

ABSTRACT

Mutia Shafitri (2021051005)

DESIGNING AND CREATING PROMOTIONAL MEDIA IN THE FORM OF INTERIOR DESIGN AT PT. JAYA REAL PROPERTY, TBK.

This Professional Work Report aims to provide practical experience related to the student's field of study and to fulfill one of the course requirements in the Product Design Study Program, Faculty of Technology and Design, Universitas Pembangunan Jaya. This report summarizes the student's experience as part of the design team at PT. Jaya Real Property, Tbk., specifically in the promotion division for the development of interior design and promotional media for Tower Creativo Bintaro Plaza Residence. The student was involved in the interior design process for 2 Bedroom and CO-FFICE apartment types, including the creation of 3D models, moodboards, and visual renderings using Rhinoceros, SketchUp, and Enscape software. Additionally, the student contributed to the creation of other promotional media, such as posters, social media content, and designs for various corporate promotional events. The challenges faced during this process included aligning designs with market demands and executing design concepts according to team guidelines. This experience has enriched the student's understanding of interior design, promotional media development, and its application in property marketing strategies.

Keywords: interior design, property promotion, apartment, promotional media