

ABSTRACT

Digital transformation has encouraged organizations to utilize social media as a primary communication channel to convey corporate social values. The "Ayo BerAKSI" campaign by Telkom's Social Responsibility Center (SRC) was designed as a visual communication initiative to support Corporate Social Responsibility (CSR) programs through consistent and strategic digital content. This study aims to design visual campaign assets using a creative approach that emphasizes the role of a Digital Creative Director in ensuring the alignment of design elements with corporate identity. The research methods include observation, informal interviews and documentation of the design process divided into pre-production, production, and post-production stages. The resulting works consist of digital posters and social media content designed based on visual communication principles, such as color selection, typography, and layout, to support readability and message relevance. This study does not focus on measuring audience perception but on creating communicative, consistent, and adaptive visual identity. The results show that structured visual communication and the strategic role of a Digital Creative Director are crucial in strengthening social campaign messages and can serve as a reference for similar designs in other organizations.

Keywords: *Visual Communication Social Campaign, Digital Creative Director, Social Media, Visual Identity*