

## **ABSTRACT**

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### **PERANCANGAN MEDIA PROMOSI KONTEN DIGITAL DAN IKLAN TVC UNTUK MNC PROMO**

*Professional work in the promotion field at MNC Group can be carried out through an internship program. The risk practitioner is directly involved in design work as an Graphic Designer and assistant producer for commercial needs such as TVC (Television Commercial) or for social media content. During the period of carrying out professional work students can apply the knowledge gained during college to the workplace in accordance with their profession or field. The knowledge gained from this professional work activity can be used as real work experience, especially for students. Visual Communication Design is one of the majors that can carry out design work at MNC promos, such as being an assistant producer or something else. The designs needed in the MNC promo include making feed designs, story boards, stillomatic, shooting, and making wallpapers.*

**Keywords:** TVC, MNC PROMO, Graphic Designer