

ABSTRACT

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DIGITAL PROMOTION DESIGN TO INCREASE ENGAGEMENT ON THE KINCIR SOCIAL MEDIA PLATFORM

Practice carries out professional work at Kincir for three months, from July 8 2024 to October 7 2024. Kincir is a digital media company that focuses on entertainment, community and news content that is relevant to the young generation of Indonesian teenagers, including films and games. Carrying out professional tournament events. Open to all groups, offline and online. This event can be in the form of an esports tournament, fan meetup, and physical campus or other events that aim to bring the gaming culture fan community closer together. Working on Instagram social media designs for several clients. Collaboration with brands and influencers. The design process is based on materials obtained during the lecture. Practitioners gain many benefits through this activity, starting from implementing consistent font composition. Apart from that, practice studying Grid layout to make the arrangement of posts have a more consistent visual impression. And practice learning to balance the combination of images, text and empty space so that it doesn't seem too full. Practitioners also learn various skills such as priority scales and time tables.

Keywords: Professional work, digital promotion, design