

ABSTRACT

This practical work report has the title “Instagram Social Media Design for Clients from Billa Creative D.I Yogyakarta”. The author is a student of Visual Communication Design, Faculty of Industrial Engineering and Design, Telkom Institute of Technology Purwokerto with a tutor namely Mrs. Gladi Pawestri Utami, M.Sn. Practical work is a subject that must be taken by final year students to get an overview of the environment and the world of work in the future as well as to apply knowledge from theory and practice in the field of visual communication design. In addition, practical work also aims to increase experience, knowledge, and relationships in the world of work.

In this practical work, the author does practical work at Billa Creative. Billa Creative is a company that works in the field branding services, social media management, and advertising that has been established since 2016 with a focus on digital marketing. The author joins the graphic designer division responsible for visualizing the feed content and Instagram stories of clients from Billa Creative. The author as a graphic designer is guided by a senior graphic designer as a supervisor in the practical workplace and coordination with SMS (Social Media Strategist) in making visualizations of the brief given. From the experience while doing practical lectures, the author tries to provide knowledge, experience, and an overview of the practical lectures that the author does at Billa Creative.

Keywords: Practical Work, Digital Marketing, Instagram Social Media, Graphic Designer, Billa Creative.