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Research Paper

Microblogging Design for Education in Visual Message

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Abstract

The highest increase in social media users reached 34.2% in 2017. Meanwhile, Whatsapp is the most widely used social media in Indonesia. The percentage record at 88.7%. After that, there are Instagram and Facebook, with percentages of 84.8% and 81.3%. Microblogging on Instagram feature is usually for marketing and promotion, but content creators use it as a medium of education in today's society. This medium stimulates teachers to take advantage of Microblog for learning media. This study aimed to test the feasibility of microblogging design concerning the development of learning media in designing visual messages on social media and analyzing microblogs used for education. These research methods are development design and qualitative research. Researchers use experts to assess the microblogging design and collect data by interviewing experts regarding microblogging as an educational medium. The study's result in the form of a Microblog design considers that several categories still need to reach the media feasibility test. Some categories that still need to be feasible are form (element), line, and space. Revision is needed because it will affect the effectiveness of Microblog as a learning medium for students. Microblog for collaborative learning is needed for andragogy learning methods needed by adults. Another unique finding is educational microblogs which present picture stories and are more popular than images. The researcher designed Microblog by paying attention to visual communication to provide education.

Keywords: *Communication Media; Education; Microblog; Visual Communication*

INTRODUCTION

The number of active social media users in Indonesia was 191 million people in January 2022. That number has increased by 12.35% compared to the previous year of 170 million people. Seeing the trend, the number of social media users in Indonesia continues to increase every year. However, its growth has fluctuated from 2014-2022. The highest increase in social media users reached 34.2% in 2017. However, this increase slowed to 6.3% last year. The numbers just increased again this year. Meanwhile, WhatsApp is the most widely used social media by Indonesians, the amount of 88.7%. After that, there are Instagram and Facebook, with respective percentages of 84.8% and 81.3%. Meanwhile, the proportion of TikTok and Telegram users is 63.1% and 62.8%, respectively (Mahdi, 2022).

Social media refers to computer-based technologies that facilitate the creation, sharing, and exchange of user-generated content and information in virtual communities and networks. Social media platforms enable users to communicate, collaborate and interact with others through various types of content, such as text, images, videos, and audio (Kaplan & Haenlein, 2010). The functions of online media, among others: 1) Social Networking Media; this media is a tool that users can use to carry out social relations, including the consequences or effects of these social relations in the virtual world. Examples of widely used social networks are (Facebook and LinkedIn) and Online Journals (blogs); 2) Blogs are social media that allow users to upload daily activities, comment, share, web links, and information. An example of a free weblog page provider is WordPress or Blogspot; 3) A Simple Online Journal or Microblog (Micro-Blogging). Unlike an online journal (blog), microblogging is a type of social media that facilitates users to write and publish

their activities and opinions; 4) Sharing Media (Media Sharing) Media sharing sites are a type of social media that facilitates users to share media, ranging from documents (files), video, audio, and images. Examples of this media are Youtube, Flickr, Photo-bucket, or Snapfish; 5. Social Bookmarking. Social bookmarking is social media that organizes, stores, manages, and searches for particular information or the news online; 6. Shared Content Media or Wiki, This social media is a site whose content results from collaboration among its users. Like a dictionary or encyclopedia, a wiki presents users with understanding, history, and book references or links about one word (Nasrullah, 2015).

The fact that people use social media to share photos of their children and their meals more often than they join in on politically charged hashtag trends should be reflected in the way scholars write about social media (Brabham, 2015). Content published on social media must adapt to the function of the platform. In this study, the authors used microblogging/mini-blogging on Instagram, which content creators have used as educational media. Research results that explain the characteristics of Instagram are public; negative emotions (e.g., depressing); positive emotions (e.g., excitement to use, motivational); entertainment; memory logs; ideal self; regulated posts; social (Davidson & Joinson, 2021). The percentage of content should use the 80-20 formula, meaning that 80% of posts contain informational, educational, and entertainment content, and the other 20% can use for direct promotion of the products offered (Newberry & LePage, 2021).

Social media have become a communicative condition in and out of ordinary people's private, working, and institutional lives (Lomborg, 2015). Social media holds promise as an effective health communication tool (Plaisime et al., 2020). Organizations are increasingly using social media platforms to handle customer service issues and engage stakeholders in transmedia branding dialogues, along with the usual—and rather ineffective—one-way promotion of goods (Brabham, 2015); social media native activism that connects Consumer Social Responsibility (CnSR) and Corporate Social Responsibility (CSR) (Kampf, 2018). Social media has a power that derives from their ability to shape and enforce the rules of the conversation (Kavada, 2015). Furthermore, incidental news exposure on social media affects political participation (Yamamoto & Morey, 2019).

Social media platforms such as Instagram, Twitter, Facebook, YouTube, and TikTok utilize as a medium for educational content or digital learning. The use of social media as a medium for presenting digital educational content helps its users add new knowledge and insights and helps users understand educational or digital learning materials presented on social media platforms. In addition, educational or digital learning content through social media can trigger the quality of learning for its users, be more independent, and attract users' interest in knowing something new. In utilizing social media for digital educational content, users are expected to understand better choosing social media platforms that are relevant or under the material they want to study and can choose quality educational or digital learning content. In addition, with the various features available on social media platforms, it is hoped that users will challenge to create educational or digital learning content (Fitriani, 2021).

Instagram, an image-based social media, requires content creators who are social media activists to create content that includes compelling, informative, persuasive, and educational visual communication. Instagram, which initially only had a single post for sharing information, now offers a multiple-post feature, which content creator accounts can use to share information. In Order to increase the loyalty of netizens following Instagram accounts, content creators share educational content that is present in visual communication. Arranging using visual elements in the form of illustrations, shapes, typography, and consistent, aesthetic, and repetitive colors to create content that is both attractive and, at the same time, characteristic of each account that uploaded it. The developments from these changes made Instagram, with the multiple post feature, into a mini

book and successfully transformed into a visual-based educational tool whose content can be studied and simultaneously enjoyed by netizens (Putra & Astina, 2019).

Previous research has proven that the microblog design can package the material presented more precisely, clearly, and easily understood by online business class participants. The design of microblog design contains content in the form of illustrations and written material from online business classes. The design compiles only limited to microblog content uploaded on Instagram. Suggestions for the next design include adding media variations used in packaging materials. Media variations can include video teasers, websites, comic strips, and animations (Putri & Anggapuspa, 2022). In another study, the percentage of student learning completeness through microblogs through mobile learning reached 79%. Microblogs in mobile learning help students achieve their creativity. This medium can also be an innovative method of online learning. While in development research, microblogs can use as a reference in developing social media-based products. This Microblog can use in various subjects because of the elements that combine text, images, and other visual elements (Dewi et al., 2021). This study aimed to test the feasibility of microblogging design concerning the development of learning media in designing visual messages on social media and analyzing microblogs used for education. Microblogging on Twitter is proposed as a legitimate tool for teaching and learning, especially in higher education. The fact that the use of Twitter can address several best practices when teaching today's students/Digital Natives further validates Twitter as a quality teaching tool. Individuals responsible for educating Digital Natives should act now by sharing with their respective institutions how Twitter can be used to put online teaching best practices (Cleveland et al., 2016).

