LAMPIRAN

Lampiran A Surat Pengantar Magang MBKM *Internship Track 1*

MBKM-01 Cover Letter MBKM Internship Track 1

Tangerang, February 07th 2023

UMN
UNIVERSITAS MULTIMEDIA NUSANTARA

No : 1/UMN/DKV/Internship Track 1/II/2023
Subject : **Student's Application for MBKM Internship Track 1**

Dear. Head of Human Resource Department

OLIVER Agency (Unilever Studio)

Universitas Multimedia Nusantara's providing the MBKM Internship Track 1, a work-integrated learning program, for students to hone their skills according to their talents and interests into the real work environments. Students directly doing Internship Track 1, in the company to learn solving problems based on knowledge that gained in campus, to link and match Internship Track 1 program with the curriculum as preparation for their future careers.

We pleased to inform the student with the following details:

Student ID : 00000036837
Student Name : Aldre Elroy Joshua Doli Simanjuntak
Academic Program : Visual Communication Design
Email : aldre.elroy@student.umn.ac.id
Mobile Phone : 6285748700030

Company will be received the student as an employee and Internship Track 1 participant, he/she express their willingness to follow 800 working hours or 100 working days prior to work rules 8 hours per day. Therefore, UMN's student must obey all regulations stipulated by company from time to time.

Along with respect, we considered our student to get selected in the Internship Track 1 program from your company. We thank you and look forward to hear employment acceptance letter of our student's.

Sincerely,

Head of Departement Visual Communication Design Program
Multimedia Nusantara University

(Fonita Theresia Yoliando, S.Ds., M.A.)

Kampus UMN, Scientia Garden | jl. Boulevard Gading Serpong - Tangerang | P. +62 21 5422 0808 | F. +62 21 5422 0800 | www.umn.ac.id

Lampiran B Kartu MBKM *Internship Track 1*

MBKM-02 MBKM Internship Track 1 Card

MBKM INTERNSHIP TRACK 1 CARD

Name : Aldre Elroy Joshua Doli Simanjuntak	Student ID : 00000036837
Address : Grand Wisata, Cluster Summer Festival, Blok AE 6 no. 16, Bekasi Timur, 17510	Mobile Phone : 6285748700030
MBKM Internship Track 1 Acceptance Letter No: 67	Letter Date : 06-02-2023
Advisor's Name : Rani Aryani Widjono, S.Sn., M.Ds.	
Company Name : OLIVER Agency (Unilever Studio)	
Company Address : Grha Unilever, Barat BSD City, Green Office Park, Jl. BSC Grand Boulevard, Sampora, Kec. Cisauk, Kabupaten Tangerang, banten	City : Tangerang Selatan Postal Code: 15345
Company Website : https://www.oliver.agency/https://www.unilever.co.id/	Company Phone : 021 8082-7000
Supervisor's Name : Gabriella Lotus Buntaro Supervisor's Phone : 087870175474 Supervisor's Email : gabriellabuntaro@ustudio.global	Supervisor's Position : Art Director Supervisor's Ext. : -
Department : U-Studio (Creative Agency)	Position : Graphic Design Intern
Acceptance Date : 07-02-2023	

This MBKM Internship Track 1 Card has been completed with my real information and can be accounted for. I am ready to be disqualified if the data given are incorrect.

Tangerang, June 28th 2023
Student's signature

Aldre Elroy Joshua Doli Simanjuntak



Supervisor's signature & Company stamp

Gabriella Lotus Buntaro

NUSANTARA

Lampiran C Daily Task MBKM *Internship Track 1*

MBKM-03 Daily Task - Internship Track 1

Daily Task

STUDENT ID : 00000036837
STUDENT NAME : Aldre Elroy Joshua Doli Simanjuntak
COMPANY NAME : OLIVER Agency (Unilever Studio)

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
1	07/02/2023	09:00	18:00	1. Dove: Banner Pemenang Paket Tour Labuan Bajo 2. Pond???s: Female Daily Awards Photoshoot for Age Miracle Serum n Serum Sheet Mask Serum	Approved at 31 Maret 2023 11:41
2	08/02/2023	09:00	19:00	1. Pond???s: Valentine Instagram Story Post 2. Pond???s: Female Daily Awards Photoshoot for Micellar Water 3. Revisi Dove Banner Pemenang	Approved at 31 Maret 2023 11:41
3	09/02/2023	09:00	19:00	1. Shopalyst: Untuk brand Pond???s, Vaseline, Glow & Lovely, dan Citra 2. Zwitsal: Mencari referensi untuk Key Visual dan Ingredients Product Transition 3. Melanjutkan Pond's Valentine Instagram Story Post	Approved at 31 Maret 2023 11:41

Notes:

1. Copied Form must be attached in report when registering for exam

In witness whereof the company,

Gabriella Lotus Buntaro
Art Director
Please sign along with the Company's stamp

MULTIMEDIA NUSANTARA

MBKM-03 Daily Task - Internship Track 1

Daily Task

STUDENT ID : 00000036837
STUDENT NAME : Aldre Elroy Joshua Doli Simanjuntak
COMPANY NAME : OLIVER Agency (Unilever Studio)

