

ABSTRACT

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GRAPHIC DESIGN FOR THE STUDENT AFFAIRS SECTION AT THE BUREAU OF STUDENT AFFAIRS AND ALUMNI OF UNIVERSITAS PEMBANGUNAN JAYA

The internship is the result of the training and learning process at Universitas Pembangunan Jaya, Student and Alumni Bureau unit, located at Jl. Cendrawasih Raya Blok B7/P Bintaro Jaya, Sawah Baru, Ciputat, South Tangerang 15413. Practitioners of the visual communication design undergraduate study program, technology and design faculty, got a graphic design position with a period of 9 October 2024 to 9 January 2025 (3 months). The purpose of professional work for students is to share work experience, gain knowledge, learn professionally, and manage time. During the implementation of professional work, practitioners had the opportunity to contribute to making designs on the social media of the Bureau of Student Affairs and Alumni (BKAL) and video tutorials. The implementation of professional work brings many lessons for practitioners about insights into various ethical aspects in the world of work.

Keywords: Graphic Design, Internship, BKAL UPJ