

ABSTRACT

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GRAPHIC DESIGN FOR BINTARO JAYA'S PROMOTION NEEDS IN PT JAYA REAL PROPERTY TBK

As a requirement for bachelor's degree graduation at the University of Pembangunan Jaya, all students are required to undergo Professional Work. Practitioner conducted Professional Work activities at PT Jaya Real Property, Tbk. The implementation of this *Kerja Profesi* begins from February 6, 2023, to April 30, 2023. Practitioner are placed in the marketing unit of Bintaro Jaya as graphic designers. Graphic designers in the Bintaro Jaya marketing unit are responsible for designing promotional materials for use in digital and print media. Practitioner are responsible for designing key visuals for annual gimmick marketing campaigns and promotions for new housing complexes, resizing visual designs, creating Instagram social media design concepts, and other tasks. *Kerja Profesi* provides significant benefits to the practitioner. Practitioner are trained to independently explore the field of visual communication design, especially in the context of promotions and campaigns. Practitioner are also trained to handle challenges they haven't encountered before while understanding the workflow of a graphic designer in a professional environment.

Keywords: *Kerja Profesi, Graphic Designer, Promotion, Campaign, Visual Design, Digital Media, Print Media*