

## The Role of Graphic Design in Disway's Daily Digital Content Strategy

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### **Abstract**

This study aims to analyze the role of graphic design in the digital content strategy of Harian Disway and identify the problems faced in its implementation. The main focus of the research is how graphic design is able to support the effectiveness of visual communication, increase audience engagement, and strengthen the visual identity of the Daily Disway as a digital medium. The research method used is qualitative descriptive with a literature study approach that is strengthened through the analysis of relevant journals and supporting data on digital communication strategies. The results of the study show that graphic design has a strategic role in strengthening the attractiveness of content, facilitating the delivery of information, and increasing interaction between media and audiences. The consistency of visual identity has been proven to contribute to building brand recognition and positive media image, while the use of infographics and interactive visual content can increase reading interest and extend the duration of audience engagement. However, this study also found several problems, including visual identity inconsistencies, limited design resources, lack of design adjustments to audience preferences, and difficulties in measuring the contribution of graphic design to digital achievement in a measurable manner.

**Keywords:** Graphic Design, Digital Content Strategy, Visual Communication, Daily Disway, Digital Media.

## 1. Introduction

The development of digital media in the era of globalization has brought significant changes to people's information consumption patterns. News access that used to depend on print media is now shifting predominantly to faster, interactive, and more accessible digital platforms. This shift requires mass media, including Harian Disway, to adjust their content presentation strategies to remain relevant in the midst of online media competition. One of the important elements of such a digital strategy is the role of graphic design, which functions not only as a visual complement, but also as a medium of communication that is able to reinforce the message conveyed.

Graphic design in digital media has a strategic role as an effective means of visual communication. Through visual elements such as typography, colors, illustrations, and layouts, messages can be conveyed faster, more engaging, and easier for audiences to understand. This is in line with the findings of Raisya Amalia Arifin et al. (2023) who affirm that graphic design plays an important role in increasing the reach and effectiveness of digital marketing. For Harian Disway, graphic design is not only aesthetic, but also an instrument to attract the attention of readers in the midst of the rapid flow of digital information.

Consistency in visual identity is one of the important aspects that must be maintained. A strong visual identity can increase brand recognition so that audiences can easily recognize content that comes from Harian Disway on various digital platforms. Research by Pranasa et al. (2024) shows that a consistent visual strategy is able to increase engagement and strengthen consumers' emotional attachment to a brand. Therefore, the consistency of graphic design is key in building the public's image and trust in Disway as a credible digital media.

Further, graphic design contributes to increased audience interaction and engagement. Content presented with compelling visual support, such as infographics, data illustrations, or interactive design, has been shown to be more able to increase reading interest, extend the duration of the visit, and encourage readers to engage in interactions such as sharing or commenting. The results of Stikubank's research (2022) confirm that content with optimized graphic design is able to significantly increase brand recall and conversion rates. This shows that the visual aspect has a real influence in strengthening digital content strategies.

However, there are a number of problems faced in the implementation of graphic design in Harian Disway's digital content strategy. The first problem is the inconsistency of visual identity between content that has the potential to weaken brand image. Excessive variations in the choice of fonts, colors, or layouts can lead to ambiguity in the audience's perception of the visual characteristics of Disway. This problem shows the need for stricter visual guidelines (style guides) so that visual identity can be maintained.

Another problem that often arises is the limitation of time and resources. As a media that produces content on a daily basis, the design team is required to work quickly with strict publication targets. This often leads to repetitive use of templates without any room for optimal creativity. As a result, visual content can feel monotonous and less innovative. This is in line with the opinion of Arifin et al. (2023) who stated that limited resources can be an obstacle in producing high-quality graphic designs.

In addition, the lack of design adjustments to audience characteristics is also a challenge. Harian Disway has a diverse audience, ranging from the younger generation of social media users to conventional readers. Graphic design that is not tailored to the audience's visual

preferences risks lowering the effectiveness of message communication. Research by Pranasa et al. (2024) shows that visual content tailored to audience preferences has a higher engagement rate than generic designs. This underscores the need for more in-depth visual audience research.

Problems related to measuring the impact of graphic design in digital content strategy are also a challenge. Until now, it was difficult to isolate how much graphic design contributes to digital metrics such as clicks, interactions, or read duration. Other factors such as news quality, publication time, and distribution strategy also affect these achievements. As such, Harian Disway needs to develop a more measurable evaluation method to find out the extent to which graphic design plays a role in supporting the success of its overall digital content strategy.