Previous research has yet to discuss the feasibility of microblog design on Instagram media in carousel posts. Then, the researcher will provide an overview and due diligence on microblog educational media related to visual messages for higher students.

LITERATURE REVIEW
Social Media for Education

Learning media is a tool that can help the teaching and learning process so that the message's meaning becomes more evident. The goals of education or learning can be effectively and efficiently. Learning outcomes are results given to students in the form of assessments after participating in the learning process by assessing knowledge, attitudes, and skills in students with changes in behavior. Learning media functions as a learning resource for students to obtain messages and information the teacher provides so that learning materials can be further enhanced and form knowledge for students (Caganan & Buenvinida, 2021).

The benefits of learning media, first, provide guidelines for teachers to achieve learning objectives so that they can explain learning material in a systematic Order and assist in presenting exciting material to improve the quality of learning. Second, it can increase student motivation and interest in learning so that students can think and analyze the subject matter provided by the teacher with fun learning situations and understand the subject matter easily.

Learning media: the teaching and learning process becomes easy and interesting so students can easily understand the lesson. Student learning efficiency can increase because it aligns with learning objectives and helps students concentrate. Learning media is interesting and, according to student needs, increases student learning motivation because students' attention to the lesson can increase and provide a complete experience in learning. So students can understand clearly the material provided and better understand the material as a whole. Students are involved in the learning process, so students actively follow and are involved in the learning process. Students have the opportunity to do creativity and develop their potential. Previous results indicate interaction effects consistent with the role of creativity in perception and learning. Creative students reported

more motivation after learning in an unstructured environment, whereas non-creative students reported relatively better learning experiences in highly structured conditions. (Rosar & Weidlich, 2022)

Several social media sites have been introduced and become popular worldwide. These types of social media are Facebook, Twitter, Youtube, LinkedIn, Instagram, and Whatsapp. Each social media has its purpose for its users to genuinely share their experiences, ideas, or moments of life. Facebook provides a communication network of friends, family, and other people with real-life acquaintances. Twitter's goal is to enable people to convey ideas and instant critiques to others who may know each other in real life. LinkedIn focuses on business life to facilitate a communication network for business people to follow each other and assist the recruitment process through better search facilities according to their profession (Munawar, 2017).

Social media is an online platform for communicating and interacting remotely without being limited by space and time. Everyone often uses social media, and one of them is Instagram. Instagram is one of the social media for sharing photos and videos. Instagram already has many features such as insta stories, direct messages, and I.G.T.V. The social system on Instagram is to follow other people's accounts. Thus, fellow Instagram users can establish communication by giving likes or comments on other people's photos uploaded on Instagram (Nabila, 2016). The use of Instagram certainly can influence a person's attitude and behavior. Some turn into someone who is more creative and looks attractive. Some always show off their things as if Instagram has become a place to compete. The lifestyle of today's teenagers is more eager to get recognition from the virtual world than in the real world. Many post photos or videos only to get likes and comments from others on social media (Nurul, 2019).

Previous research shows that teenagers' Instagram users influence their lifestyles and ethics. Some of these changes lead to the better, and some lead to the worse. These changes occur because one urges oneself to do something due to seeing a post on Instagram. (Agianto et al., 2020)

E-commerce sites support social login mechanisms whereby users can log into Web sites using their social networks identities, such as Facebook or Twitter accounts. Users can also post their recently purchased products on social media with a link to the e-commerce product's Web page. A microblog is a form of blogging that allows users to write short text updates, usually less than 200 characters, and share them, either for everyone to see or for a limited group of users' choosing. What distinguishes a microblog from other blogs is that it is smaller than the size of the actual blog. However, the goal remains the same: users write to convey specific topics.

Instructive innovation has ended up a crucial perspective of higher education playing a vital part in affecting student engagement, in specific. The study found that passionate engagement has the most grounded positive effect on educational innovation engagement. The expansion investigation of the four foremost components shows that utilizing LMS might engage students more than embracing social networking frameworks. There are significant differences in cognitive engagement between different genders, with that males outperforming females (Teng & Wang, 2021). Students, teachers, and other stakeholders use it as an educational tool to obtain information, interact and connect with each other, participate in communities of interest, and share insights on specific topics. Moreover, with its unique features and unconventional approach to teaching, Microblog on Twitter has the potential to improve not only students' learning ability (Junco et al., 2013) but also their motivation and engagement (Malik et al., 2019); to mobilize faculty into a more active and participatory role (Junco et al., 2011).

Microblogging in Social Media

Microblog users can also comment on text updates made by other users and vice versa. There are several types of information that can obtain from a microblog. It can be in the form of

information related to the microblog users themselves or events that involve large numbers of people or groups. It can also be information about events outside the user or users (www.ab.org.tr). The average user posts topics around events, politics, sports, daily personal life, and more. Most recently, microblogs have also been used as media campaigns and promotions for presidential candidates or contestants in an event to seek support. The presidential candidate or contestant has a profile on his Microblog, and other users can check the updated text at any time. Microblogging services are also emerging as an important source of up-to-date news and situations. With the popularity of microblogs, many users want to maintain a presence on more than one social network.

If it is related to the present, correspondence technology represents by social media in the form of Instagram, Facebook, Twitter, and Telegram. Furthermore, Instagram is the most qualified to use as the most interesting media today. Besides being used for correspondence, Instagram is now widely used as a digital business medium, religious symbol, and learning media.

The public is most highlighted on Instagram media for now with the microblogging feature. According to Rifqi Mulyawan (2019), a microblog is a short content designed for fast audience interaction. Microblogging makes it easy to communicate quickly with the audience. Rather than writing pages of text, microblogs allow for instant conversational connections with customers. Short microblogging messages appear in various content formats, including audio, video, images, and text.

Visual Communication

Visual communication can also be interpreted as transforming ideas and information into a form that can be read and responded to (visually). Meanwhile, the word visual means everything that can be seen and responded to by our sense of sight, the eyes—derived from the Latin word videre, which means to see, namely visual. Visual communication is called sign language (the language of gesture). According to Michael Kroeger, visual communication is an exercise in theory and concepts through visuals using colors, shapes, lines, and juxtaposition. Visual communication combines art, symbols, typography, images, graphic designs, illustrations, and colors. Visual communication is a process of conveying messages where the symbols are sent by the communicator, who is only captured by the communicant solely through the sense of sight. This form of communication can be direct (like two deaf people chatting with each other using sign language). However, most of them use intermediary media, which are commonly called visual communication media.

