

ABSTRACT

SITI SHELLMA PUTRI BUANA (2021061059)

GRAPHIC DESIGN DEVELOPMENT FOR PROMOTION AND BRANDING NEEDS OF BEAUTETOX PRODUCTS AT PT LIQUINA INNOVATION INTERNATIONAL

The intern completed a four-month Professional Internship at PT Liquina Innovation International, located at Jl. Bintaro Tengah Blok N2 No. 40, Bintaro, Pesanggrahan, South Jakarta. The intern served as a Graphic Designer in the Creative Department, with responsibilities that included designing social media content, creating packaging designs, and 3D modeling for exhibition booths. The intern applied theories learned during their studies, such as layout design, typography, packaging design, and 3D modeling. This internship helped the intern develop essential soft skills needed in the professional world. It provided valuable experience in preparing for a career in Visual Communication Design and expanded their knowledge in the field. Through this opportunity, the intern contributed to the company's marketing strategies while honing their graphic design skills at PT Liquina Innovation International.

Keywords: *Internship, Graphic Designer, Cosmetics, Self Care Product*