

ABSTRACT

This internship program is an elaboration of the link and match between the world of education and the world of business/industry. Each student is expected to be able to apply the potential knowledge gained on campus according to the background of each student's study in the world of work in order to have readiness to face the world of work when graduating from college later. This practical work is very important because the knowledge, theory and practice given during lectures will be very different when entering the world of work. In an effort to get real work experience, the author does practical work at a State-Owned Enterprise (BUMN) which is engaged in information and communication technology (ICT) services and telecommunications networks in Indonesia, namely PT. Telkom North Sumatra region Pematang Siantar City. all of which come from the company Gaining experience working as a Graphic Designer in a company and having an idea that after graduation the author will be ready to face the world of work. knowledge gained during lectures into the real world of work as a designer, both hard skills and soft skills. Sharpen communication and coordination skills by working with a team during practical work. Knowing the graphic design industry standards visually during the Practical Work. Teach students to understand various types of client characters and how to deal with them through problem solving for problems encountered when dealing with briefs that are not easily understood, as well as with revisions