

ABSTRACT

Telkom University National Futsal Championship (TUNFC) is a national intercollegiate futsal event that uses its Instagram to be able to build its identity using several visual elements, namely color, illustration, typography. This research analyzes the three visual elements on Instagram @tunfc_bandung for the 2025 period, using a qualitative approach conducted by interviewing related informants, observing TUNFC's Instagram account, and studying documents such as moodboards, powerpoint materials, creative proposals and other documents to explore the use of the three visual elements, namely color, illustration, and typography and of course get additional information about the themes used. The results revealed the use of color palettes, illustrations, and typography that wanted to highlight the cultural diversity of the archipelago. However, there are inconsistencies in the use of visual elements such as the use of colors in published Instagram feeds and there are also some things that are not considered in the preparation of feeds related to visual elements. From the results of the study, it can be concluded that the use of good visual elements can not only reflect an attitude of professionalism and create a visual identity for an organization or event, but can also strengthen its visual identity on social media, especially Instagram.

Keywords: *Instagram Feeds, Instagram, TUNFC, Visual Elements, Visual Communication.*