

ABSTRACT

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PROMOTIONAL MATERIAL DESIGN AT PT ASURANSI ASTRA BUANA

Practitioner undergoes an internship program as one of the required subjects in graduating for all students in Universitas Pembangunan Jaya. Practitioner accomplishes the internship as a graphic design intern under the division Marketing – Retail Business & Digital at PT Asuransi Astra Buana for 3 months. While undergoing the internship program, Practitioner has jobdesk which consists of creating banner design, event invitation, virtual background, corporate social media contents, and also does the visual planning for corporate annual calender and creating new ambience ideas in corporate designs. Practitioner also gets involved as a photographer who does the documenting of corporate events, which held both inside and outside of the office. Practitioner also gets the opportunity to be in the broadcasting team in the broadcasting studio of Asuransi Astra.

While the internship was taking place, Practitioner had earned lots of advanced knowledges in graphic design which were unacquainted before. Besides, Practitioner obtained many experiences and feedbacks that helped Practitioner to encounter and handle any commands and demands in the actual working circumstances. The existence of the internship program had helped Practitioner to have a better comprehension of professionalism that encouraged Practitioner to maintain a good work ethic. This report describes all the works and results of the internship program the Practitioner took.

Keywords: *Graphic design, documentation, broadcasting*