

ABSTRACT

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VISUAL DESIGN FOR PRODUCT INFORMATION FROM PT MULTIFORTUNA SINARDELTA IN THE MARKETPLACE

Professional Work Practice at PT Multifortuna Sinardelta for 3 months. PT Multifortuna operates in the Retail and Distribution sector which focuses on marketing and selling goods from well-known brands.

During my professional work, I learned a lot about the visual design styles of well-known brands. And I also design according to this visual style, such as making designs for Instagram feeds, Instagram stories, Marketplace Banners, Promotional Banners.

Keywords: *Social Media, Marketplace, Promotion*

