

ABSTRACT

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Designing Visual Media Promotion Mix At Teraskota Entertainment Center Mall

The Internship Program at Universitas Pembangunan Jaya provides students with the opportunity to apply theoretical knowledge to real-world professional environments. The intern carried out the program in the Event and Promotion Division of Teraskota Entertainment Center, responsible for planning, executing, and promoting events, both directly and through social media. Over three months (August 20–November 20, 2024) and a total of 400 hours, the intern worked on designing Instagram feeds, banners, signage, posters, and 3D layouts to support promotional activities. This experience expanded the intern's understanding of marketing management and enhanced design skills, preparing them for future professional challenges.

Keywords: *Internship, Graphic Design, Promotion, Event and Promotion, Teraskota*