

ABSTRACT

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EXPERIENCE AS A GRAPHIC DESIGNER AT PT. RENJANA SINERGI INDONESIA

The professional internship program is a mandatory activity for students of Universitas Pembangunan Jaya. Students participated in a virtual professional internship program at PT. Renjana Sinergi Indonesia, a company specializing in managing and optimizing human resources, which also assists in managing digital marketing for a startup company. Serving as an intern Graphic Designer, students designed various types of social media content, such as feeds, stories, reels, article posters, and marketplace catalogs. The program ran from August 26 to November 26, 2024, for three months and was conducted remotely (Work From Home). During this period, students honed and improved their soft skills, including teamwork, active communication, and problem-solving abilities. The biggest challenge encountered throughout the program was the delayed approval process for content from the startup's team. Adjusting to a workflow that required longer processing times due to the online nature of the program also posed significant challenges.

Keywords: *Social Media, Graphic Designer, Digital Marketing, Online, Work From Home (WFH)*