

ABSTRACT

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Professional Work aims to train students' hard skills and soft skills that have been studied during the lecture period in accordance with the majors taken. The practitioner undergoes professional work at a public relations-based company called PT. ImageDynamics. While doing professional work for 3 months, the jobdesk that the practitioner does includes poster design, infographics, and banners. Besides that, the practitioner also serves as an editor and videographer, especially editing for social media such as Instagram and Youtube for events held by PT. ImageDynamics. Practitioners gain the insights needed to enter the world of work in the future. The implementation of professional work provides students with the opportunity to develop hard skills and soft skills. The implementation of professional work is very useful for preparing the skills and character of the practitioner to enter the real world of work.

Image Dynamics is a Jakarta-based Public Relations consulting firm which was founded on September 9, 2004. Image Dynamics' background is the need for Public Relations services in terms of Media Relations, among others to produce positive and maximum news. Practitioners are placed in the Digital PR division, and serve as visual designers and videographers.

Keywords: *Internship, Designer, Event Organizer*