

## ***ABSTRACT***

### ***MAKING POSTERS AND VIDEOS TO HELP WITH MARKETING PT. TELKOM WITEL SEMARANG***

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Digital marketing is a marketing activity using various web-based media such as blogs, websites, e-mail, AdWords, or other social networks. Most marketing activities no longer use conventional media, but use digital media which is faster, more efficient and practical. PT. Telkom is a company that uses digital marketing as a medium to carry out a marketing strategy to introduce its products and services to consumers. Some examples of digital media used by PT. Telkom is posters and videos. Posters and videos are digital media used to help PT. Telkom marketing. Therefore, the Author helps in making design posters and videos to help marketing PT. Telkom.

**Keywords:** *Digital Marketing, Posters, Videos, Marketing Strategy*