

## **ABSTRACT**

***Bilbina Zelfa Nawwaf (2021061035)***

### **CREATIVE APPROACH IN SOCIAL MEDIA DESIGN PT RACER ROBOTIC INDONESIA**

*The author did professional work at PT RACER Robotic Indonesia for 3 months located at Jl. Vila Dago Tol No.6 Blok B1, RT.009/RW.19, Serua, Kec. Ciputat, South Tangerang City, Banten. The author acts as a Social Media Designer in the Multimedia division. The author is responsible for creating and editing various types of multimedia content, including video, images, audio, and animation. Designing graphics for marketing, presentation, and publication purposes. Managing multimedia projects from start to finish, ensuring all elements are in accordance with specifications and deadlines. In addition, the author also has the responsibility as a trainer/teacher, namely teaching students the basics and advanced concepts of robotics, including programming, design, and practical applications.*

**Keywords:** *Multimedia, Sosial Media Designer, Trainer*