

ABSTRACT

Writing practical work reports at Moana Bike Tour Yogyakarta, as a designer of Instagram content design and copywriting for social media Instagram @moanabiketour and @cyclingforsharing. In order to develop creative designs in the field of work that has elements of nature, sports and make tours that are environmentally friendly, it becomes a challenge as a student designer to develop designs in any field and place, so the author decided to do practical work at the company which will be able to provide as well as increasing knowledge and experience of working on the Moana Bike Tour, which opportunity was not obtained during the lecture process. Learning and providing the results of what has been learned is the duty of a designer, so doing practical work activities as a matter of developing designs and also being able to analyze new things outside of their field, broaden their horizons and improve in terms of public speaking, are new points that need to be learned as a designer. So developing designs in other forms, themes and concepts, outside of the field mastered and different, can provide its own challenges for a designer. So that requires designers to keep abreast of design developments and later be able to analyze designs from various fields and concepts.