

ABSTRACT

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SOCIAL MEDIA DESIGN TO IMPROVE DIGITAL IDENTITY OF BUANA PRATAMA SUKABUMI FOUNDATION SERVICES

Abstract: *Professional Work (KP) carried out via WFH at the Buana Pratama Sukabumi Foundation. under the auspices of the Citra Buana Indonesia Sukabumi College, the author was placed in the Marketing/Social Media division as a graphic designer. During KP, the author worked following the guidelines that had been prepared for each project. This report contains the analysis and results of the work carried out during the KP period. Although there were several obstacles that had to be faced, the author managed to complete the work with satisfactory results. This experience not only helped the author in improving graphic design skills, but also improved and trained skills in the future practice period.*

Keywords: *Professional Work, Graphic Designer, Social Media*