



# USE OF INSTAGRAM'S REELS FEATURE IN CREATIVITY IN DRAWING ILLUSTRATIONS

The Diffusion of Digital Culture in Art and Design  
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# Introduction



# Point of Views

- One of the biggest social media which is currently a global application with many users, namely Instagram, an internet-based social media which functions as a medium for communication and sharing moments with photos or videos, and the latest feature is the Reels (Aini & Soegiarto, 2022).
- As per Instagram, 'it's a new way to create and discover entertaining short videos'. Reels is similar to its competitor TikTok in that it allows users to record and edit fun 15-second or 60-second videos and share them with friends or other Instagram users.



# Filled The “Gap”

Previous research that has been done by Saepul Rijal and Yudi Sukmayadi in 2021 with the ICADE 2020 journal titled "The Use of the TikTok Application as a Music Learning Media for Junior High School Students” says that the content of the article explains how social media (TikTok) can help and complement music learning, the aim of writing this article is to provide alternatives in developing media through social media applications (TikTok) to develop students' competence in music (Rijal & Sukmayadi, 2021).

Likewise, research conducted by Ima Kusumawati Hidayat and Mitra Istiar Wardhana, Denik Ristya Rini in 2019 in the ICADE 2018 journal with the aim of this research includes data about the positive impact of animated films for toddlers (1-3 years) on negative assumptions. given an animated film. Toddlers they should only watch it together with the guidance of their parents or someone who can guide them (Kusumawati Hidayat et al., 2019).

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# Methods

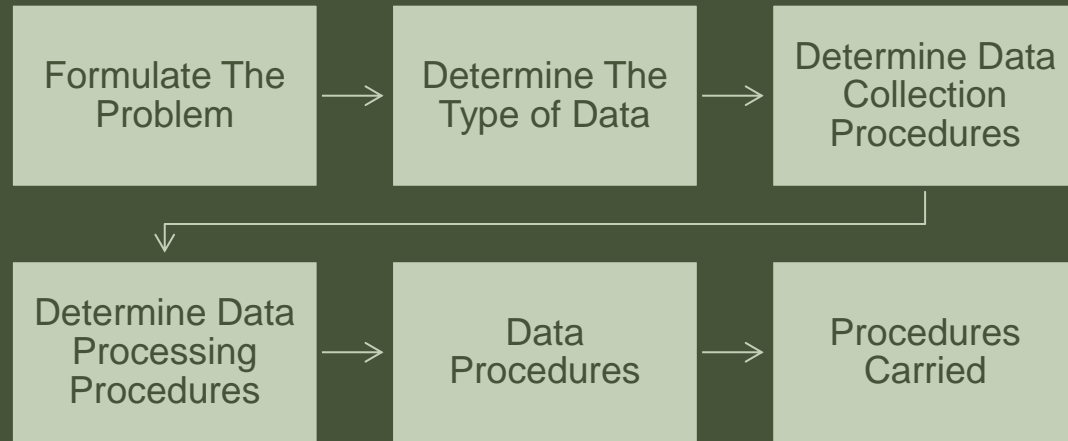


# Descriptive Research



Descriptive research is a type of research that aims to present a complete picture of a social setting or research carried out to explore and clarify a phenomenon or social event, namely by describing variables related to the problem or unit being researched on the phenomenon being tested (Roosinda Widiyani Fitria et al., 2021).

# The steps for carrying out descriptive research according to (Roosinda Widiyani Fitria et al., 2021)





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## Result and Discussion

Based on the results of research that has been carried out, it shows that teaching and learning activities at SMP Negeri 13 Padang have tried to utilize learning media even though sometimes they are still conventional.



# Differences between Interactive and Conventional Learning (Dedi R, dkk. 2015:3)

No	Interactive Media	Conventional
1	Students as learning subjects	Students as learning objects
2	Students learn through group activities	Students are more behind individually
3	Learning is linked to real life	Learning is theoretical and abstract
4	Ability is based on experience	Abilities are acquired from practice
5	The ultimate goal of self-satisfaction	The final destination value or number
6	Behavior is built on awareness	Behavior is built by external factors

- The process of making learning media products that will be tested at SMP Negeri 13 Padang requires an estimated time period of 7-14 days. Several active illustration artists in Indonesia have used the Instagram Reels feature to creatively draw illustrations, one of them is Yana Yulia Kosasih (@yanawookie) and Meiliana Betand (@mbetand), here's a look Reels Instagram which is used as creativity in drawing illustrations.

