

ABSTRACT

High business competition between companies in the post-pandemic era requires proper adaptation of marketing activities so that it becomes the key to maintaining business competitiveness and continuity during ongoing changes. Currently, PT Telkom Indonesia presents Over-The-Top EduTech services in the form of a digital education platform called "PIJAR BELAJAR," which aims to advance the education system in Indonesia at the K12 level through digitizing learning. In its marketing implementation, Pijar Learning utilizes media mix marketing activities in the continuity of its business processes to reach a wider audience. In practice, media mix marketing activities require an attractive key visual to match the goals and target audience through the graphic design process. In this final project, graphic designers use the Graphic Design Process approach methodology so that many iterations, idea development, and evaluation are carried out based on feedback from a series of implementation processes. The results to be achieved in this final project are key visuals in digital form and ready-to-print files in the form of advertising, social media, website and mobile banners, merchandise, and informative, educational content, which will be the spearhead of the marketing media mix activity itself. So that it has a positive impact as a support for marketing activities so that there is an increase in engagement and brand awareness as well as providing essential information for companies in developing more effective marketing strategies in the future through the implementation of graphic designs.

Keywords: Pijar Belajar, Graphic Design, Key Visual, Marketing, Media Mix