

ABSTRACT

UseeTV is an interactive television service from IndiHome that provides new experiences to its users. UseeTV presents a variety of channels with a many and varied number. With the development of online promotion media, UseeTV utilizes social media, especially Instagram by creating interesting content to introduce and promote UseeTV programs to the public. The role of graphic designer is needed to develop visual appearance and create creative content. And to get the result that well and good, brief and creation of the concept of that ripens very necessary. Therefore, the author undergoes an internship and creates UseeTV Instagram content design to be able to contribute to the development of UseeTV.

Keywords: Internship, UseeTV, PT Telkom Indonesia