

ABSTRACT

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BRAND GUIDELINE DESIGN AND PRODUCT PROMOTION DESIGN AT PT SONNA MEDIKA JAYA

Brand guidelines are guidelines used by companies to maintain consistency of brand identity, including visual elements, tone, and message. This guide serves as a reference in promotional and marketing activities. Product promotion is an activity to convey information about a product to consumers with the aim of increasing sales and brand awareness. Effective promotion requires the right strategy, such as identifying the audience, setting goals, and choosing the right media, both electronic and print. The Professional Work Program (internship) provides an opportunity for interns to apply the knowledge gained during lectures to the real world of work. Interns carry out an internship at PT. Sonna Medika Jaya, a medical device distribution company in Tangerang, Banten, and are placed in the Commercial Excellence division as Graphic Designers. Interns' duties include designing designs for product promotions through print and electronic media according to the direction of the work supervisor & marketing team. This experience aims to provide valuable provisions for interns in preparing themselves to face the professional world of work.

Keywords: Brand Guidelines, Product Promotion Design, Workshops & Events, Health, Print & Electronic Media