

ABSTRACT

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DESIGNING PROMOTIONAL MEDIA FOR PETROLAB SERVICES COMPANY

The vast world of design, including the field of promotion, has become one of the strategic efforts to enhance a company's visibility and competitiveness in the market by designing promotional media. PT Petrolab Services, a company engaged in laboratory testing services and technical analysis, is the subject of this research. The objective of this research is to create effective promotional media for the company. Market needs analysis was conducted, and innovative ideas were created based on the company's brand identity. Various promotional media, such as brochures and social media, are designed to convey information in an informative, engaging, and easily understandable manner to the target audience, according to the findings of this research. Promotional media are expected to increase knowledge about the PT Petrolab Services brand, attract new customers, and strengthen PT Petrolab Services' position in the testing services sector. Therefore, the design of this promotional media helps the company achieve its marketing goals sustainably.

Keywords: Internship, Media, Analysis