

ABSTRACT

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SOCIAL MEDIA DESIGN AS PROMOTIONAL MEDIA AT PT RACER ROBOTICS

PT Racer Robotik is a company that operates in the field of robotics and coding education. This professional work practice will be carried out for three months, from 22 April 2024 – 22 July 2022. During my professional work, I made videos for social media content, documented company activities, and edited photos for social media needs. I do my work based on the brief given by the CEO and discussions with the design and social media teams. Apart from activities related to DKV, I also have other jobs, namely teaching robotics and marketing. I gained new experiences and a lot of valuable new knowledge during my professional work at PT Racer Robotik.

Keywords: *Design, Professional Work, Social Media, Robotics*

