

ABSTRACT

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CREATION AND IMPLEMENTATION OF VISUAL COMMUNICATION DESIGN IN SUPPORTING INFORMATION MATERIALS AT PT. SOUTH PACIFIC VISCOSE

Abstract: Professional Work Practice (KP) which is carried out on a Hybrid basis at PT. South Pacific Viscose, placed in the HR - TA & Communication department which aims to understand the Company's guidelines and participate in implementing designs that are in accordance with the field of visual communication design and Company guidelines to present information. The contents of the report are in the form of analysis and work results during KP in the form of designing, illustrating, and even becoming an event committee in the publication, decoration and documentation division (PDD). During the KP period, the author can complete the internship assignment with satisfactory results, can gain new knowledge, work according to company guidelines and understand the operational flow at PT South Pacific Viscose. The obstacles faced during work generally involve design and management of the amount of work. This report will help the author to improve and train skills in future work practices.

Keywords: Professional Work, Design, Field Work Practice, TA & Communication