Visual communication is usually associated with fine arts, symbols, photography, painting, typography, graphic design, illustration, and others. Visual communication combines graphic design elements such as creativity, aesthetics, efficiency, and communicativeness to create media that can attract attention and create effective communication media.

Visual communication is an umbrella for various communication activities that use visual elements in various media such as printing or graphics, graphic markings, billboards, television, film or video, the internet, and others. Today's society is based on multimedia. Images can always attract attention because the point of interest is very striking, so the message wants to convey is easy to understand. The community is very perceptive of the information received that is not too heavy or heavy information packaged lightly. Thus, visual communication answers the community's needs because the information conveyed can be highly valued but packaged more straightforwardly, attractive, and modern.

Design is an essential element so that visual communication messages can convey effectively. The Functions of Visual Communication Design are:

First, Means of Identification, the primary essential function of visual communication design is as a means of identification. A person's identity can tell who that person is or where they come

from. Likewise, with an object or product, if it has an identity, it will be able to reflect the quality of the product and be easily recognized, both by the producer and the consumer. It will be easier to buy cooking oil by mentioning brand X size Y liters rather than just saying buy cooking oil. Alternatively, we will buy brand X cooking oil because the logo has a clear, clean, and healthy impression.

Second is the Means of Information and Instruction; same with information and instructions, visual communication design aims to show the relationship between one thing and another in terms of directions, position, and scale. Information will be helpful if it is communicated to the right people, at the right time and place, in an understandable form, and presented logically and consistently—informative and communicative.

Third, Presentation and Promotional Means, the purpose of visual communication design as a means of presentation and promotion is to convey a message, get the eye's attention (visually) and make the message memorable. Like the picture of the risks of smoking on cigarette packs. The need to use pictures and words that are persuasive and interesting.

Ten instructions that must consider in making a design will use as an indicator in the feasibility test of the microblog form, including:

1. Color

Playing with colors becomes more intuitive with experience. A designer new to the industry may need to stick his color wheel against their forehead for easy reference, while seasoned professionals get a taste of what works best. It is well known that some colors should never be used together, such as a combination of gray and brown, because they do not contrast enough and can make the look faded. Keep the color palette simple and limited. Color choices also impact hierarchy significantly; save high-contrast colors for the most critical elements on the page so attention will focus on what matters most. It is easy to get into a color rhythm, make routine choices, and rely on color combinations that have worked in the past. Having references is excellent, but remember to stay inspired and find new ways to match the tone so your designs always feel fresh. Color gives meaning to content. It is not difficult to use color, but it is important to use the right color. Proper and balanced usage of color is an indispensable part of a good design (Yadav et al., 2014).

2. Typography

A good rule is to focus on one font that stands out and play with different contrast and weight options. Simple, elegant, and not mixing fonts with abstract choices will be more effective in designs. Imagine if all the fonts looked complex and full of decorativeness; of course, it would distract readers from understanding various information. The spacing between typographic elements makes the script easier or harder to read. Excessive spacing makes the message repulsive. Too little spacing jams the words and lines and disrupts the appearance of the writing, and makes reading problematic (Yadav et al., 2014).

3. Shapes

Simple geometric use to symbolize so many things without people consciously liking them. It is crucial to consider the use and placement of shapes because users' brains will process the shapes they see even before they know what they see. It is an efficient way to support the content and overall message it is trying to communicate. Geometric shapes imbue qualities that distinguish them from one another. The study discovered three independent similarity clusters based on a set of 12 geometric shapes: polygons, round shapes, and star-like shapes (Klettner, 2019).

4. Hierarchy

Hierarchy brings harmony, and simple harmony means the design feels natural and pleasing to the user. The principle of hierarchy exists for a reason, the main one being that the user's eye must be drawn to the most valuable information for a product to be effective. It keeps it from being intimidated by data clutter and clutter, and it ensures that what is most important is the priority for users to be seen and understood clearly.

5. Line

If the design is the house, the lines are the walls that help separate the information into parts so it can communicate clearly. They create clean, organized layouts emphasizing key elements on the page so elements stay visible. Lines can stand alone or be part of a larger shape, and, like shapes, they affect how the user reads the design. Vertical lines convey a feeling of dynamism and speed, while horizontal lines tend to create a sense of calm and serenity.

6. Iconography

The images in a design set the tone for what the user will experience when accessing the information, and there is no room for error when building the images into the design. Translating concepts into drawings can be difficult, but the most important thing to remember is that the purpose of the drawings must be clear. Users should be able to see an image and immediately understand why it chooses to be part of the design. If using an icon, the symbol must be universally understood, or at least fully understood, by the particular group of people the product targets. If an icon or symbol cannot be clearly understood, it is best to stick with text so there is no potential for bias.

7. Contrast

Contrast is vital for every design element (typography, shapes, hierarchy, colors). When there is not enough contrast built into the design, it becomes difficult for users to navigate through the presented information. When there is too much contrast, the user's eyes are diverted from important information and instead, focus on the design itself because the elements pop up too much and demand their full attention. When their eyes are drawn to the design rather than important information, a designer must effectively communicate a visual message. Ask colleagues and fellow designers for feedback.

8. Regular

In design, the Order is part of a well-planned hierarchy. When things are organized, users are more likely to have a serene, distraction-free experience of cluttered information. When things are disorganized, users' eyes quickly catch the flaws and immediately feel discomfort when accessing the information.

9. Weight

Using different weights is a creative way to help create a design hierarchy while keeping it clean. It is essential to choose the right font-weight for each element in a design and determine which weight works best. Keep the weights the same; always consider the effect on existing elements and choose weights based on context. Setting weights should serve a purpose, such as highlighting a concept, action, or title.

