

ABSTRACT

Mira (2016061024)

VISUAL DESIGN ON APPLICATION MEDIA OF MAPAN SOCIAL APPLICATION (MSA) IN PT RUMA

During professional work in PT RUMA (Rekan Usaha Mikro Anda) or as known as Mapan, the intern worked under the supervision of Head of Creative Division. In professional work, author had given a chance to participate and be involved directly in function implementation as graphic designer on PT RUMA such as designing facebook and instagram social website. Activity or responsibility of Creative Division of PT RUMA is focusing on promotional content to support every division in fulfilling the promotional needs of MSA. Mapan always try to establish media relations routinely by maintaining good relation with Partners, Head of social gatherings, and Mapan groups which are the essential elements in success of Mapan by field visits and other various gatherings such as Gelar Arisan Mapan. Mapan has 3 main principles from 11 principles that has to be remembered such as Member First, Start with Why, and Take Ownership.

Keywords: Graphic Design, Promotional Media, MSA