

ABSTRACT

Enrich.Lab is a Creative Agency company that is included in the legal entity of a Limited Liability Company, namely PT. The Indonesian Accelerator Business which has been established since 2019 with a scope of business activities including Digital Marketing. Enrich.Lab is a digital marketing service company that is under the legal entity of a limited liability company, PT. The author chose to carry out practical work at the company, because the author wanted to apply the knowledge he had learned and add insight or knowledge to how marketing works at this EnrichLab company. In the implementation of the internship, the author is in the division as graphic design and photography, where most of the tasks assigned to the author mean design needs as content for marketing. The process experienced by the author during his internship or practically this practical work, of course, did not escape several obstacles, both internal and external. The way writers work at the Enrich Lab company includes ways of working that have been previously studied in lectures as DKV students. As for the things that the author just learned in this internship with useful things, namely learning from hard-skills to soft-skills. Not only that, the author is also taught to know how to take photos and videos of a product, and learn to be responsible for communicating using good and correct language.