10. Room

Space must use intelligently, as silences and pauses are calculated to be effective when giving a speech. Space allows the user to breathe and understand and digest the information. Too much data on one paper/slide will overwhelm the user in processing the information. (Cornelius, 2016)
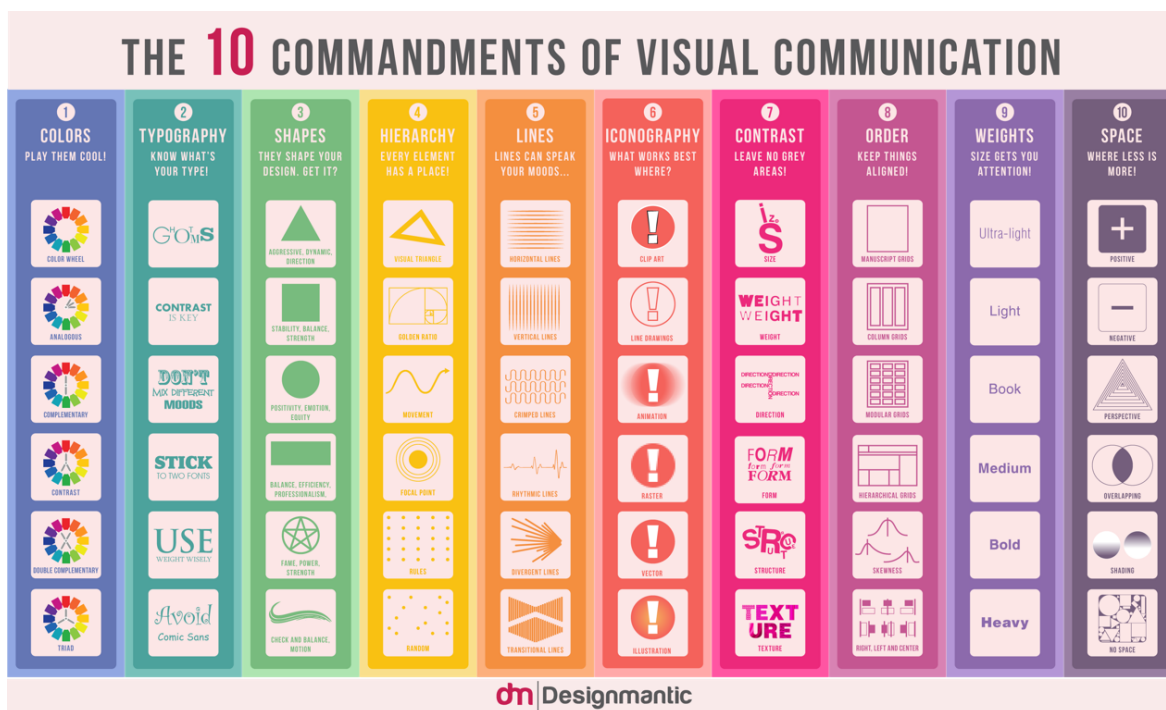

Figure 1. The 10 Commandments of Visual Communication

RESEARCH METHOD

These research methods are development design (R&D). Borg & Gall proposed ten steps in conducting the R&D Method. The steps are organized in the following order: 1) Research and Information Collection, the research is started by studying the related literature, need analysis, and framework preparations; 2) Planning, which includes formulating skills and expertise regarding the problem of the research, formulating objectives of each stage, and designing research steps and necessary feasibility study; 3) Developing Preliminary Form of Product, in this step, the preliminary educational product, some named it as 'trial product', is developed by preparing and evaluating the supporting components, and also its guidelines and manuals; 4) Preliminary Field Testing, the preliminary product is tested on a limited scale to some selected parties (3-4) through interview, questionnaire or observation to gain and analyze the data for the next step; 5) Revising Main Products, the preliminary/trial product is revised using the data gained in step four. The revisions are likely to be done more than once, depending on the results of the trial product. The revisions are ready for wilder testing; 6) Main Field Testing, this step is also called main testing, in which the revised educational product is tested on a wilder scale to many parties (5-15). The data are commonly collected by a qualitative method. Some products need to be carried out in an experimental research design to get the precise feedback/data for the next step; 7) Revising Operational Products, the revised product in this step is revised again based on the gained data in step six. The product is then developed as an operational model design to be validated; 8) Operational Field Testing, the validating of the operational model, is conducted to massive parties (30-40) through interviews, observation, or questionnaires. The data are the bases for revising the product in the final step. It is intended to ensure whether the model is completely set for use in

educational fields without the researchers as the counselors; 9) Revising Final Product, the product is completely revised by the data gained in step eight and launched as the final educational product; 10) Disseminating and Implementing, the product dissemination is conducted to the public, especially in the education field through seminars, publications, or presentations to related stakeholders. (Gall et al., 2003)

Following this step, the implementation some educational researchers modified the ten steps into simpler steps due to the need and context of their research. There are twelve studies using the R&D Method by Borg & Gall (1983) taken, for example, how the steps are simplified (Gustiani, 2019). This research uses 5 steps based on previous research by (Divayana et al., 2003), such as:

1. Research and collecting information
   In this study, it can be identified that social media is one of the educational media that can be used in education, but what kind of posts are worthy of being a source of knowledge in the form of microblogging on Instagram? A literature study was conducted to see how far microblogging has been utilized for education and how visual communication designs are represented to convey visual messages.
2. Planning
   At this stage, researchers, as people who work in the field of communication media, use expertise in producing visual messages in the form of microblogs using several design applications. Starting to determine the character of the design that is built to suit the audience, namely college students, so that they are motivated to learn to make visual messages in visual communication courses. Then a feasibility study is needed by experts to assess the microblog that will be designed.
3. Design development
   Microblog production starts at this stage and begins to determine the mood of the design; the initial product design is still in the experimental stage, so researchers can still explore and revise this initial design. Guidelines for making designs based on the concept of visual communication. Determining the design, starting from the color, typography, images, and other components.
4. Preliminary field testing
   The results of the microblog design are ready to be assessed by experts; the researchers chose 4 experts consisting of two content creators (Helmi and Dewi Purnamasari) as practitioners, and the other two are academics in the field of visual communication (Teddy K Wirakusumah and Ahmad Zakky Abdullah). The assessment is carried out by distributing questionnaires in the form of scoring and open-ended questions to provide suggestions on the design.
5. Preliminary product revision
   At this stage, the researcher revised the microblog design based on the assessment at point four; the suggestions given by experts must be considered as material for the revision of the work.

FINDINGS AND DISCUSSION
Initial Design

Message design in the communication process influences the communicant to capture the information the communicator provides. The media used must be chosen appropriately according to the ease of access of the target audience. The following is a visual message design in the form of a Microblog that we have designed for experimental research that needs to use in the treatment group.

Figure 2. Microblog Design on Visual Communication

The research team has determined the type of design used in the treatment group to measure its effectiveness compared to the control group, which uses conventional learning methods (lectures). In Figure 2, you can see the results of the visual message design using the Elegant style with an earth-tone color pattern. The choice of this style was determined because it is easy to mix and match matching color combinations, the goal can achieve, it is aesthetically soothing, gives a feeling of comfort when listened to, evokes the desired emotion, and is not excessive. The elements used in the design consist of decorative lines and shapes that give a frame effect to each slide from Microblog. The type of font used is a combination of Lazydog (Title) and Jua (Content). Both are combined based on considerations of balance and compatibility. The selected typography has a typical shape that looks dynamic and rounded to match the elegant style.

