

## ABSTRACT

Ratu Firqin Fuadiyah (2018061058)

### **MEDIA VISUAL DESIGN OF PROMOTION IN RASHIF BERKOLABORASI SEMASA COMPANY**

*In the professional activity program practitioners get the opportunity to work at PT Rashif Berkolaborasi Semasa who is placed in the creative division as graphic design. PT Rashif Indonesia Berkolaborasi Semasa is a company or agency engaged in the creative industry that offers services to handle small/middle business to carry out promotions such as social media management, making product promotions both online and offline, building a good image on products, build a strategy that attracts the attention of the target audience & market and widely known by the public. As a graphic design practitioner, he is assigned to handle promotional media such as social media content design (Instagram & Facebook), cover design e-commerce, catalog design and others.*

*In this program, the practitioner gains new experiences and learns many things by going directly to explore more practical knowledge in the workplace. The purpose of professional work as a graphic designer is to be able to apply the knowledge gained during college to the workplace, hone skills by going directly to the field which will later be useful for knowing the picture in the real world of work.*

**Keywords:** Design, Social media, Promotion media.