

ABSTRACT

The campus applies practical work courses so that students gain knowledge that is not provided by the campus. Mustika Alam Propertindo (Mustika Group) markets its products using social media which is more effective and efficient in marketing its products. To be able to enter the world of work after graduating from college, every student must have the readiness to face the professionalism of his work in accordance with the field in which he is involved. In this digital era, more and more people in Indonesia are shopping online. The categories of goods purchased online are basic necessities, electronics, daily necessities, skin care, makeup and so on. In general, practical work activities carried out at one of the agencies (related to Visual Communication Design) include: the link between design ideas and implementation, adequate technical skills, and process management in design. Mastering the science of Visual Communication Design, the author has good communication skills and ethics to be able to work in groups within a division.

Keywords: Digital Marketing, Promotion, Property, Visual Communication Design