

ABSTRACT

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MOCKUP AND SOCIAL MEDIA CONTENT PT AVABANINDO PERKASA

The professional work program is one of the obligations of students. This is because professional work is a requirement for student graduation, especially at Pembangunan Jaya University. Apart from that, professional work has benefits for students in the future. Experience in the world of work during professional work can be a picture of the real world of work and become a benchmark for the ability to compete in the industry. Otego Media as an out-of-home advertising company is very suitable as a place to do professional work, especially for visual communication design study programs. This is because advertising can be an industry that visual communication design students work in the future. Supported by many large clients makes it a field of experience for students. Out-of-home branding such as lightbox, wall sticker, and LCD routine of Otego Media as a company. Plus cooperation with MRT Jakarta makes branding of the MRT Jakarta area one of the main projects.

Keywords: *Intrenship, Advertising, MRT*