

ABSTRACT

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GRAPHIC DESIGN AS PROMOTIONAL MEDIA FOR PT. SATU NUSA MADANI (HR ACADEMY)

PT. Satu Nusa Madani is a training institution that focuses on Human Resources (HR) development, better known as the HR Academy. HR Academy offers HRD training and certification programs. While carrying out professional work at PT. Satu Nusa Madani (HR Academy), practitioners are given guidance and direction in the graphic design section. Tasks given to practitioners include creating content ideas, designing Instagram feeds and flyers, making educational videos, and developing brochures for new programs. Practitioners also create promotional designs for HRD certification and various classes therein. In implementing Professional Work, practitioners are given the responsibility to design the company's Instagram social media regarding Job Training Institutes (LPK), namely HRD certification and work classes to Japan. During the process of creating a design, practitioners are given a briefing by the user, then continue with the design process by creating a concept and creating alternative designs, followed by assistance and revisions that have been given from the user, then the content is published. The obstacle that practitioners experience while carrying out professional work is that office facilities and infrastructure are still inadequate. Scope of work carried out by practitioners while carrying out professional work at PT. Satu Nusa Madani is in line with the Visual Communication Design study program curriculum provided by the university. The conclusion drawn is that graphic design plays a very important role in today's digital companies. The role of graphic design in creating promotional designs for the Company has a big impact on the Company in conveying the activities carried out by the Company.

Keywords: *Design, HRD, promotion*