

ABSTRACT

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The professional work program is one of the programs that must be followed by Pembangunan Jaya University students. Students do internships / professional work at PT. PAPI INDONESIA Megatra. A creative station company that focuses on handling all types of events, all types of broadcasting and advertising with professional management. Students work as Visual Designers. Students design various designs, both poster designs, feeds, to commercial videos. In addition to learning to practice technical skills in design, students also learn to improve soft skills such as communication, teamwork, and problem solving. The professional work program lasted for three months. Starting from September 04 to November 05, 2024, with a total working time of 460 hours. The obstacles faced during the program were difficulties in adjusting the design style between company products and experiencing art block when designing promotional materials. To overcome this obstacle, students seek design inspiration from various platforms. The experience gained can help students to prepare themselves to face challenges in the real world of work.

Keywords: *Creative Station, Soft skills, Event, Design*