

ABSTRACT

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GRAPHIC DESIGN CONTENT DESIGN STRATEGY FOR CORPORATE COMMUNICATION KOMPAS GRAMEDIA (PT DIGITAL INISIATIF)

This internship aimed to apply the knowledge of visual communication design in the real working environment, particularly in the Corporate Communication field at PT Digital Inisiatif (Kompas Gramedia). The intern was placed in the multimedia division and assigned to support various corporate communication activities, including creating graphic designs for social media, printed materials, and motion graphics. The intern also contributed to visual documentation for company events, such as art exhibitions at Bentara Budaya. Throughout the internship, several challenges were encountered, such as tight deadlines, technical device limitations, and art blocks. These challenges were addressed through effective time management, discussions with mentors, and optimizing work devices. This experience provided valuable insights into professional workflows, enhanced the intern's design skills, and broadened understanding of the creative industry.

Keywords : *internship, graphic design, corporate communication, motion graphic, social media*