

## **ABSTRACT**

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### ***CERTIFIED STUDENT INTERNSHIP PROGRAM (PMMB): GRAPHIC DESIGN AT PT. THE CAPITOL OF THE MAS ERA***

*Writing this report aims to explain in writing about the practitioner carrying out professional work activities to fulfill mandatory courses at the Pembangunan Jaya University which is also a Certified Student Internship Program (PMMB). The data used in the preparation of this report comes from the author's experience. during the course of Professional Work, Practitioners carry out work practices at PT. Era Mas Capitol. Practitioners are placed in the Graphic Design division under the supervision and guidance of a mentor or work supervisor. Practitioners are responsible for various kinds of design needs ranging from the design of Instagram feeds, design of partnership proposals, 3D visualization of outlets and booths as well as media sosial iklan for the purposes of several Brands built by PT. Era Mas Capitol. During their professional work for approximately 5 (five) months, the practitioner gets so many new lessons and experiences at PT. Kapitol Era Mas where the practitioner gets a lot of new lessons and experiences such as getting to know the world of work and also getting to know the workflow that exists in the company, besides that the practitioner also gets knowledge outside of design, namely how to determine the franchise price of each Brand that will be opened, and lastly Practitioners also know how to develop a new menu if a Brand is about to issue a new menu.*

**Keywords:** *Graphic Design, Internship, PMMB, PT. Kapitol Era Mas*