

## **ABSTRACT**

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### **VISUAL DESIGN OF PROMOTIONAL MEDIA CONTENT ON SOCIAL MEDIA AT ARUNGI GROUP**

*It is important for a bachelor degree graduate to have a soft and hard skill to be able to survive in the work field, with “Kerja Profesi” as a college course, it is hoped that it can help to provide work experience for a Practitioner as a student of Visual Communication Student, especially in Arungi Group as the Food and Beverage industry. Arungi Group uses social media as a platform to build the branding and promotions. Skills are needed in producing an interesting content design that are liked by the audiences. For three months, Practitioner worked as a Graphic Designer, under the Marketing Division. Practitioner gained experiences on how the content creation process works, to the content production stage. Practitioner also faced an obstacles along the way, but get helped and guidance from many parties to be able to finish the internship period.*

**Keywords:** *Marketing, Brand, Content, Internship*