To see the patterns on Instagram feeds, the team designed two Microblog designs used as prototypes and material for assessment, along with the second design presented, which can see in Figure 3. The color of the second design, namely turquoise green presented below, gives life when combined previous brown. A combination of the two is expected to provide a contrasting and unifying effect on the character of the built feeds.
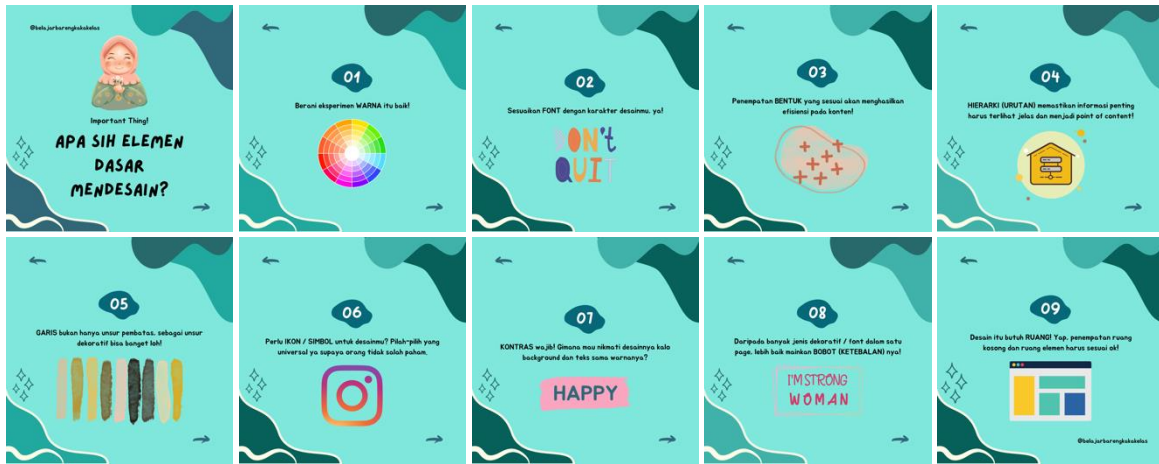
Figure 3. Design Microblog regarding Basic Elements of Design

Media experts have assessed the design plans resulting from this research. The assessment team consisted of four people: two practitioners, namely Microblog content creators, and two academics with expertise in Communication Media, especially Visual Communication. The results of the media feasibility test are as follows:

1. Color

In this aspect, it can be seen from the assessment chart that the color selection is considered attractive because it has an average value of 3.
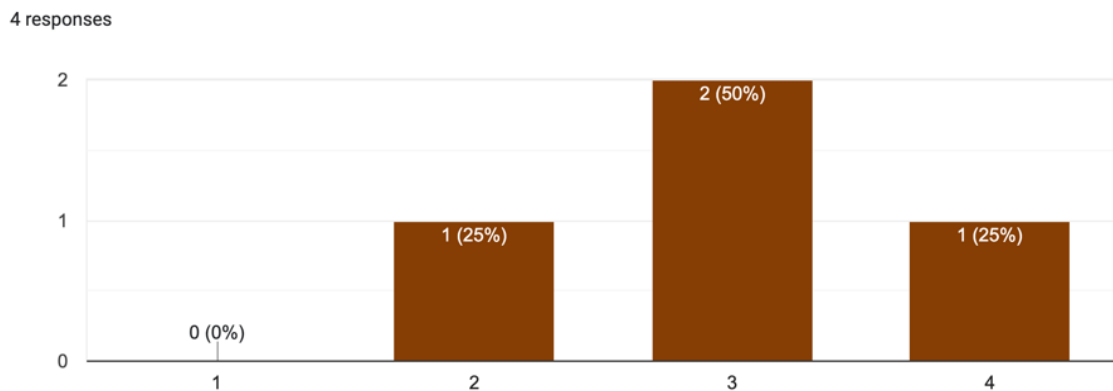
Figure 4. Grading Chart on Color

The expert's comments on the first design (chocolate theme) were very good in combination and contrast. However, there are critics given by experts. The second design, which uses turquoise green, lacks contrast between the background and writing colors. The importance of color in design gives a first impression effect that becomes the center of attention for the audience.

2. Typography

The selected typography is under the type of style in the design by obtaining an average value of 3. The expert advises increasing the font size of the information content so that it is preserved in decorative elements.
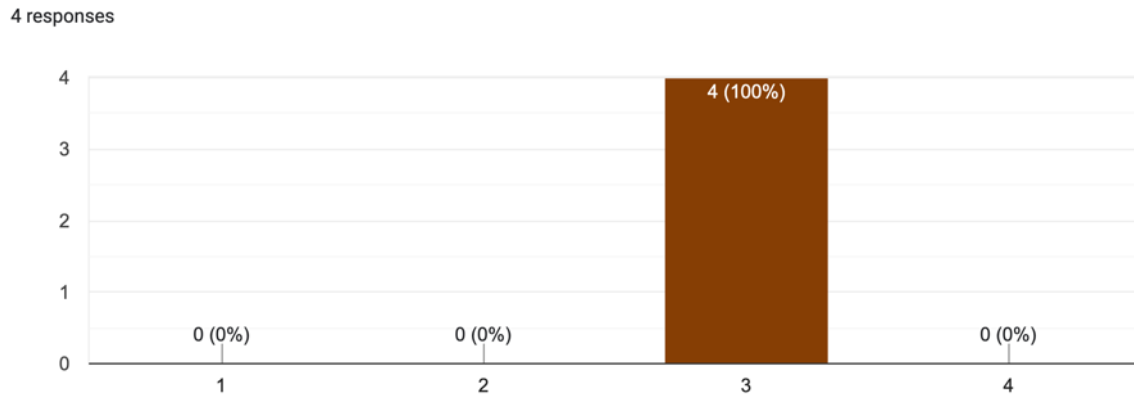
Figure 5. Rating Chart on Typography

