

## **ABSTRACT**

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***SOCIAL MEDIA GRAPHIC DESIGNER IN PT. RENJANA SINERGI INDONESIA***

*For the obligation of professional work course at Universitas Pembangunan Jaya, student took part in a virtual internship at PT. Renjana Sinergi Indonesia. PT. Renjana Sinergi Indonesia is a company that focuses on managing and optimizing human resources to help create and manage digital marketing for a startup company. Student is positioned in the social media graphic design division. Student helped and designed the required social media design content such as single post feeds, carousel feeds, and stories. Student started their internship on October 26, 2024 to March 14, 2025, this internship program runs for 6 months and is carried out via WFH (Work from Home). During the program, the student was actively contributing to the creative team and are active in following new tasks. The obstacles experienced by the student by taking part in this virtual internship program are communication between the creative team and the supervisor due to it being via WFH. Student overcome obstacles by always following up with progress and trying to communicate clearly so that tasks are completed as desired. During this program, the student gain the experience needed for the world of work later as a graphic designer.*

**Keywords:** social media, graphic design, WFH, digital marketing