

ABSTRACT

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PROMOTION DESIGN FOR EMERALD BINTARO APARTMENTS AT PT JAYA REAL PROPERTY TBK

Professional Work is one of the courses at Pembangunan Jaya University designed to prepare students before entering into the world of work. Practitioners have the opportunity to do Professional Work at PT Jaya Real Property Tbk, a company operated in property. One of the condominium projects that PT Jaya Real Property Tbk have developed is the Emerald Bintaro Apartment. Emerald Bintaro Apartment is a condominium located in the Bintaro area with a strategic location and complete facilities. Practitioners are placed in a special balanced condominium unit (Emerald Bintaro Apartment) in the Promotion/Marketing Department. Practitioners are tasked with assisting in the preparation of promotional materials. The design of promotional materials is made through several processes starting from briefing, visualisation, assistance, revision, and design collection. Practitioners create several promotional material designs such as brochures, advertisement content, Instagram content, hoarding boards, and help resize existing designs to other forms of media. Professional work activities have provides valuable learning for practitioners. Practitioners can improve both hard and soft skills. Practitioners also gain insight into the workings of property companies and the promotional activities within them.

Keywords: Professional Work, Promotion Design, Promotion Materials