ABSTRACT

In Indonesia, the social media grows very fast, we can see it from the number of active users using social media such as Instagram and other social media. This research wants to know the visual communication that is interested by followers of MSCS’ school Instagram account. In this study we will use Visual Communication (Jamieson, 2007 and Smith et al., 2005), Image Composition (Fahmy et al., 2014), Aesthetics (Jamieson, 2007), Visual Literature (Fahmy et al., 2014) and Interests (Crow and Crow., 1972). This theory is used to assess photos that are downloaded in MSCS’ Instagram that can communicate the messages visually and effectively. The method that used in this research is qualitative method that is descriptive. The technique of determining the sample in this study is purposive sampling. Data collection techniques were used that is interviews, observation and documentation. The results of the research explained that visual communication should put attention to the image composition, aesthetics and visual literature so that the Instagram users will show their interest by giving like or comment.

Key Words: Social Media, Visual Communication, Interest