

ABSTRACT

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VISUAL DESIGN OF GRAHA RAYA PROMOTIONAL MEDIA AT PT. JAYA REAL PROPERTY, TBK

Intern has completed the internship at PT. Jaya Real Property, TBK. The intern was placed in the Graha Raya unit for 3 months, starting on January 27, 2022, and ending on April 27, 2022. Intern was given the opportunity to work at Jaya Real Property, TBK from Graha Raya unit, because they needed more manpower in the graphic design team. Graha Raya is a developed region by Jaya Real Property and TBK, which is to be a mid-to-high-end residence with 350 (three hundred fifty) hectares of area, and Graha Raya has an office within Jaya Real Property, TBK group. The Graha Raya office is located on Graha Raya Boulevard, Paku Jaya, North Serpong, South Tangerang City, Banten, 15220, Indonesia. The internship started on Tuesday and runs until Friday, from 08.30 to 17.30 WIB. This internship program has the purpose of fulfilling the intern duty as a student in semester 7, as well as providing a provision for the intern to graduate from the faculty of Visual Communication Design, Pembangunan Jaya University. In addition to fulfilling graduation requirements as a bachelor, the internship program has another purpose, which is to raise the quality of the Intern, learn to associate with other people, and also prepare the intern for adaptation in the working relationship to build a professional network wider. The intern must be responsible for the visual design for the media promotion like flyers, mockup titles, and other jobs in the Graha Raya internship program. The conclusion is that, while interns work as members of the Graha Raya design team, intern can deal with various obstacles until intern learn the skills.

Keywords: Intern, Media Promotion, Design, Visual, Graha Raya