

ABSTRACT

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DESIGNING PROMOTIONAL MEDIA OF PT BUMI BERKAH BOGA KOPI KENANGAN IN THE CREATIVE DIVISION (BREAD STORIES)

Practitioners carry out Internship activities in the Creative Story Roti division which is a subsidiary of PT Bumi Berkah Boga Kopi Kenangan for approximately 5 (five) months from April 18, 2022 to September 18, 2022. The head office of PT Bumi Berkah Kopi Kenangan is located at Jl. Iskandarsyah Raya No.1A, RT.3/RW.1, Kel. Melawai, District. Kby. Baru, South Jakarta City, DKI Jakarta – 12160. Professional Work is carried out every Monday - Friday from 09.00 to 18.00 WIB. The purpose of implementing the Internship is as one of the requirements for carrying out the Final Project and fulfilling the Professional Work course in the 7th semester of the Visual Communication Design Study Program, Universitas Pembangunan Jaya. In the implementation of Professional Work, the practitioner works under the guidance of the Design Manager. In the Creative Division, the practitioner is responsible for creating social media content, not only that, the practitioner also works on several motion videos in the campaign. Practitioners gain knowledge about the world of work in accordance with the field of Visual Communication Design, not only that, practitioners are given the opportunity to participate in the Brainstorming process for content to be published. Overall, practitioners can be responsible and carry out their duties well even though there are several obstacles that must be faced.

Keywords: *Graphic Design, Social Media, Design Concept*