

ABSTRACT

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The professional work program is one of the mandatory programs for students of Universitas Pembangunan Jaya. Students take part in the virtual internship program for professional work at PT. Renjana Sinergi Indonesia. A company that focuses on managing and optimizing Human Resources helps manage the digital marketing of a startup company. Holding an internship position as a Graphic Designer. Students design various forms of social media designs such as feeds, stories, reels, article posters to marketplace catalogs. Starting from September 13 to December 13, 2024, the professional work program lasts for three months and is carried out via WFH (Work From Home). Students hone and improve soft skills such as teamwork, being active in communication, and problem solving. The biggest obstacle faced during the program is the content approval process which is often hampered by the related startup. Adjusting to the time-consuming workflow because the program is carried out online. Students overcome obstacles by following up regularly so that the workflow process runs smoothly. The experience gained during these 3 months helps prepare students to face the world of work in the future.

Keywords: Creative Station, Soft skills, Event, Design