

Abstract

PERANCANGAN MEDIA SOSIAL INSTAGRAM OLEH PT SETIA SEJAHTERA PERKASA

Practitioner doing professional work at PT. Setia Sejahtera Perkasa for three months. PT Setia Sejahtera Perkasa is engaged in digital marketing which has helped many businessman and MSMEs. During professional work, participants work on social media design, namely Instagram. Practice applies theories that have been learned in lectures such as layouting, design hierarchy, color, layout and the use of typography. In addition, pratikan also studies design that can attract the interest of social media users. Not only improving skills, Practitioner also gets many benefits such as increasing relationships, learning to apply digital marketing techniques, learning good marketing strategies, and other things related to digital marketing.

Keywords: *Digital marketing, social media, design.*

