

ABSTRACT

To be able to enter the world of work after graduating from college, every student must have the readiness to face the professionalism of his work in accordance with the field he is involved in. The theory obtained is also not necessarily the same as working practice in the field, and the limitations of time and space have resulted in very limited knowledge gained by students. Therefore, this Practical Work activity is carried out in order to add real experience for students about the world of creative work in accordance with their field, namely the world of design. Carry out several designs as promotional content for a brand, which can be marketed through social media, as well as create a work or design that builds awareness and selling power of a brand among the public.