

ABSTRACT

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SOCIAL MEDIA PROMOTION DESIGN AT MARKETING GALLERY BINTARO JAYA

Internship is a form of student experience in working under a certain company to hone skills and expertise under the guidance of a supervisor or more experienced worker. The Marketing Gallery Bintaro Jaya company is a company of PT. Jaya Real Property Tbk. During working at the Marketing Gallery Bintaro Jaya, the intern worked as a graphic designer and learned a lot about how to create designs to promote housing and other facilities in Bintaro Jaya, such as poster designs, billboards, pennants, infographic, and digital promotional media. The intern also gained a lot of new experiences about the environment and relationships in the work environment during the internship.

Keywords: design, promotion, housing