

ABSTRACT

This final project is the result of the Independent Campus Certified Internship Program (MBKM) at partner PT United Tractors Tbk. The topic raised is an effort to increase the effectiveness of visual design in email marketing as an information media for branch and site areas of PT United Tractors Tbk. The content created is related to programs at PT United Tractors Tbk, with designs in the form of materials and infographics that are always equipped with illustrations related to the company. The design thinking method used in the design process is design thinking. The results of the design work on this project were 34 designs. The survey results of 171 respondents from PT United Tractors Tbk branches and sites showed that the level of effectiveness of visual design in email marketing for the period February to June 2024 reached 86.2%, which was categorized as very successful. In addition, there was a 50% increase in employee participation in one of PT United Tractors Tbk's programs during the period, reflecting the successful implementation of visual design improvement measures supported by events that made the program more attractive.

Keywords: Design Effectiveness, Information Media, Content Design, Design Thinking, Email Marketing.