

ABSTRACT

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PERANCANGAN DESAIN MEDIA PROMOSI PADA PRODUK ORIGINA

The Professional Work Program is an activity that must be undertaken by students as a graduation requirement as well as opportunities for student work experience. The practitioner gets a Graphic Designer section or division where the practitioner designs or works on designs for the promotional needs of PT. Panganmas Agungrasa Sejahtera, where the company is engaged in the import and export of food and beverage, as well as the sole distributor of one of the beverage products from Malaysia, namely Origina. During these 3 months, the practitioner worked on the design for the needs of product promotion. During the Professional Work program, the practitioner can implement the knowledge gained during lectures. Practitioners also get many benefits and experience how to be responsible for their work professionally, as well as develop themselves to think creatively, innovatively in solving a problem according to their field.

Keywords: Design, Promotion, Product