

ABSTRACT

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APPLICATION OF ARCHITECTURAL COMMUNICATION METHODS TO THE GRAHA RAYA UNIT DESIGN PROJECT

Practitioner has the opportunity to carry out professional work activities at PT. Jaya Real Property, Graha Raya Unit, Research and Product Development division which is engaged in the development and promotion of Graha Raya property products located in Serpong, South Jakarta and North Jakarta. Practitioner was involved in several projects as the concept planner for Segaris Flamboyan Loka, area facilities and several other buildings. The three projects undertaken by the practitioner have different scopes of project types and final outputs which of course become a challenge for the practitioner. However, this actually adds a lot to the practitioner's insight into the stages of the process of building planning, both in the design of building concepts and the stages in the process of visualizing the design concept for presentation. Professional work carried out by practitioner at PT. Jaya Real Property Tbk, within approximately 12 weeks, of course, provides a lot of experience and knowledge to the practitioner. Practitioner was able to get more insight related to work culture in the field of architecture and direct implementation of knowledge gained from lectures, especially from the Architectural Communication Engineering course.

Keywords: *Planning, Supporting Facilities, Facade, Function*