

## ABSTRACT

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### **LANDING PAGE DESIGNER AND BRANDING AS A PROMOTIONAL SUPPORT MEDIAM FOR PERUM LKBN ANTARA**

*The intern completed a 6-month professional placement at Perum LKBN ANTARA, located at Wisma Antar B, Jl. Cikini IV No. 11, Cikini, Central Jakarta. The intern served as a web designer in the Business Support Department. Their responsibilities included creating business landing pages for IMCS, the national editorial landing page, and various promotional materials such as x-banners, booklets, motion videos, and logo guidebooks for ANTARA and IMCS to support the company's visual identity and business needs. As a web designer, the intern applied theories learned during their studies, such as layout, design hierarchy, typography, and color theory. Additionally, the intern gained insights into designing to attract customers, learned basic front-end developer skills, expanded their professional network, and deepened their knowledge by exploring new skills and experiences during their time at Perum LKBN ANTARA.*

**Keywords:** Web Designer, Landing Page, Business.

