

## ABSTRACT

---

*The final project created is the result of the Merdeka Campus Certified Internship Program (MBKM) at PT. Citi Asia International has been completed within 6 months starting from August 2021 to February 2022. The topic taken is about creating designs for the purposes of Instagram sosial media content (Instagram feeds and stories). The content created relates to technology, business, and more. The design is made in the form of materials and infographics that are always accompanied by illustrations related to the topic taken. In the design work, using the design thinking method in collaboration with the Team of Content Writers for the creation of Copy image and Caption. The content design is to increase engagement and brand awareness and to educate the audience on Instagram @smartnation.id sosial media which was previously very lacking. Both from the response of the audience and in terms of design and content posted.*

*Keywords: brand awareness, design content, design thinking, sosial media*