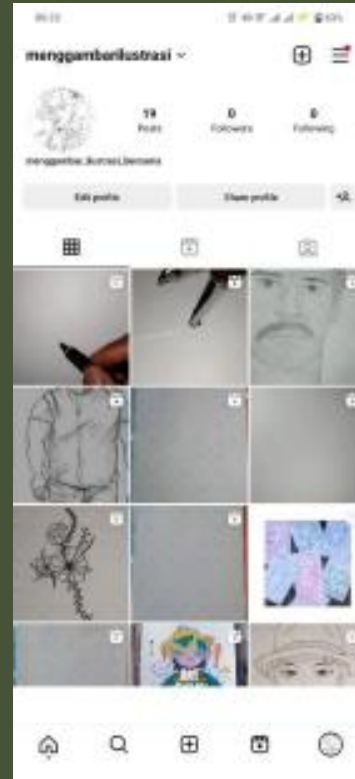
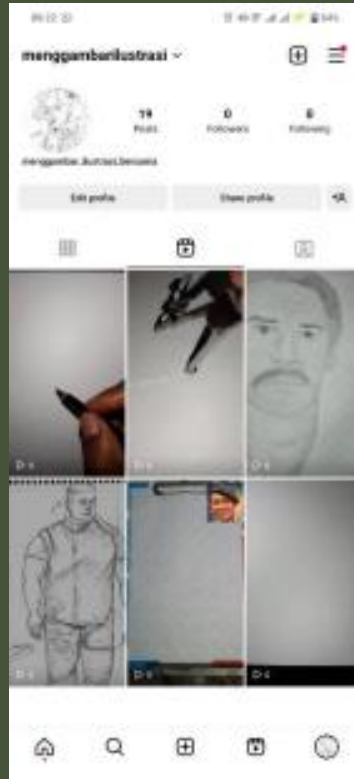


# Implement The Instagram Reels Feature In The Creativity Of Drawing Illustrations

- Determine the theme or concept of the illustration that will be depicted through Reels
- Arrange illustrations with an appropriate structure.
- Use features Reels Instagram to add visual elements that support illustrative images.
- Explore the effects and filters that are available in the feature Reels to give an artistic touch to the video.
- Choose background sound or music that suits the atmosphere of the illustration.
- Share it on your Instagram account and interact with followers (Followers).
- Then, don't forget to use caption or information that is interesting and relevant to drawing reels illustration



# The Product



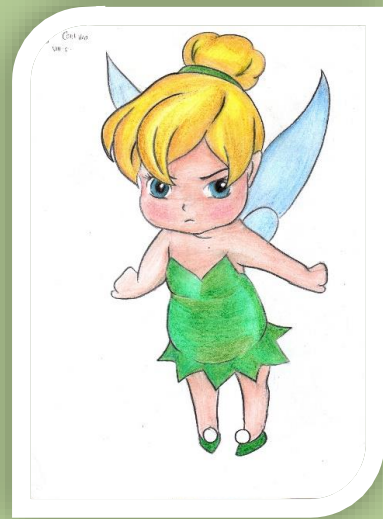
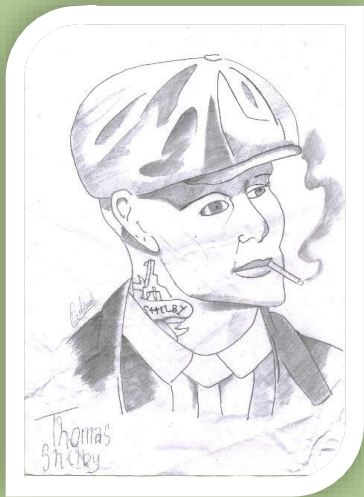
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## Result



# The Observation Of The Illustration Drawings By The Students Of Class VIII.9

- Shows various levels of ability and creativity. In general, they have been able to convey their ideas through drawings. There are variations in theme selection, color use, and drawing techniques. However, there are still some students who need to improve their skills in terms of proportion, perspective, and details on the drawing object. Analysis of the works of students in class VIII.9 shows that they have rich imaginations and are able to explore various interesting themes. Some works show a good understanding of visual concepts such as balance, contrast and rhythm. However, there are still some students who need to develop more in terms of telling a story through pictures. Of the 30 works produced by students in class VIII.9, 70% showed a good mastery of basic drawing techniques. However, only 30% of the works are able to convey a strong and original message. Here are some of the results of drawing illustrations that students learn through reels media on instagram :



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Based on the assessment of the aspects of technique, creativity, and concept, it can be concluded that most of the students in class VIII.9 have been able to meet the expected standards. They showed a good understanding of the basic concepts of drawing and were able to apply them in their works. However, there are still some students who need more practice in terms of developing original ideas and exploring various visual possibilities. Overall, the students' work reflects the spirit of learning and the desire to continue developing themselves.

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Thank You !

