

ABSTRACT

Rafif Muafa (2021061005)

PERANCANGAN MEDIA PROMOSI UNIVERSITAS PEMBANGUNAN JAYA SEBAGAI PENDUKUNG KEGIATAN PEMASARAN

Practitioners carry out professional work at Digital Marketing at Pembangunan Jaya University for four months which is located at Blok B7/P, Jl. Cendrawasih Raya Bintaro Jaya, Sawah Baru, Kec. Ciputat, South Tangerang City, Banten 15413. The scope of work includes making print media designs, event documentation, and website redesign in the registration section. Promotional media created such as banners, banner stands, motion graphics, video editing, posters, web banners, banners, and flayers to support the visual identity and business needs of the company. Practitioners apply theories that have been learned during lectures, such as layout, design hierarchy, typography, and color usage theory. In addition, practitioners also learn how to create designs that are attractive to customers, expand relationships, and deepen knowledge by learning many new things during their work period at Pembangunan Jaya University.

Kata kunci: Media Promosi, Web Desainer, Bisnis