

ABSTRACT

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PERANCANGAN VISUAL UNTUK EVENT DAN AKTIVITAS DI PT KAI PARIWISATA

The intern is doing professional work at PT KAI Pariwisata for 4 months, located at Gondangdia South Gate Station, Jl. Srikaya I, RT.17/RW.6, Kb. Sirih, Menteng District, Central Jakarta City, Special Capital Region of Jakarta 10340. This report presents the intern's internship experience at PT KAI Pariwisata as a graphic designer, focusing on visual design for company events and activities. During the internship, the intern was involved in creating promotional materials such as Banners, Key Visuals, and Guidebooks to support various company activities. This process taught the intern the importance of collaboration between design and marketing teams, as well as effective time management in completing projects. The intern also conducted research on design trends and audience preferences to produce attractive visuals that are in accordance with market needs. Through an innovative design approach, the intern gained in-depth insight into the role of graphic design in increasing the appeal of events and activities in the tourism industry.

Keywords: *Guidebook, Typography, Design, Banner, Key Visual*

