

ABSTRACT

CREATION OF CONTENT DESIGN ON TELKOM MAGELANG SOCIAL MEDIA AS A PROMOTIONAL MEDIUM

By: Islamuna Syifa Qurrotu Ain

18102090

Internet users in early 2021 reached 212.35 million. From such data can place the internet as one of the information centers that can be accessed from various places without being limited to space and time. Plasa Telkom is one of the branches located in Central Java. Plasa Telkom Magelang uses social media as one of the start-ups to promote its products and convey information. In utilizing social media, Plasa Telkom magelang experienced obstacles in the creation of content that will be uploaded, so that Telkom Magelang's social media account looks less rapid and interesting. Therefore, an interesting content is made and can provide a message or information to the reader. With the creation of content with attractive design can increase the number of customers who want to follow the development of Palsa Telkom Magelang products.

Keywords : Social Media, Promtion, Plasa Telkom