

## **ABSTRACT**

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### **CELCO TOKO KOPI PROMOTIONAL MEDIA DESIGN (PT. PERSATUONE KOMODITAS INDONESIA)**

*At University there is a learning process to show and train students to work according to the majors taken, this activity is known as internship or professional work. In addition to adding professional work experience, it is one of the subjects that must be taken by students.*

*The content of this report is to explain the author's activities while doing professional work at PT. Persatuone Komoditas Indonesia which was held for 3 months. The work carried out during professional work is designing the needs of CelCo which is one of the efforts of PT. Persatuone such as, packaging design, banners, x-banners, menu books, brochures, stickers, and social media needs such as feeds, stories, and Instagram reels as well as product photos.*

*The results obtained during this professional work, the author gains insight and experience as well as an overview of how the design work process in the world of work starts from the brief to the final design.*

**Keywords:** *Internship, Graphic Design, PT. Persatuone*