

ABSTRACT

Social media is a big medium. Especially in Indonesia, in January 2021 as many as 170 million people or around 61.8% of them are active users of social media. From that many active social media users, it will be very effective if social media can also be used as a promotional media, advertising media, and buying and selling. But it is not something that can be done or done without science. It takes deep insight related to the field that is occupied with self-taught and education pathways. Through education, students, especially students, can learn things related to social media management through the Visual Communication Design study program, not only learning about design, but intrinsic and extrinsic elements can be described through the study program such as social media design, analysis social media, creative design etc. During lectures, students are not only given theory, real work and practical work are also included in the educational curriculum. This is beneficial for students to gain experience in the real world of work and social interactions.

Practical work is an activity to prepare students for the real world of work. The author as a Visual Communication Design student must prepare himself to face the world of work, especially in the field of study he is pursuing, namely graphic design. Based on this, the authors chose to carry out practical work at Enrich. Lab as a graphic designer.

By carrying out practical work at Enrich.. Lab, the author got a lot of insight and knowledge about the digital world through a creative agency as a graphic designer during his practical work at Enrich. Labs.

Keywords: social media, design, visual communication design, students, practical work, and enrich. Labs.