

ABSTRACT

The transmission of internal information spread across the platforms and has not been properly documented in PT Kereta Cepat Indonesia China (KCIC) causes information to be easily missed, archived, and visually uninteresting. This final task is aimed at designing a digital solution of a PDF internal magazine that is attractive and functional, centralized media. The method employed is a design thinking consisting of five stages: bulletproof, define, ideate, prototype, and testing, while its test methods are usability testing and testing, accuracy, ease of use, learning (USE). Test results show that users can easily use magazines, which are also visually appealing. The digital magazine WHIZ has thirteen features that bring together internal information and culture surrounding a corporation project. These results suggest that an effective design approach to producing communication design solutions centered on user needs.

Keywords: Digital Magazine, Internal Communication, Design Thinking, KCIC