3. Shape (Element)

The elements are the focus that the research team must revise because they are considered quite efficient and are at an average value of 2. Experts' criticism of the "bloop" element feels excessive and too busy, so it can divert the reader's focus on the content. In addition, similar elements in the first and second posts are considered to bore the audience, so there must be variations or diversity of designs—incorrect selection of elements (visual assets) for the Carousel post type. We recommend using elements and images in the Carousel to connect between slides in the background. It provides continuity and matching flow so that the audience can enjoy the unique visual elements on Instagram when the slides shift one by one.
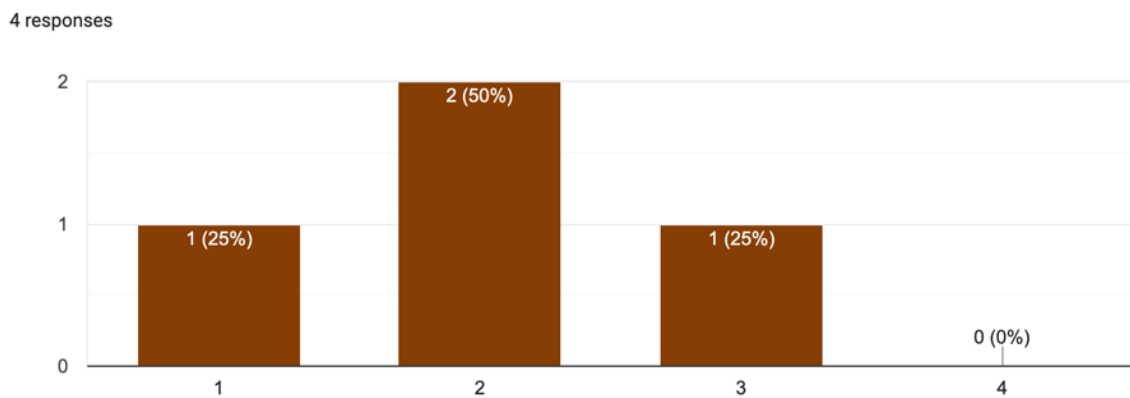

Figure 6. Graph of Assessment on Shape (Elements)

4. Hierarchy (Order)

Hierarchy gets a relatively high average score, namely 3.25, which means that the designs are harmonious. It shows the consistency of the research team in creating branding on the design so that it has characteristics and recognize easily by the audience.
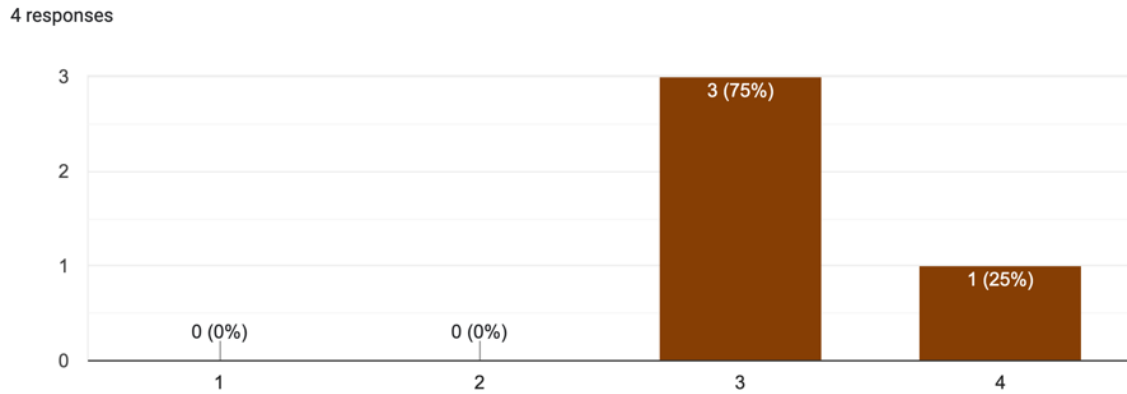
4 responses

Figure 7. Graph of Rating on Hierarchy (Order)

5. Line

In designs, line elements are most present in decorative elements. So the average value obtained is also relatively low, namely 2.25. It shows that the line elements in the design are still monotonous and must be revised to make it look more functional, not just a compliment.
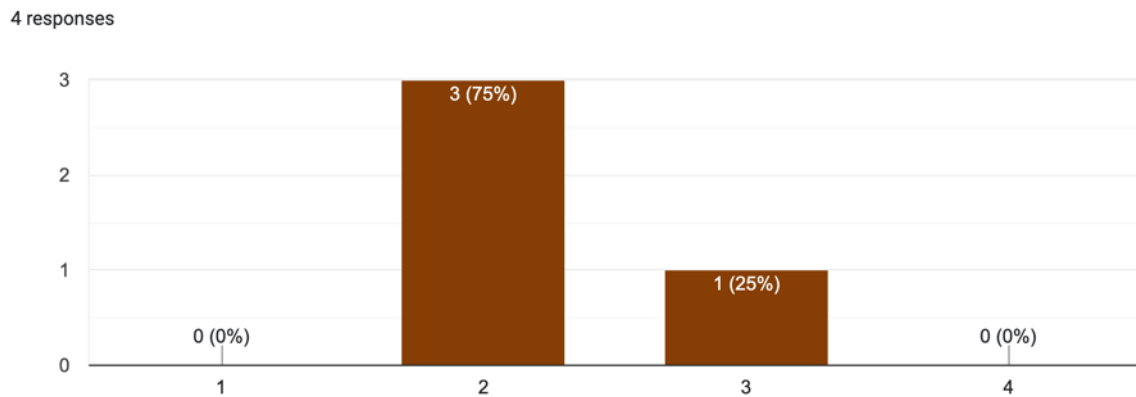
4 responses

Figure 8. Rating Graph on Lines

6. Iconography / Symbols

Icons or symbols in the design are easy to understand, with an average value of 2.75. The continuity between decorative elements and text is still not intensive because the first post (chocolate theme) needs to utilize image elements, making its presentation less attractive.
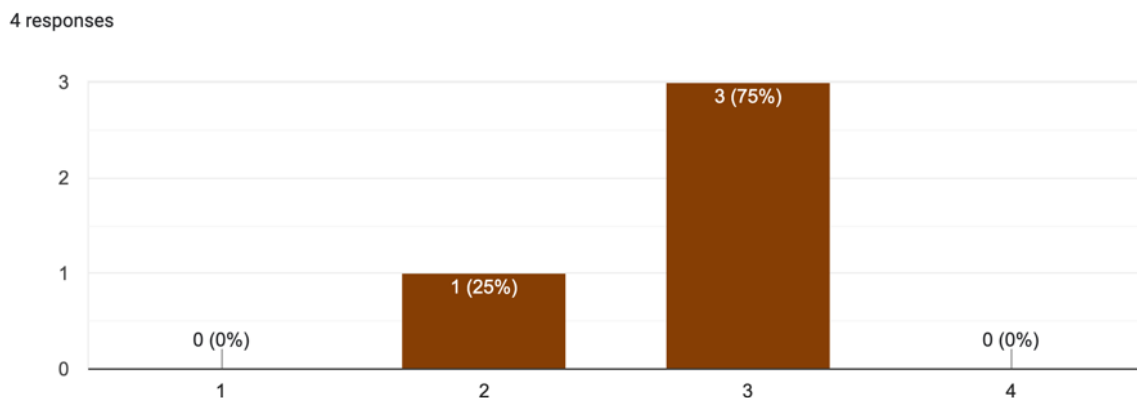
4 responses

