

## **ABSTRACT**

*The final goal of the lecture process taken by a student is of course readiness to enter the world of work, both mental readiness and skill readiness, which is certainly better than at the previous school level. Because there are so many things that become obstacles for someone who has not experienced work experience to enter the world of work. Therefore, the Purwokerto Telkom Institute of Technology establishes Job Training activities as a condition for graduating students, in order to provide additional opportunities and knowledge on how to deal with the world of work. In general, practical work activities given to a visual communication designer in a company include the process of designing a communication design that the company or organization wants to convey. However, there are also companies that become media for other companies to convey communication and visual messages, namely companies based on design studios. Like PT. Akae Karya Sukses, which is a company engaged in design branding and social media management, based in Medan City. The more this company develops, the more clients and design requests become the reason to open an internship opportunity at Akae Studio. Seeing this opportunity, the author decided to apply for an internship at Akae Studio in order to gain practical work experience and to complete the author's practical work responsibilities.*