

ABSTRACT

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THE INNOVATION & IMPLEMENTATION OF SEKOLAH KAK SETO BRANDING IN THE KAZETO PUTRA PERKASA FOUNDATION

The writing of this report has a goal of describing the intern, explaining the activity of Working Profession as a mandatory course in Universitas Pembangunan Jaya, and also as a written report on the internship program and as a Certified Independent Study (MSIB). The creation of this report is based on the data acquired from the writer's experiences whilst participating in the working profession inside the Foundation of Kazeto Putra Perkasa, Content Creator division in Sekolah Kak Seto for the duration of roughly 5 months (February 16 - June 30 2023). The intern of said internship program is under the supervision and guidance of a mentor. The intern is deemed responsible for designing and promotional requirements on the social media of Sekolah Kak Seto, which include feeds designs, posters, Instagram stories, and TikTok video thumbnails. For the duration of the internship program, the intern obtained new experiences and knowledge outside from the field of designing, such as a way to manage social medias, searching and researching for contents that fit to the traits of Sekolah Kak Seto's social media, and alternatively, demonstrating a good teamwork efforts..

Keywords: Content Creator, Graphics Design, Working Profession, MSIB.