## **2. Literature Review**

### **a. Graphic Design as a Visual Communication Media**

Graphic design is a form of visual communication that utilizes visual elements such as typography, colors, images, and layouts to convey messages effectively. According to Arifin et al. (2023), graphic design plays an important role in increasing the effectiveness of digital marketing strategies because it is able to attract the attention of the audience and strengthen the delivery of messages. In digital media, graphic design not only serves as a decoration, but also as the main instrument that determines the level of appeal and readability of content. Therefore, the existence of graphic design cannot be separated from modern communication strategies.

### **b. Digital Content Strategy**

Digital content strategy is defined as a systematic effort in planning, creating, distributing, and evaluating content on digital platforms to achieve specific communication goals. Pranasa et al. (2024) emphasized that digital content supported by a consistent visual strategy can increase engagement and strengthen the audience's emotional attachment to a brand. An effective digital content strategy not only pays attention to the quality of information, but also the visual aspect that is able to attract the attention of the audience in the midst of the rapid flow of online information. Thus, collaboration between editors, marketing teams, and graphic designers is essential to produce communicative content.

### **c. The Role of Graphic Design in Digital Media**

In digital media, graphic design plays a role in accelerating the understanding of information while increasing the attractiveness of the content. The results of research by Stikubank University (2022) show that content with optimized graphic design is able to significantly increase brand recall and conversion rates compared to content with minimal visual aspects. Attractive graphic design encourages audience interaction, extends the duration of visits, and can increase the likelihood of sharing content. Thus, graphic design is not only an aesthetic element, but a strategic component that can affect the overall performance of digital media.

### **d. Challenges of Graphic Design Implementation**

Although graphic design has an important role, its implementation in digital content strategies faces various challenges. Arifin et al. (2023) revealed that limited human resources, time, and budget often cause visual quality to decline. Additionally, using repetitive templates without creative modifications can make the content feel monotonous. On the other hand,

Pranasa et al. (2024) added that the lack of visual audience research causes the design produced not to match user preferences, so that the effectiveness of message delivery decreases. This condition shows the need for continuous innovation and adaptation in digital media graphic design.

### **3. Methods**

This study uses a descriptive qualitative approach with the aim of understanding in depth the role of graphic design in supporting the digital content strategy of Harian Disway. The qualitative approach was chosen because this research emphasizes more on understanding the creative process, visual meaning, and the impact of the use of graphic design on the attractiveness and effectiveness of digital content. With a descriptive method, the researcher seeks to provide a systematic overview of how graphic design elements are applied in the presentation of content, as well as the extent to which the design affects audience perception and engagement.

The research subjects consist of the editorial team and graphic designers of Harian Disway who are directly involved in the process of designing and presenting digital content. The data collection technique is carried out through in-depth interviews, observations, and documentation of digital content published on the official platform of Harian Disway, including websites, social media, and newsletters. In addition, secondary data is obtained from journals, books, and scientific publications relevant to graphic design and digital media strategies. Thus, data triangulation can be done to increase the validity of research results.

Data analysis was carried out using the Miles and Huberman interactive model which included data reduction, data presentation, and conclusion/verification. Data reduction is carried out by sorting out important information relevant to the focus of the research, then presented in the form of narrative descriptions that describe the patterns, strategies, and obstacles that arise. Furthermore, conclusions are drawn by connecting field findings with existing theories, so that a comprehensive understanding of the role of graphic design in the digital content strategy of Harian Disway and the problems faced is obtained.

## **4. Result and Discussion**

### **4.1. Result**

This research was carried out with the aim of understanding in depth the role of graphic design in supporting the digital content strategy of Harian Disway. Based on the results of observations, interviews, and documentation, it was found that the creative process in digital content production involves close collaboration between the editorial team and graphic designers. The collaboration aims to ensure the compatibility between the editorial message and the visual appearance presented to the digital audience.



Figure 4.1 Documentation Results

Figure 4.1 shows the situation during a discussion and presentation session between the graphic designer team and the editorial team in the meeting room of the Daily Disway. In this activity, the graphic designer presented a digital content design that featured the use of typography, layout, and bright and attractive color composition. Meanwhile, members of the editorial team provided feedback and input related to visual aspects, the message to be conveyed, and the suitability of the design with the context of the issues raised in the content.

This activity is an important part of the visual strategy validation process, where each content design is evaluated based on visual appeal, message clarity, and suitability to the audience's characteristics. Based on the results of field observations, it is known that the engagement rate in some digital uploads of the Daily Disway is still relatively low, especially in content that does not make the most of graphic elements. To overcome this, the design team was directed to use brighter colors, dynamic layouts, and include the presentation of visual data such as infographics to be able to attract the attention of the audience more effectively.

