

ABSTRACT

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DESIGNING VISUAL CONTENT SOCIAL MEDIA FOR PT. PANEN LESTARI INDONESIA

PT. Panen Lestari Indonesia is a company that houses retail stores such as Sogo Department Store, Galeries Lafayette, Seibu, and others. The company has a creative division that guides practice during the implementation of professional work, the practice of doing several jobs such as creating social media content design, making graphic motion for social media content needs, and working on designs that are then applied to web stores. From the work of this profession, practice can tell that professional work is very useful for students to know more about the actual world of work and also provide an overview and knowledge to the practice of how the sequence of design work processes, ranging from briefs to the completion of design work. In addition, the practice can also know a little more about the background and history of the company so as to increase knowledge about the company.

Keywords: *Design, Content, Social Media*