

ABSTRACT

Badan Narkotika Nasional Kota Bandung is one of the government institutions that handles the prevention and abuse of narcotics. In developing its image, the Bandung City National Narcotics Agency utilizes New Media Digital as a medium. However, the results obtained have been low. This final project aims to assist the Bandung City National Narcotics Agency in improving its institutional image through new media digital content. The method employed in this final project is the Graphic Design Process. The content created includes a documentary film, Instagram video content, Instagram and Twitter, poster content, 2D mini-games, and public service advertisements aired at the Bandung City XXI Cinema and Cicepolis Cinema. Through the efforts of creating and managing new media digital content, the Bandung City National Narcotics Agency has successfully improved its institutional image through new media digital, reaching 13.1 thousand reached accounts and gaining 2,626 followers during a 90-day period from 9 March 2023 – 6 June 2023.

Keywords: New Media Digital, Content, Image, BNN