

ABSTRACT

Marketlab is a Digital Marketing agency in Bandung that offers a variety of comprehensive solutions to support the development and digital transformation of businesses. They provide real-time access to performance reports and campaign communications, ranging from creating high-quality websites and formulating digital advertising strategies across various channels to managing social media and Key Opinion Leaders (KOLs). The researcher chose Marketlab due to an interest in the visual communication of Marketlab's Instagram content, specifically in the delivery of messages using elements such as images, typography, and colors. Despite Marketlab's numerous strengths across various fields, the researcher focused solely on Marketlab's Instagram content. This qualitative method will delve deeper into the situations and processes being studied, with the researcher accurately describing the obtained facts. The initial step in this research involves observing Marketlab's Instagram to identify missing elements in the uploaded content. Although Marketlab utilizes multiple social media platforms, this study primarily focuses on the Instagram content and its visual elements. The results of this research are expected to provide insights for the company, especially Marketlab, in developing visual communication strategies.

Keywords: *Instagram, Visual Communication, content, Marketlab Bandung.*