

## **ABSTRACT**

*The industrial revolution 4.0 is a period of fusion of artificial intelligence, the Internet of Things, science and other technologies. Social media platforms are one manifestation of artificial intelligence that makes it easier for humans to socialize, interact, communicate online or virtual. Taman Hukum or Takum is a social media platform engaged in the legal field which has the aim of helping educate, broaden legal knowledge and insight to the public. The scope of practice for the graphic designer division on the Taman Hukum platform is to be responsible for creating the required publication design content such as feeds, Instagram stories, Taman Hukum magazines, webinar posters, and covers for Takum The Podcast. The author applies various DKV theories that have been studied so that they can be applied to platforms according to company needs. While doing practical work at Taman Hukum, the author has worked on various jobs in the graphic designer division, such as creating a new logo for Taman Hukum, designing Instagram feeds and stories, highlighting icons, podcast covers, and Taman Hukum magazine. In addition, he also works on video editing for Takum The Podcast, video clips on the Instagram feed and Takum's big project. The author did practical work in the graphic designer division for 3 months, starting from July 3, 2021 to September 30, 2021. The author got a lot of new experiences, especially teamwork.*

**Keywords :** *Taman Hukum, social media platform, practical work, graphic designer*