

ABSTRACT

The Covid-19 pandemic has had a devastating impact on SMEs that put many businesses out of business due to losses. This pandemic period is very appropriate for SMEs to turn to online media to promote and market their products. Therefore, the author conducts practical work at PT. Billa Corp Indonesia as a graphic designer to design instagram social media feeds. Through a visual communication design approach that has a role to communicate messages or information to readers with various visual strengths and social media is a medium on the internet that allows users to interact, cooperate, share, communicate with other users, and form social bonds visually. Bagi mahasiswa yang akan melaksanakan kerja praktik harus pandai dalam menerapkan ilmu saat melakukan kerja praktik yang diperoleh ketika di bangku kuliah, baik berupa ilmu teori maupun praktik.

Keyword : *Pandemic, SMEs, social media, instagram*