

ABSTRACT**CONTENT DESIGN AS INFORMATION MEDIA FOR SEGAMAS MARKET
ON INSTAGRAM UPTD PASAR REGION 1 PURBALINGGA**

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Pasar Segamas Purbalingga, as the largest traditional market in its region, faces challenges in disseminating information effectively in the digital era, causing consumers difficulty in obtaining product and price information. The main objective of this design project is to create engaging and informative Instagram visual content to support its function as the primary information and promotion medium for Pasar Segamas. The method used in this research is a qualitative method with a case study approach, where the proposed solution is the design of a comprehensive content strategy, visual identity standards, and design applications across various Instagram features (Feed, Stories, Reels) and its supporting media. Research data is sourced from primary data obtained through interviews with management, vendors, and consumers, as well as direct observation at Pasar Segamas. The initial hypothesis of this research is that a structured, informative, and visually appealing Instagram content design can significantly improve information accessibility, audience engagement, and the competitiveness of Pasar Segamas in the digital era.

Keywords: *content design, instagram, information media, traditional market,*