

## **ABSTRACT**

*Practical work is an activity to prepare students for the real world of work. By following this practical work, you can train students to be responsible for completing assignments on time, adding insight and experience in the world of work. The author chose the location of practical work at PT. Billa Corp Indonesia which is located on Jl. Cendrawasih No.28a, Drono, Sardonoharjo, Kec. Ngaglik, Sleman Regency, Yogyakarta Special Region, 55581. PT. Billa Corp Indonesia is a national private company engaged in the world of advertising and creative agencies. PT. Billa Corp Indonesia includes CEO, HRD, Marketing, Creative Team, and Workshop Production. The Creative Team is divided into several groups, namely Social Media Management, Graphic Designers, Copywriters, Photographers and Videographers. The position occupied by the author in carrying out practical work is as a Graphic Designer which is tailored to his interests and abilities.*