In addition, the results of the interviews show that the consistency of visual identity is still a major challenge, especially because there are differences in visual styles between digital platforms owned by Harian Disway, such as websites, social media, and newsletters. Efforts have been made to adjust the visual style to keep the appearance between platforms uniform and easily recognizable. However, limited time and human resources result in limited space for design exploration, so visual variations cannot be developed optimally.

## 4.2 Discussion

The results of the study show that graphic design has a strategic role in supporting the digital content strategy of Harian Disway. Design elements such as typography, colors, illustrations, and layouts not only function as visual decorations, but also act as communication media that is able to strengthen the editorial message that wants to be conveyed to the audience. Content supported by visual elements has proven to be easier to grab users' attention, especially on social media which relies heavily on visual displays as the main attraction to drive interaction.

Based on the results of observation and analysis of audience interaction, it was found that infographics and data illustrations are the most effective forms of visual in conveying complex information. Heavy topics such as economic issues and public policy become easier to

understand when presented in simple, dense, and communicative visual form. These visual strategies directly contribute to improving readability and clarifying the meaning of the message to be conveyed.

Furthermore, the consistency of visual identity is an important factor in building the image of Harian Disway in the digital realm. Efforts to maintain the uniformity of dominant colors, typography types, and illustration styles have been carried out consistently. However, there are still variations in visual styles between digital platforms that can reduce the clarity of the overall visual image. These inconsistencies have the potential to hinder the process of forming brand recognition and reduce the level of audience trust in the content presented.

In terms of audience engagement, the results of the analysis showed that content supported by graphic elements obtained a higher number of likes, comments, and shares compared to text-based content alone. This proves that engaging visualizations not only increase reading interest, but also strengthen memory and encourage audiences to actively engage with the content.

Nonetheless, the study also identified some key constraints, such as limited human resources and time that led design teams to often use repetitive templates. While this is an efficient step, it has the impact of reduced design variety and limited space for creative exploration. In addition, the diversity of the characteristics of the audience of Harian Disway, which consists of the younger generation of social media users and conventional readers, is also a challenge in itself. A design that is not tailored to the preferences of each group can decrease the effectiveness of message delivery.

Another problem found is the lack of a measurable evaluation system to assess the contribution of graphic design to the performance of digital content. While statistical data such as clicks, read duration, and engagement rate are available, they cannot yet specifically measure the extent to which graphic elements affect content performance. Therefore, it is necessary to develop an evaluation instrument that can provide an objective picture of the role of graphic design in supporting the success of digital strategies.

Overall, the results of this study confirm that graphic design provides a competitive advantage for Harian Disway. Compared to other digital media that tend to display long texts without visual support, Harian Disway has the advantage of being able to present informative, simple, and visually appealing content. To optimize this role, it is recommended that editors develop more systematic visual identity guidelines, improve the competence of human resources in the field of design, and utilize automation-based software to improve efficiency and maintain visual consistency.

With the implementation of a more targeted and audience research-based visual management strategy, Harian Disway has the potential to increase the effectiveness of digital content strategies and strengthen its position as an adaptive and competitive online media in today's digital era.

## **5. Conclusion**

Based on the results of research that has been conducted on the role of graphic design in supporting the digital content strategy of Harian Disway, it can be concluded that graphic design has a very important role in shaping the image and increasing the effectiveness of visual communication of media companies in the digital era. The digital content production process at

Harian Disway shows that there is a strong collaboration between the editorial team and graphic designers in creating content that is informative, attractive, and in accordance with the characteristics of the audience.

Graphic design has been proven to be able to reinforce editorial messages through typographic arrangements, layouts, color composition, and communicative visual styles. The results of the analysis showed that content that has an attractive visual appearance obtains a higher level of audience engagement than text-based content alone. This confirms that well-designed visualizations can increase appeal, strengthen understanding, and encourage user interaction with Disway Daily digital content.

However, the research also found several obstacles in the implementation of visual strategies, such as limited human resources, short production times, and the absence of standard visual guidelines across digital platforms. This condition leads to the appearance of inconsistent variations in visual style, which can affect brand image and audience trust levels. In addition, the evaluation system used is still general and has not been able to measure the specific contribution of graphic design to the performance of digital content.

Thus, it is recommended that Harian Disway develop more targeted and consistent visual identity guidelines across digital platforms. In addition, increasing the capacity of the design team through creative training and the use of automation-based technology needs to be done to maintain design efficiency and quality. These steps are expected to strengthen Harian Disway's position as a competitive, communicative, and highly competitive digital media in the midst of an increasingly dynamic development of the media industry.

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