

## **ABSTRACT**

**Tegar Eka Saputra (2020061008)**

### **SOCIAL MEDIA DESIGN FOR PT. ZATKA PELITA NUSANTARA**

*Practitioner doing professional work at PT. Zatkan Pelita Nusantara. PT. Zatkan Pelita Nusantara has a business derivative called Creativecontent.id which operates in the digital marketing sector with a focus on social media design. The main focus reveals the strategy and design process for creating effective and engaging visual content. This company applies a creative and strategic approach in designing Instagram social media designs. Practice applying theories that have been learned during lectures such as layout, color and use of typography. Practitioners get many benefits such as increasing relationships, learning to apply digital marketing techniques, increasing knowledge about digital marketing, and other things related to digital marketing. Practitioners carry out professional work as Work From Home (WFH) and Work From Office (WFO) from Monday to Friday with 8 working hours carried out for three months from 13 August to 13 November 2023.*

**Keywords:** *Marketing, Editing, Social Media, Design*

