

Abstrak

Titis Adilia. 220521100098. Program Studi Ilmu Komunikasi. Rancang Ulang Media Sosial Instagram pada Akun UMKM @bonumijuvenis.cl dengan pendekatan Design Thinking. Penelitian ini bertujuan untuk menganalisis penerapan pendekatan Design Thinking dalam rancang ulang konten Instagram @bonumijuvenis.cl dan merumuskan rancang ulang konten Instagram berbasis Design Thinking untuk meningkatkan branding akun @bonumijuvenis.cl.

Penelitian ini menggunakan pendekatan Design Thinking yang terdiri dari lima tahapan, yaitu Empathize, Define, Ideate, Prototype, dan test. Teknik pengumpulan data dilakukan melalui observasi akun Instagram, wawancara dengan pihak UMKM dan pengguna Instagram, dokumentasi, serta studi literatur. Hasil dari tahap awal digunakan untuk merumuskan kebutuhan audiens dan permasalahan utama, kemudian dikembangkan menjadi ide konten, agenda konten, serta rancangan visual yang selanjutnya diuji melalui validasi ahli dan respon pengguna Generasi Z.

Hasil penelitian menunjukkan bahwa penerapan Design Thinking mampu menghasilkan rancang ulang konten Instagram yang lebih terstruktur, konsisten, dan sesuai dengan preferensi audiens. Konten yang dikembangkan meliputi kategori informasi, edukasi, promosi, tutorial, dan testimoni yang didukung oleh storytelling serta konsistensi elemen visual berbasis prinsip Gestalt. Uji coba menunjukkan bahwa konten yang dirancang mendapatkan respon positif dari pengguna dan dinilai layak oleh ahli, sehingga berpotensi meningkatkan engagement dan brand awareness UMKM @bonumijuvenis.cl secara berkelanjutan.

Kata kunci: Design Thinking, perancangan konten, Instagram, UMKM, Generasi Z

Abstract

Titis Adilia. 220521100098. Communication Science Study Program. Redesigning Instagram Social Media Content for the MSME Account @bonumijuvenis.cl Using the Design Thinking Approach.

This study aims to analyze the implementation of the Design Thinking approach in redesigning the Instagram content of @bonumijuvenis.cl and to formulate a Design Thinking-based Instagram content redesign to enhance the branding of the @bonumijuvenis.cl account.

This study employs the Design Thinking approach, which consists of five stages: Empathize, Define, Ideate, Prototype, and Test. Data were collected through observation of the Instagram account, interviews with MSME representatives and Instagram users, documentation, and a literature review. The findings from the initial stage were used to identify audience needs and key problems, which were then developed into content ideas, content planning, and visual design concepts. These designs were subsequently evaluated through expert validation and responses from Generation Z users.

The findings indicate that the implementation of the Design Thinking approach successfully produced a more structured, consistent, and audience-oriented Instagram content redesign. The redesigned content includes informational, educational, promotional, tutorial, and testimonial categories, supported by storytelling techniques and consistent visual elements based on Gestalt principles. The evaluation results show that the redesigned content received positive responses from users and was considered appropriate by experts, indicating its potential to improve the engagement and brand awareness of the MSME account @bonumijuvenis.cl in a sustainable manner.

Keywords: Design Thinking, content design, Instagram, MSMEs, Generation Z.