

### ***Abstract***

*Practical work activities can introduce the world of work in real terms to students with jobs that are in accordance with their fields and meet with company parties from different backgrounds. Practical work becomes a great place for students to develop their abilities with a real world of work professionally, the scope of new companies and more sophisticated and complete work equipment. UseeTV PT. Telkom Indonesia is one of the places that provides students to do practical work in it, practical work is carried out for two months from August 5, 2021 to October 2, 2021 by creating creative content designs that serve to support the promotion carried out by UseeTV on Instagram social media.*

*Keywords: Social Media, Instagram, Internship, Design*