

ABSTRACT

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ADVERTISING MATERIAL AND PRODUCT PROMOTION DESIGN FOR PT KINO INDONESIA TBK

In professional work activities carried out by interns to meet graduation requirements, interns undergo a professional work period at PT Kino Indonesia Tbk for 6 months. The professional work period lasts from June 27 2022 to December 25 2022. The trainee gets a work position as a Graphic Designer Specialist in the creative marketing division.

The practitioner has responsibility for designing the company's POSM design. Besides that, the practitioner has the opportunity to design a visual design for the needs of the company's innovative products. During their professional work period, the practitioner gains a lot of knowledge, improves new skills and experiences, the practitioner is led and guided by the user manager of the creative design team. Practitioners also get guidance from the supervisor manager.

Keywords: Professional work, Skills, Design, Experience