

ABSTRACT

PT. Global Innovation Cyber Indonesia or better known as PT. Cyberarmy Indonesia is a company that introduces innovative approaches, technologies and strategies to overcome threats and challenges that arise in the cyber world. At PT. Global Cyber Innovation Indonesia, the author created a design which was uploaded to the company's social media to become a promotional media method later. And the methodology used in this report is quite effective, namely general descriptive or qualitative, the author observes the responses from PT. Cyberarmy Indonesia's Instagram social media followers regarding the followers' responses to the feeds that have been uploaded for later analysis. From the results of this analysis, it is interpreted whether the feeds are in accordance with the company's goals and meet their satisfaction. It is hoped that the results of this interpretation will be implemented in the Company for evaluation towards improvement. So in this internship activity the author gained interesting knowledge and experience in the digital world.

Keywords: Instagram, graphic design, digital media, social media