

ABSTRACT

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Implementation of Social Media and E-Commerce Design by CV. Richdept to Support Sales Growth and Brand Awareness

The professional internship at CV. Richdept provided practical experience in applying visual communication design, particularly on social media and e-commerce platforms. The intern was responsible for creating Instagram feeds, cover reels, Instagram stories, product catalogs, and designs for Shopee and TikTok Shop platforms. Additionally, the intern participated in model photography to support product promotion and company branding.

This internship provided insights into the importance of visual design in marketing strategies, time management, and understanding audience needs. The intern also learned to utilize design software, quick layout techniques, and model photography direction aligned with brand identity. This experience prepared the intern to face workplace challenges and contribute meaningfully to the company's goals.

Key word: *Visual communication design, e-commerce, social media, branding, model photography*