

## **ABSTRACT**

*Human needs of information can be obtained through mass media, one of which is through electronic media radio broadcasts. Radio broadcasts are auditive, and typically limited to sounds that using the listener's senses as information receptors. However, information dissemination as a strategy for disseminating information regarding broadcast schedules and segments to a wide audience is still needed, in this case it is necessary to support it in the form of visual designing. Visual design has various functions and purposes to accompany the main broadcast and as a reminder or notification to the public regarding the schedule or event that will take place. In order for an effective information dissemination process to take place, the role of visual design through the media of e-flyers (electronic flyers) or electronic brochures is needed to reach the maximum audience and avoid miscommunication.*

*The benefits of making this e-flyers (electronic flyers) media are expected to be used as one of the promotional media that is known to the general public. Broadcast e-flyers which serves to reach the target audiences through a visual approach, besides that e-flyers is also made to celebrate or announce certain celebrations. Because radio output is audio which allows people to forget because information through audio has a repetition limit, this is where visual design works.*

*The e-flyer media is very necessary and effective as a promotional effort for upcoming and ongoing activities at RRI Purwokerto, because it is not enough just to have audio output which allows people to forget because information through audio has repetition limit. The results of this work practice are very useful for writers, among others, getting work experience (simulation) and being able to apply the theory that has been learned during lectures. Authors can design e-flyers as well as promote activities on social media.*