

## ***ABSTRACT***

### ***VISUAL IDENTITY STANDARDIZATION AND ITS IMPLEMENTATION ON DIGITAL INFORMATION MEDIA BKPSDM DUMAI CITY***

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*In this digitalization era, technological developments have brought many changes to government agencies. This has led to demands on government agencies to convey information transparently by maximizing technology in order to improve the reputation of the institution. Reflecting on the demands above, currently BKPSDM Dumai City has two main media in disseminating information, namely the website and Instagram social media. However, in its implementation, BKPSDM Dumai City has not optimized the delivery of informative and interesting information digitally. To answer these problems, the information content display design of BKPSDM Dumai will be carried out. The required data collected through observations, interviews, questionnaires, and literature studies then analyzed by comparison matrix analysis to get the right design conclusions in order to produce digital information content designs for websites and Instagram social media.*

*Keywords: Government Agency, Digital Information Media, Visual Identity*