

ABSTRACT

***THE DESIGN OF PROMOTIONAL MEDIA
FOR GLOBAL PRO TRAINING CENTER***

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The absorption of the maximum labor force is often a problem in major cities in Indonesia. The high number of workers is not comparable to the availability of real-world jobs, so many people are unable to get the jobs they want. The research aims to help the Global Pro Training Center, which is a training agency for job seekers, to improve their ability to get the desired job by improving the promotional media it has. The media is inconsistent with various aspects, so it cannot maximize the role of promotional media in helping more people to solve their problems. The data used in this study were collected by conducting observations, interviews, and library studies, and then analyzed by using a comparative matrix analysis by focusing on effective promotional media planning with a design system that can be applied across the promotion media used. Thus, the Global Pro Training Center can expand its business and help more people find their dream job.

Keywords: Global Pro Training Center, Promotional Media, Job Seeker, Design System