

ABSTRACT

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SOCIAL MEDIA CONTENT DESIGN FOR PRODUCT ACCOUNT AND COMPANY ACCOUNT IN PT INDO PREMIER SEKURITAS

During undergoing the internship at PT Indo Premier Sekuritas, the author got many valuable lessons about the world of Investment and the author got many valuable lessons about the world of investment and tried to take responsibility for becoming a graphic designer for corporate social media content guided by a member of the creative team from PT Indo Premier Sekuritas. The author got a lot of design work for the content of various social media accounts, especially the company's Instagram, namely IndoPremier, IPOTPAY, IPOTSTOCK, and IPOTFUND. For 3 months, the author got a lot of experience about working as graphic designer for social media needs of companies engaged in investment and also understood the work standards or SOP determined when doing work. IndoPremier's creative division is very helpful and very supportive of writers while working, especially in providing advice and direction about visualization of investment products. The author gets a lot of knowledge to avoid visual misperceptions, and to build the impression that he wants to appear in visual content. In several times, the author had the opportunity to create a design template for some special content based on predetermined themes.

Keywords: Social Media, IndoPremier, Design, Internship