

ABSTRACT

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**FRESHKON CONTENT DEVELOPMENT IN GRAPHIC DESIGN DIVISION
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The purpose of the Professional Work program at the Graphic Design Division of PT Renjana Sinergi Indonesia, is to develop students' skills in visual communication design, specifically digital content creation for the FreshKon brand. Tasks performed include infographic creation, Instagram feed design, and promotional content with the help of software. The work process lasted for 4 months with a total of 400 hours. The work reflects the ability to manage visual elements such as color, typography, and composition, as well as adapt the design to the needs of the target audience. This experience provided practical insights in social media management, creative content development, and improved teamwork. In conclusion, this program contributed significantly to the practitioners' readiness to face the world of work.

Keywords: *Promotion, Soflense products, Social Media.*

