

ABSTRACT

Technological developments have an impact on various activities, including communication. Currently to get information and share information can also be done through social media. Social media can also be used by companies or individuals to do business or sell. However, visual content is needed as promotional material on social media. Therefore, Graphic Design is needed to create a visual to promote the business. Within 60 working days as a Graphic Design Intern at Kanoo Studio, I gained new knowledge and experience in an agency that focuses on social media, especially Instagram. Brands handled during practical work at Kanoo Studio, among others, HKK Pets, FORCO, and KDogg. By designing creative and attractive Instagram feeds according to the target market of each brand. A Graphic Designer has the responsibility to visualize the content.

Keyword : Graphic Design, Social Media, Digital Marketing