

## ***ABSTRACT***

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### **PERANCANGAN DESAIN GRAFIS *COMPANY PROFILE* DI PT. MITRA PRIMA UTAMA**

PT Mitra Prima Utama is a company engaged in information technology management consulting, located at Bintaro Raya St. 8, Kebayoran Lama, South Jakarta 12240. The company has a clear and strong commitment in providing the best and optimal solutions to customers consisting of the government and private sector.

One of the way to actualize this commitment is creating the company profile more informative and attractive. To make the company profile, visual communication design is used so the information, ideas, and concepts can be delivered to customers well. Company profile consists of vision and mission of PT. Mitra Prima Utama, also informs product catalogs such as e-BPHTB, e-Potential, SIMPATDA, SIM-PBB, e-SPPT, and others.

This professional work report is expected to be used as a recommendation and tool for making company profiles for future companies.

***Keywords:*** *company profile*, graphic design, information Technology