

## **ABSTRACT**

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### **DESIGN OF PROMOTIONAL MEDIA FOR PT JASA MARGA (PERSERO) TBK LEARNING INSTITUTIONS IN THE CERTIFIED STUDENT INTERNSHIP PROGRAM (PMMB)**

Practitioners carry out their internship at PT Jasa Marga (Persero) Tbk at the Jasa Marga Learning Institute (JMLI) Learning Experience department for approximately 6 (six) months starting from April 5, 2021 to September 30, 2021. Practitioners receive the opportunity to undergo an internship at PT Jasa Marga (Persero) Tbk through the Certified Student Internship Program (PMMB) Batch 1 2021. PMMB is a program of collaboration between the Indonesian Human Capital Forum (FHCI) and State-Owned Enterprises (BUMN). The head office of PT Jasa Marga (Persero) Tbk is located at Jl. Cililitan Besar, Kramat Jati, East Jakarta, Jakarta. Internship is carried out every Monday-Friday from 08.00-17.00 WIB. The purpose of carrying out internship is to fulfill the 7th semester internship course in the Visual Communication Design Study Program at Pembangunan Jaya University as one of the requirements for students to pass the Bachelor Program. In addition, this internship aims to provide insight and experience to practitioners in doing a job so that they can apply academic knowledge to the world of work. In the Learning Experience department, the practitioner is responsible for designing Instagram visual content and designing graphic webinars. In addition, the practitioner has also worked on edit webinars videos and animated Eid greetings tasks several times. Overall, the implementation of internship is going well, although there are some obstacles faced by the practitioner, but the practitioner is looking for a solution.

**Keywords:** Internship, Jasa Marga Learning Institute, Learning Experience