

ABSTRACT

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Visual Design of Social Media Content as a Digital Marketing Media at PT. Bumiputera Sekuritas

Professional work activities are important activities for interns as students to apply the knowledge gained in college in the real world of work. In the period from August 1, 2024 to October 31, 2024, interns carry out professional activities at PT Bumiputera Sekuritas. A company engaged in the capital market sector that acts as an intermediary between investors and the market in trading securities. Interns are placed in the capital market equity division, especially in the fields of digital marketing and social media. During the assignment, interns are involved in various activities such as creating content designs, managing social media accounts, creating content plans and analyzing digital campaigns. Interns' contributions to digital marketing strategies have a positive impact on the company by increasing audience interest and brand awareness. Obstacles faced during the internship include difficulty in understanding material about capital markets, time constraints, and challenges in creating interesting content ideas. This experience provides a deeper understanding of the financial industry and valuable practical skills for interns' future careers.

Keywords: *Internship, Digital Marketing, Social Media, Content Design*