Figure 9. Graph of Rating on Iconography / Symbols

7.   Contrast

The value obtained in the contrast category also received a score of 2.75, which means it is quite contrasting and needs improvement. Contrast emphasizes information that is a priority, so it must be considered so that the visual message becomes more effective.
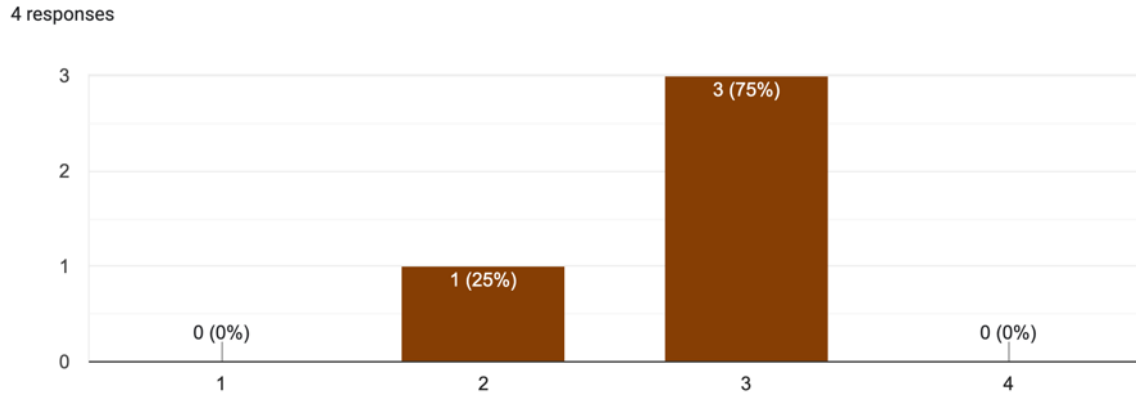

Figure 10. Graph of Ratings on Contrast

8.   Order

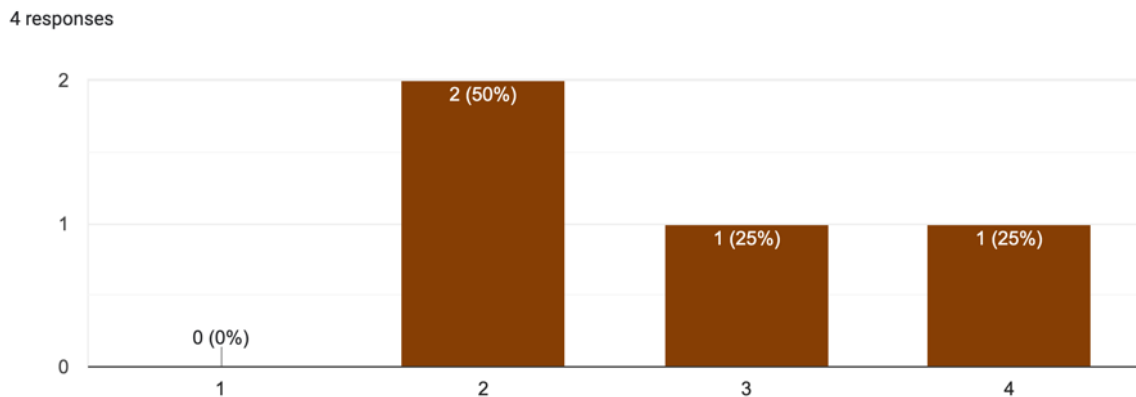This element also gets a value of 2.75, which means it is organized in packaging visual messages in Microblog.

Figure 11. Graph of Ratings on Order

9.   Weights

The information provided is more than valuable because it gets the highest score from the overall assessment of 3.5. Experts provide comments that are good enough for the weight of the information because it is under the material studied by students.
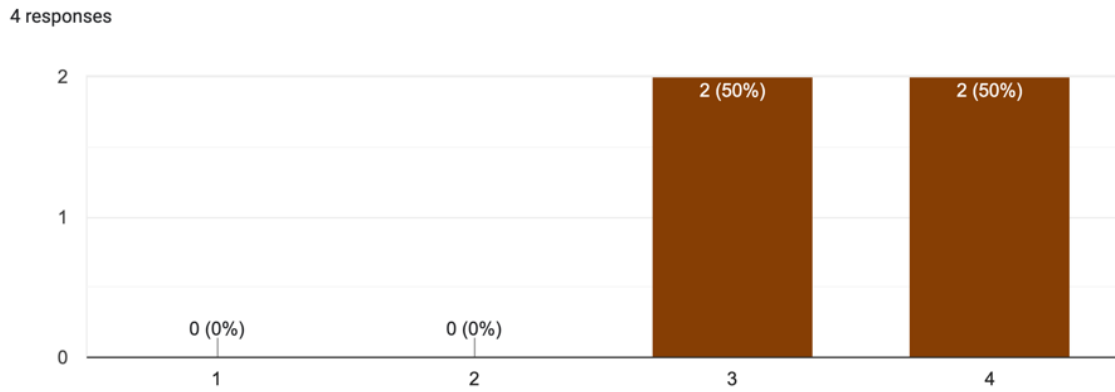
Figure 12. Graph of Rating on Information Weight

10. Space

The space given to the design is considered to be unbalanced and gets an average value of 2.5. It is still related to the placement of decorative elements on the frame, which causes the space to become whole.
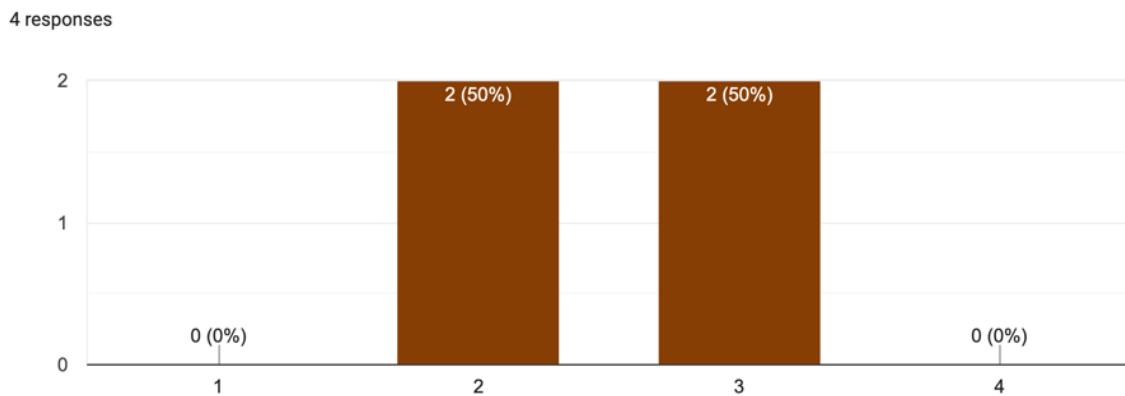

Figure 13. Graph of Assessment on Space

The research team will consider the expert assessment in revising the visual message design work. It is important to note that the feasibility of a media trial will affect the effectiveness of communication, in this case, especially the use of Microblogs as an alternative learning medium for students.

