

Abstract

VISUAL MARKETING KIT DESIGN PT KOMPAS MEDIA NUSANTARA

Practice doing professional work at PT Kompas Media Nusantara for 4 months. PT Kompas Media Nusantara is engaged in print media and has developed towards 3M business, namely multimedia, multichannel, and multiplatform. During professional work, practice working on marketing kit designs on social media, print ads, and home banners such as Instagram and YouTube as well as print and digital media. The theory that has been learned during lectures makes practice able to design marketing kits in accordance with the theories that have been learned during lectures such as layouting, design hierarchy and the use of Typography. In addition, practice also studies how designs that can attract the interest of social network users. Not only increasing knowledge and skills, but in this professional work practice gets many benefits such as increasing relationships, learning how to make the right writing, how to brand and pemasaran well, and other things related to branding and marketing..

Keywords: *Marketing, Branding, Media*