

## ABSTRACT

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*PT Yesdok Indonesia, engaged in the Health sector, wants to increase the effectiveness of communication on social media to achieve its business goals. However, PT Yesdok Indonesia does not have an effective graphic design strategy for social media, so the message conveyed is less than optimal and easily forgotten by the target audience. The visual content created is ineffective so that the design is less than optimal in conveying information, and graphic design is not optimally used to build brand awareness. A total of 332 posters were created in the time span from August 28, 2023 to May 31, 2024 to increase the effectiveness of visual communication on PT Yesdok Indonesia's social media. The results of data analysis show that there is a significant increase in the aspect of the number of followers. From November 2022 with 13,256 followers to August 2023 with 15,982 followers, there was an increase of about 20.55%. Furthermore, from August 2023 to May 2024, the number of followers increased more significantly by 56.73%, from 15,982 to 25,049 followers. Based on the comparison of these periods, the number of followers experienced a significant percentage increase. In the period August 2023 to May 2024, profile visits reached an average of 5,156 visits, reaching a high peak of 7,179 visits, and a low of 3,686 visits. In addition, Instagram reach reached an average of 20,705 visits, with the highest peak reaching 33,154 visits.*

*Keywords: Communication effectiveness, Social media, Graphic design, Brand awareness, Visual content*