

ABSTRACT

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VISUAL CONTENT CREATOR PROFESSIONAL WORK ACTIVITIES IN THE SALES & MARKETING PROMOTION DIVISION PT. MNC VISION NETWORKS

While carrying out professional work activities at PT. MNC Vision Network, the practitioner has the opportunity to learn about activities as a visual content creator or design & graphic in the company, especially in the sales & marketing promotion division. Praktikan carry out these professional work activities for 3 months or 400 hours. Practical work is a visual content creator or design & graphic at PT. MNC Vision Networks in the sales & marketing promotion division to help create video content, create graphic content to support the sales and marketing team and help prepare materials for content production. In addition, the practitioner does some additional work given to the practitioner in carrying out professional work as a marketing communication specialist. In carrying out additional work as marketing communication at PT. MNC Vision Networks, practitioners working on marketing activities Above The Line (ATL) and Throug The Line (TTL). Praktikan worked on concept events and project budgeting for Digicash X Golf and Xschoology. The achievement that has been achieved by the practitioner is practicing during professional work at PT. MNC Vision Networks is to create a Digicash Brand Activity which has received very good appreciation from the company where it is practicing professional work activities. For three months, the practitioner gained new knowledge and experience in carrying out the profession as a visual content creator and as marketing communication in the Indonesian media industry.

Keywords: Media, Design & Graphic, Marketing Communication specialist, Brand Activity, Digital Activity