

## ***ABSTRACT***

**Iqomaddien Hanif Kuncoro (2016061018)**

### **PERANCANGAN VISUAL KONTEN MEDIA SOSIAL DI PT. RUANG KOLABORASI KARYA NUSANTARA**

During the practitioner's professional work in the Ruang Kolaborasi Nusantara, the practitioner works under the supervision and guidance of the design division. Work in a fairly productive scope with creative ideas. The Ruang Kolaborasi Nusantara or RKN is a Micro, Small and Medium Enterprises (UMKM) which is engaged in business development and capacity of business entrepreneurs. RKN is present because it sees the problems that occur in the MSME industry. Practitioners undergo professional work activities based on the provisions set by the University, starting from June 20, 2022 to September 20, 2022. In the process, the practitioner gets various tasks that require the practitioner to develop creative concepts given by the division head. When the practitioner carries out professional work activities at the RKN, there are several obstacles that can ultimately hinder a job, hampering communication with the work supervisor so that the work carried out by the practitioner is delayed. By practicing, so that all the obstacles that the practitioner has experienced and gone through, all of them can be overcome by trying to work hard and asking questions if no one understands, so that it can be resolved very, very well.

***Keywords:*** *Digital, Social Media, Creative*