

**“Desain Media Promosi Pelayanan Perusahaan
di PT. Tiga Raja Sejati”
Kamil Mubarok
Fakultas Desain dan Seni Kreatif
Universitas Mercubuana Jakarta
kamilmubarok@gmail.com**

Abstrak :

Selain kualitas produk, kualitas pelayanan dan media promosi merupakan dua hal yang menjadi faktor keberhasilan sebuah perusahaan saat ini. Desain menjadi penghubung diantara keduanya. Rancangan desain yang tepat pada media promosi pelayanan perusahaan dirasa dan diharapkan mampu menyampaikan ide, berita, informasi, dan ajakan pada orang-orang.

Kedudukan media promosi pelayanan perusahaan yang dinilai penting dalam keberhasilan sebuah perusahaan, melahirkan berbagai peluang usaha terutama di bidang jasa pembuatan media promosi. Secara garis besar bidang jasa media promosi berbentuk media digital dan cetak. PT. Tiga Raja Sejati atau Raja Print satu dari perusahaan yang bergerak di bidang pembuatan media promosi berupa media cetak. Raja Print menawarkan pelayanan jasa berupa media promosi dalam bentuk kartu nama, brosur, leaflet, spanduk, baliho, standing banner, umbul-umbul, dan flayer. Raja Print juga menerima jasa desain majalah, buku, undangan, kartu nama, menu, dan lain sebagainya. Berlokasi di daerah Senen Jakarta Pusat, Raja Print ini menjadi salah satu percetakan yang terbilang besar diantara banyaknya percetakan di daerah Senen yang mana sebagai sentra percetakan di Jakarta Pusat.

Kegiatan kerja praktek di PT. Tiga Raja Sejati atau Raja Print sebagai studi lapangan dalam pengembangan pengetahuan praktik untuk mengetahui dan mengerti situasi serta kondisi dalam dunia kerja sesungguhnya. Dari studi lapangan ini memberikan visualisasi informasi mengenai nilai dari media promosi terutama media promosi pelayanan perusahaan. Semakin berkualitas rancangan konsep desain media promosi pelayanan perusahaan, akan semakin membantu dalam membangun citra bagus dan meningkatkan pelayanan serta pendapatan perusahaan.

Kata Kunci : media promosi, pelayanan perusahaan, desain, Raja Print.

**“Corporate Service Promotion Media Design
at PT. Tiga Raja Sejati”
Kamil Mubarok
Creative Faculty of Design and Art
University of Mercubuana Jakarta
kamilmubarok@gmail.com**

Abstract :

In addition to product quality, service quality and promotional media are two things that are the success factors of a company today. Design is the link between both. Appropriate design in media service promotion company is felt and expected to be able to convey ideas, news, information, and invitations to people.

The position of the company's media promotion service which is considered important in the success of a company, gave birth to various business opportunities, especially in the field of promotional media manufacturing services. Broadly speaking, the field of promotional media services is in the form of digital and print media. PT. Three Kings of True or King Print one of the companies engaged in the manufacture of promotional media in the form of print media. Raja Print offers service in the form of promotional media in the form of business cards, brochures, leaflets, banners, billboards, standing banners, banners and flayer. Raja Print also receives design services for magazines, books, invitations, business cards, menus, and so on. Located in the Senen area of Central Jakarta, the Print King is one of the printing companies that is quite large among the many printing companies in the Senen area which is the center of printing in Central Jakarta.

Practical work activities at PT. Tiga Raja Sejati or Raja Print as a field study in developing practical knowledge to know and understand the situation and conditions in the real world of work. From this field study, it provides a visualization of information about the value of promotional media, especially media for promotion of corporate services. The more quality the design concept of the company's service promotion media, the more it will help in building a good image and improving service and company revenue.

Keywords: media promotion, company service, design, Raja Print.