feed design certainly has its own added value because it affects the composition [13]. Based on the description above, the research with the topic of Analysis of the Application of Design Rules on Radar Bali's Instagram Feeds is to see how far the application of design rules on Radar Bali's Instagram feed, as well as describing how the application of appropriate design rules.

RESEARCH METHODS

The qualitative research method is a research method that is currently growing and is widely implemented in various scientific fields, especially in the fields of social humanities, culture, psychology, communication, and education [2].

This research methodology uses research with a qualitative approach. The method used was a literature study, comparing qualified publications to answer the research questions. Such methods can provide a basis for knowledge development, provide policy and practice guidelines, provide evidence of impact, and if done well have the capacity to generate new ideas and directions for a particular field.

Table 1. Collection Methods

No	Methods	Description
1	Observation	Observing pre-existing designs
2	Visual Analysis	Observe and compare with similar designs
3	Literature	Reviewing related books, literature, records, and journals.

FINDINGS

From January 2022 to December 2022, Radar Bali uses four different Instagram feed designs with the same content, which is news content. The content on Radar Bali's Instagram feed is mostly in the form of images using photos sourced from internal contributors and the internet. Except there are some visual contents that come from the capture layer on the Radar Bali website. One of the things that need to be considered in designing an Instagram feed is design psychology. Design psychology is defined as a theory that refers to the public response to a design. In its application, design psychology uses several principles, including gestalt, semiotics, typography, layout, and color [8].



Figure 1. Radar Bali's Instagram Feed Design

[Sumber: <https://www.instagram.com/radar.bali>]

Analyze the application of design rules from the Radar Bali Instagram feed above in table 2.

Table 2. Analysis of Radar Bali Instagram Feed Design Rules

Komponen	Analysis
Photography	The photo used on Radar Bali's Instagram feed has a unique ratio of 1:1.8. Where in general a photo uses standard ratios such as 4:3, 16:9, 3:2, and 2:1. The composition used is quite good by putting the main subject in the center giving the impression of a symmetrical photo. The lighting in the photo is also quite good so that the subject can be seen clearly.
Typography	The fonts used in news headlines or photo captions use Sans Serif type. The use of this typeface is quite appropriate for news content because it gives a professional impression. Sans Serif typeface also has a good level of clarity so it is very easy to read.
Illustration	The illustrations applied are only in the form of ornaments that add a dynamic impression to the headline background. The first illustration is composed of a set of dots that form a square and rectangle with yellow color. Then the second illustration is in the form of a blue parallelogram with a minimal level of contrast.
Color	The color used is blue with a little yellow accent color. These two colors are already seen as the characteristic of Radar Bali. The blue color used has hex code 013B63. The use of minimal or monochrome color variations in the design gives a minimalist and clean impression.
Layout	Using a standard layout for a news post on Instagram. The layout here is divided into three parts, namely the top, middle, and foot. The top is filled with photos and logos. The middle part is filled with news titles or image captions. And the foot is filled with call-to-action elements such as website links, social media names, and next icons. The use of a standard layout certainly gives a neat and organized impression on a feed.
Logo	In the Instagram feed design, the logo is placed in the top left corner of the image. This position is quite good because it is the position of the point of interest of Instagram users when viewing photos. Embedding the logo on the Instagram feed will certainly make it easier for users to identify the owner of the feed.
Rhythm	The application of rhythm is seen in the illustration of the dot ornament that forms a square, the distance between the dots looks consistent. However, the row of logos, titles, and social media icons looks misaligned on the left side, reducing the impression of rhythm in the design.
Unity	The implementation of unity in Radar Bali's Instagram feed design is not maximized, the logo background has a rounded shape, while the shape of the title background and ornament has an angle and taper or square. The contrasting colors on the social media icons also reduce the unity element in the feed design.
Balance	The application of balance on Radar Bali's Instagram feed design is not maximized, as seen from the different ratios between photos and news headline backgrounds.
Emphasis	The implementation of emphasis on Radar Bali's Instagram feed is quite good, starting from the headlines that are bolded and the use of large fonts that give a striking impression when viewed. It's just that the next icon is made too small so it creates confusion in the design which results in users can think it is an ornament and not a call to action icon.

CONCLUSION

Based on the analysis of the design samples of Radar Bali's Instagram feed, the author can conclude that Radar Bali does not apply the design rules as a whole, thus reducing the aesthetic appearance of Radar Bali's Instagram feed and making the delivery of information on the content not maximized.

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