

ABSTRACT

Sholahuddin Al Ayyubi (2021061076)

THE ROLE OF GRAPHIC DESIGNERS IN SUPPORTING PRODUCT PROMOTION AT PT. SONNA MEDIKA JAYA

The professional internship program aims to provide students with direct experience in the working world aligned with their field of study. The intern completed a professional internship at PT. Sonna Medika Jaya, a medical equipment distribution company, from July 17 to September 20, 2024. The intern was placed in the Commercial Excellence division as a Graphic Designer with main responsibilities including designing promotional materials such as posters, flyers, and motion graphics, as well as contributing to the development of the company's brand guideline. The creation of the brand guideline referred to knowledge from the Visual Identity Design course and was tailored to the company's existing logo and agreements with the office team. The overall workflow included receiving briefs, utilizing design assets, undergoing supervisor checks, making revisions when needed, and publishing the final design. This program not only allowed the intern to implement theories learned during their studies but also honed technical skills, communication abilities, time management, and understanding of industry needs, serving as a valuable foundation to become a more professional graphic designer ready to compete in the workforce.

Keywords: Professional Internship, Product Promotion, Brand Guideline, Medical Equipment