ABSTRACT

PT Telkomunikasi Indonesia (Persero) Tbk (Telkom) is a state-owned enterprise operating in Indonesia in the field of information and communication technology (ICT) services and telecommunications networks. Attracting Attention, which is allowing the message conveyed to more easily attract the attention of the target audience and increase Understanding, which makes it easier for the audience to understand the message conveyed. With the problem formulation of how to make an effective visual communication design in conveying the desired message to the target audience and how to create a design that is easily recognized and remembered by the audience. By using a method that begins with determining objectives, determining concepts, developing, quality checking, implementing and then ending with evaluation. The results so far done by the author are enough to make the supervisor satisfied in terms of visual design because there are minimal corrections because the author sticks to the guidelines provided by the Innovation Day team. The author can conclude that if you follow the guidelines that have been set when developing designs and developing video footage, it can reduce the level of correction from users and can also increase the engagement on the Innovation Day Instagram account.

Keywords: Information and communication, attracting attention, effective.