

ABSTRACT

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SOCIAL MEDIA DESIGN TOTE BAG CUSTOM (ADCONOMIC ADVERTISING)

In lectures there is a learning process to show and train students to work according to the major they are taking, this activity is known as an internship. In addition to adding internship, it is one of the subjects that students must take.

The contents of this report explain the practical activities while carrying out internship at Adconomic Digital Advertising which was carried out for 3 months. The work carried out during internship is designing the needs of Totebag Custom, which is one of the businesses of the Adconomic Digital Advertising, such as designing feeds and Instagram story.

The results obtained during this internship, student gained experience of the graphic design work process in the world of work from the start of the brief to the final design.

Keywords: *Internship, Graphic Design, Adconomic Advertising*