

ABSTRACT

This internship report documents the author's experience and contribution as a Graphic Designer for two semesters at the Center of Excellence Smart Tourism and Hospitality. The main focus in the first semester was to support the launch of the AI Lotus Cave Museum at Keraton Kasepuhan Cirebon through the design of comprehensive visual materials, including logos, branding, printed and digital promotional materials, social media designs, museum supporters. The main objective of this involvement was to increase engagement and awareness of the new museum through attractive and professional visual designs. In the second semester, the author focused on managing social media for several platforms under the auspices of the Center of Excellence, including content planning, visual design, scheduling, audience interaction, and performance analysis for the Center of Excellence Instagram, Kedaicoe, and Rumah Jurnal. Both of these experiences provided practical provisions in the application of graphic design for technology-based tourism promotion and digital communication. The results of the internship showed an increase in the visual appeal and engagement of Keraton Kasepuhan's social media. Communication challenges and the lack of initial design references were overcome with more structured communication initiatives and the creation of moodboards. This internship emphasizes the importance of practical experience in preparing Digital Marketing students to face industry dynamics.

Keywords: Graphic Design, Smart Tourism, Lotus AI Museum, Keraton Kasepuhan Cirebon, Digital Marketing, Social Media, Engagement, Awareness, User Experience, Visual Identity.