

## ABSTRACT

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**PERANCANGAN KONTEN SEBAGAI MEDIA PEMASARAN DI PT. PARAMADAKSA TEKNOLOGI NUSANTARA (NEXSOFT)**

*Professional Work Program is a mandatory program for students at Pembangunan Jaya University. Students intern/work professionally at PT. Paramadaksa Teknologi Nusantara (NexSoft), a software company focused on Point of Sales (POS) systems. The students work in the marketing division as creative designers, creating various designs, including posters, social media feeds, and commercial videos. In addition to practicing technical skills in design, students also learn to enhance their soft skills, such as communication, teamwork, and problem-solving. The professional work program lasts for three months, from July 15 to October 15, 2024, with a total working time of 528 hours. Challenges faced during the program include difficulties in adjusting design styles between the company's products and experiencing art block when designing promotional materials. To overcome these challenges, students seek design inspiration from various platforms. The experience gained can help students prepare to face challenges in the real job market.*

**Keywords:** Software, Soft skills, Point of Sales (POS), Wholesale, Design