

Visual Identity in the Covid 19 Pandemic Response Campaign on the Local Government Public Relations Instagram @humasjogja

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ABSTRACT

This study aims to explore the visual identity of local government public relations Instagram accounts in Indonesia in the socialization of the Covid 19 pandemic response. The method used is qualitative with a formal analysis approach. The research subjects consisted of the content of the @humasjogja account on the theme of information handling the Covid 19 pandemic, the application of the level of restriction on community activities. The results show that 1) visual identity shows efforts to build a positive image of the DIY provincial government in dealing with the pandemic through public relations information. 2) Visual identity represents the existence of the Yogyakarta symbol through the application of colors and illustrations in the form of images as the center of interest.

Kata Kunci: *visual identity, Instagram, humasjogja*