

ABSTRACT

Salma Adriani Putri (2021061010)

**PROMOTIONAL MEDIA GRAPHIC DESIGNER AT PT. RENJANA SINERGI
Indonesia**

The professional work study program is one of the mandatory programs for students of Universitas Pembangunan Jaya. Students participate in a hybrid internship work program at PT. Elfal Sukses Bersama. A company that focuses on making merchandise and holds the position of graphic designer. Students design various forms of graphic design such as company profiles, merchandise designs, online catalogs, social media content. Starting from October 9, 2024 to March 12, 2025. The work program is carried out for 5 months in a hybrid manner. This program aims to provide students with experience in the creative industry, develop students' design skills and prepare for a career in graphic design.

Keywords: *Creative Station, Soft skills, Event, Design*