Work Revised

Figure 14. Revised Results on Visual Communication

Figure 15. Revised Results of 10 Important Message Indicators

Table 1. Commandments Design of Microblog for Higher Education

COMMANDMENTS	INITIAL DESIGN	REVISE DESIGN
Colors	The use of pastel colors shows a gentle design.	The use of bright colors shows an attractive design.
Typography	The dynamic and rounded shape of the typography shows an elegant style.	The dynamic and eye-catchy shapes of typography show a sophisticated and modern style.
Shapes	Too many bloop shapes as decorative elements	Clean design to minimize decorative elements.
Hierarchy	Instagram Carousel only.	Make a seamless Instagram Carousel.
Lines	The line is static and has a border on the design on every slide.	The lines are dynamic, and there are no borders on the designs on each slide.
Iconography	The cover image is irrelevant, so it doesn't reflect the point of the content.	The cover image is more relevant because it represents the main content.
Contrast	Monochromatic color schemes (single colors with varying shades and tints) lack color contrast.	The complementary color scheme is based on the use of two colors (directly across from each other on the color wheel and relevant tints); it produces the greatest amount of color contrast.
Order	Unbalanced size of font, image, and frame.	Balance size uses the golden ratio and organization.
Weights	The information explains with text.	The information explains with text and relevant icons.
Space	The elements were too crowded, so there was no negative space.	Fewer elements are designed to provide sufficient negative space.

Source: Researchers (2023)

The revisions made were significant because the research team changed the design style so that it was adapted to the target audience. Our target is that both male and female students will have access to this information, so changes made based on expert advice must undoubtedly be considered. Style elements that change from color, use of elements to layouts that rearrange to show focus on content.

The color we used before was a combination of brown and its gradations. Brown is defined as a utility, down to earth, giving the impression of warmth, comfort, and safety. This color also symbolizes a foundation and life force. However, with the changing styles of design friends, we also re-selected colors. We return our considerations to the target audience, students, so we get purple and yellow according to the complementary colors in color theory. It uses to find the suitability of using colors by combining two colors opposite each other on the color wheel to obtain good contrast. The purple color represents the sophistication, power, and position of something. We also make purple as the branding of the Faculty of Communication Sciences FISIP UPN Veterans Jakarta so that there is a sense of belonging for students who will later consume this information. People perform an assignment color inference process when they interpret color-coding systems. Understanding how people make such color inferences will make it easier to anticipate observers' expectations and create visual media that is easier for observers to interpret and understand (Schloss, 2018).

The combination of dark purple with bright yellow provides balance to the color wheel used in this design; yellow gives a cheerful, optimistic, and warm impression. However, these two colors

have the power of contrast, so if they are used in each post, it will tire the audience's eyes. Thus, we will collaborate on neutral purple and white colors for the next post. Later they will be given regular alternating combinations of purple-white and purple-yellow on each Instagram feed.

The selected typography is not too problematic, but the small size makes the content not read clearly. The initial typography combination of "Lazydog" and "Jua" reflects the elegance of the initial style. So adjustments had to be made with a new style, and we chose the type "Organic" for the initial title to make it more eye catchy and look sophisticated and used a combination of "Chiffon" and "IreneFlorentina" fonts that looked modern and dynamic to reflect the personality of the audience. The font size was another issue from the initial design, so we revised it to increase the font size of the content; how we present emotions, thoughts, and knowledge is as much important as what we say. In this regard, font choice is a visual expression method. Typography has a unique language and concepts. Font management is not only a tool in communication but also a guide for good design (Yadav et al., 2014).

Revisions are also heavily charged with the choice of elements in one design on each presentation slide. Almost experts agree that with too many decorative elements, the impact on the content is drowned by elements. The elements in the first design used a lot of "bloops," which form a frame in the design so that there seems to be no continuity between the first slide design and the next. Elements are no longer a constraint on our revised design because the hallmark of the Carousel post format on Instagram is seamless Microblog presentations. Based on expert advice, considering the use of too many elements can make the audience not focus on the content, so in the revisions presented, we minimize the use of decorative elements.

The line provides a visual effect that will form several elements in the design. It is related to the elements in the previous discussion that the design on each slide looks very stiff and disharmonious because it is too crowded and creates a boundary. Hence, each slide needs to look more unified. So, the revised design removes the boundaries of each slide by not making slides separately so that the design process also changes from one by one to a new unit, and then it will be split.

Iconography is related to the selection of image elements in the design; experts suggest not using images in the first post, making Microblog boring. So, we changed the appearance of the first post to be more lively by presenting images related to the explanation. The selected icon must also adapt to the target audience, namely students, so we replaced the image of a woman with a headscarf at the beginning of the slide with a student image that reflects the audience's character. Furthermore, we also present the diversity of student personalities by providing symbols such as students carrying college bags, male students, and female students wearing headscarves and holding laptops. We are looking for matching icons in the second post so that each image's harmony is visible and under the style.

The contrast will solve by implementing color theory using the color wheel. So, the team agreed to choose two opposite colors to produce a good contrast. We focus on complementary colors (purple and yellow) in this design.

Space is closely related to positive and negative space; positive is where the eye's focus must be on that element, and negative serves to rest our eyes. In the initial design, because the decorative elements were too crowded, there was no negative space for breathing space. So, for the second design, we provide negative space on each slide so that the eye can focus on the content and not be distracted by decorative elements.

Sensemaking images are an example of Sensemaking better equipped to correspond with the visual, a method that supports dialogues between images, the senses, emotions, and rational dialogue. Without the appreciation of visual Sensemaking as both an art and science, it will be

difficult to learn to work with mess and to enable productive dialogue in a visual world (Robson, 2022).

CONCLUSIONS

The study's results in the form of a Microblog design used as a learning medium with the R&D method in this study still needed revision because several categories still needed to reach the media feasibility test. Some categories considered inadequate are shapes (elements), lines, and space. Revision is urgently needed because it will affect the effectiveness of Microblog as a learning medium for students. Therefore, the research team will try to improve the design's results before using it as a learning medium.

LIMITATION & FURTHER RESEARCH

The limitations of this study are up to stage five in the Borg and Gall model and need further steps to see the effectiveness of this design on the user, whether it is in accordance with the criteria for media dissemination of knowledge or there still needs to be next revisions. Further research is needed by conducting experimental methods on college students to measure their level of knowledge in understanding the concept of visual messages using the microblog that has been designed in this study.

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