

ABSTRACT

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Designing Motion Graphics for Social Media Marketing at EYE Indonesia, PT Surya Citra Media Tbk.

Internship is a program that provides an opportunity for students to gain direct work experience in the industry. The intern participated in an internship at EYE Indonesia as part of the MBKM program. For over five months, the author worked as a Motion Graphic Designer under the supervision of the creative team, focusing on designing motion graphics for social media marketing needs. The main tasks included developing visual concepts into dynamic graphic animations, starting from brainstorming, gathering references, creating storyboards, to producing animations for social media, digital ads, videotrons, and company presentations. During the internship, the author honed skills using Adobe Family software, such as Photoshop, Illustrator, After Effects, Premiere Pro, and Figma, and improved abilities to adapt animation styles according to project needs. This experience enriched the author's knowledge in motion graphics and provided skills in editing efficiency, interdepartmental collaboration, time management, and project management, which are crucial for preparing the author for the professional workforce.

Keywords: *Motion Graphic Designer, Social Media, Promotion, EYE Indonesia*