

ABSTRACT

The intern carried out professional work at PT Jaya Konstruksi Manggala Pratama for 6 months located at Jl. Taman Bintaro, RT.17/RW.8, Bintaro, Kec. Pesanggrahan, South Jakarta City, Special Capital Region of Jakarta 12330. The intern acted as a web designer in the IT Web Design Division. The scope of the intern's work included creating business landing pages, national editorial landing pages, various promotional materials such as banners, clothes, 3D logos, pennants, and posters to support the company's visual identity and business needs. The intern applied the theories that had been learned during lectures such as layout, design hierarchy, typography, and basic front-end developer skills. In addition, the intern also studied designs that could attract customers, expand relationships, and deepen knowledge by learning many new things during his work period at PT Jaya Konstruksi Manggala Pratama.

Keywords: Web Designer, Landing Page, Business, Promotion, Visual Identity

