

## **ABSTRAK**

The development of communication technology is increasingly sophisticated but the existence of above the line advertisements is not realized by the public. Above the line advertising media is easy to find and create because of technological developments, so that it is made faster. The development of communication technology also affects the increase in people's consumption power. This is certainly the biggest opportunity for producers to inform their products and other things to the public through outdoor promotion.

CV. Sisi Barat is a company engaged in the Outdoor and Indoor Promotion Service which includes business fields such as Advertising, Digital Printing and Graphic Design which was inaugurated in 2013. CV. Sisi Barat helps many industry players and other businesses to improve the delivery of a message or information better. This can increase the turnover of industry players through marketing strategies and making attractive visual designs so as to increase sales.

In this practical work report, the authors would like to share their experiences during practical work. What is obtained and found in this practical work. The author can conclude that this practical work is very beneficial for students, especially students who are ready to enter the world of work. Various knowledge and interesting experiences can be obtained from this practical work.

**Keywords :** outdoor promotion , Practical work