

## **ABSTRACT**

**Sherine Sevilla Johannes (2018061004)**

### **GRAPHIC DESIGN AND MOTION GRAPHIC AT PT SINERGI KETAHANAN PANGAN - CHICKIN**

*The practitioner carries out internship activities as a compulsory subject that must be carried out by the practitioner as a student of the Jaya Development University. During the internship, the practitioner does practical work at PT Sinergi Pangan Ketahanan and is in the Growth and Digital Marketing (GDM) Department which is responsible for various content design needs, both feeds and stories on several Chickin social media and also Business Ambition Instagram. Practitioners also work on various other project needs such as poster design, packaging design, background design / virtual background for webinars, and also motion graphic projects.*

*During this internship, the practitioner gains more experience about the professional world of work and trains the practitioner in knowing the responsibilities and conditions of the field as workers in the creative field. This activity also sharpens the ability of the practitioner in an effort to create a good design and in accordance with the design guidelines that have been applied in the company. In addition, internships make the practitioner have the ability to adapt to a work environment that demands good communication between teammates and forms a personal practitioner to get used to completing work according to the given deadline. The results of this internship will certainly be a valuable provision in knowing and understanding the world of work that will be useful for future careers.*

**Keywords:** *Graphic Design, Motion Graphic, Internship, Chickin*