

ABSTRACT

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Internship course is a course that aims to introduce students to how activities in the world of work outside the campus are in accordance with each student's study program. Because, if you only rely on the theory you get on campus, it's not necessarily enough to equip students to compete in the world of work later, in addition to theory, students are also required to have practical skills that they will use in the real world of work later.

Practitioners carry out internship activities at PT. Barditto Putra Indonesia as Graphic Designer. Practitioners have the opportunity to learn firsthand in making visual designs aimed at promotion, marketing in online buying and selling applications, videos and others. With the visual design, it becomes easier for companies to promote their products to potential customers and more easily attract the attention of potential customers. During internship activities, the practitioner is assigned to work on several visual needs such as banner design, Instagram promotion design, design for online buying and selling site needs, as well as video production for promotion on Youtube media.

Keywords: *Graphic Design, Social Media, Promotion*