

ABSTRACT

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SOCIAL MEDIA CONTENT DESIGN AT FORTUNE.IDN NEWS

This report describes the experience and results of the internship process at Fortune.IDN for 3 months, from April 1, 2024 to June 30, 2024. This internship is located at Jl. Jend. Gatot Subroto Kav. 27, 3rd Floor, Kuningan, Jakarta. The author acts as a Graphic Designer with a focus on designing social media as a means of spreading news. During the internship, the writer was responsible for designing various visual content for social media platforms that aimed to increase audience engagement and strengthen Fortune.IDN's branding. The content designed includes various formats, ranging from infographics, carousel posts, to interactive visual content.

The design process includes the selection of colors, typography, layout aligned with the brand identity, as well as the use of visual elements adapted to the latest trends in social media. In terms of implementation, the biggest challenge was to adapt the design to the changing dynamics of social media trends and platform algorithms, while still keeping the content informative, engaging, and relevant to the audience. The author also used various graphic design software such as Adobe Illustrator and Photoshop to support this design process. This experience provided valuable insights into how design can play an important role in supporting digital communication strategies, especially in the media industry. This report summarizes the author's contribution during the internship as well as the impact generated from the designs developed.

Keywords: *Social Media Design, Fortune.IDN, Branding*