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
4	10/02/2023	08:00	17:00	1. Vaseline: Photoshoot for Vaseline Gluta-Hya and UV Extra Brightening - Valentine Vaseline UVEB - Vaseline UVEB Park & Picnic Concept - Female Daily Awards: Best Body Moisturizer > Gluta-Hya Gold - Sociolla Award: Best Body Lotion & Cream > Gluta-Hya Gold - Sociolla Award: Best Body Serum > Soft + Glow - Popbela Beauty Awards: Best Body Care Product > Gluta-Hya Pink 2. Melanjutkan Shopalyst untuk brand Pond???s, Vaseline, Glow & Lovely, dan Citra	Approved at 31 Maret 2023 11:41
5	13/02/2023	09:00	18:00	1. Melanjutkan Shopalyst untuk brand Pond???s, Vaseline, Glow & Lovely, dan Citra 2. Melanjutkan Pond???s Valentine Instagram Story Post	Approved at 31 Maret 2023 11:41
6	14/02/2023	09:00	18:00	1. Pond???s Men: TikTok Shooting 2. Weekly Huddle with Team	Approved at 31 Maret 2023 11:41
7	15/02/2023	09:00	18:00	1. Pond???s Men : Story Control Bro Gombal 2. Revisi Shopalyst untuk brand Pond???s, Vaseline, Glow & Lovely, dan Citra	Approved at 31 Maret 2023 11:41

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MBKM-03 Daily Task - Internship Track 1

Daily Task

STUDENT ID : 00000036837
STUDENT NAME : Aldre Elroy Joshua Doli Simanjuntak
COMPANY NAME : OLIVER Agency (Unilever Studio)

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
8	16/02/2023	09:00	18:00	1. Pond's Men: Story Isra Mi'raj 2. Melanjutkan Pond???s Men Story Control Bro Gombal	Approved at 31 Maret 2023 11:41
9	17/02/2023	09:00	18:00	1. Melanjutkan Pond???s Men Story Isra Mi'raj	Approved at 31 Maret 2023 11:41
10	21/02/2023	09:00	18:00	1. Pond???s: Do???s and Don???ts Pam Regime	Approved at 31 Maret 2023 11:41
11	22/02/2023	09:00	18:00	1. Melanjutkan Pond???s Do???s and Don???ts Pam Regime	Approved at 31 Maret 2023 11:42
12	23/02/2023	09:00	18:00	1. Pond???s Men: Flexing Skill Story 2. Melanjutkan Pond???s Do???s and Don???ts Pam Regime	Approved at 31 Maret 2023 11:42
13	24/02/2023	09:00	18:00	1. Dove: Photoshoot Hijab Raya| - Hijab with Model - Hijab Flat Lay with Product 2. Melanjutkan Pond???s Men Flexing Skill	Approved at 31 Maret 2023 11:43
14	27/02/2023	09:00	18:00	1. Pond???s Men: Tips Muka Bersih Story 2. Revisi Pond???s Do???s and Don???ts Pam Regime	Approved at 31 Maret 2023 11:42
15	28/02/2023	09:00	18:00	1. Pond's Men: TTS Story 2. Pond's Men: Under Control Story	Approved at 31 Maret 2023 11:43
16	01/03/2023	09:00	18:00	1. Pond???s: Promo PAM Story	Approved at 31 Maret 2023 11:43

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MBKM-03 Daily Task - Internship Track 1

Daily Task

STUDENT ID : 00000036837
STUDENT NAME : Aldre Elroy Joshua Doli Simanjuntak
COMPANY NAME : OLIVER Agency (Unilever Studio)

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
17	02/03/2023	09:00	18:00	1. Pond???s: Promo PBB Story 2. Melanjutkan Pond???s Promo PAM Story	Approved at 31 Maret 2023 11:43
18	03/03/2023	09:00	18:00	1. Melanjutkan Pond???s Promo PBB Story 2. Revisi Pond???s Promo PAM Story 3. St. Ives: Beautify Deck	Approved at 31 Maret 2023 11:43
19	06/03/2023	09:00	18:00	1. Revisi Pond???s Men Flexing Skill Story 2. Revisi Pond???s Men Tips Muka Bersih Story 3. Revisi Pond???s Do???s and Don???ts PAM Regime	Approved at 31 Maret 2023 11:43
20	07/03/2023	09:00	18:00	1. Pond???s: Kesalahan Saat Cuci Muka	Approved at 31 Maret 2023 11:43
21	08/03/2023	09:00	18:00	1. Pond???s: Before After - RG Asset	Approved at 31 Maret 2023 11:43
22	09/03/2023	09:00	18:00	1. Melanjutkan Pond???s Before After - RG Asset	Approved at 31 Maret 2023 11:43
23	16/03/2023	09:00	18:00	1. Pond???s: Greetings Nyepi 2. Pond???s: Greetings Puasa	Approved at 31 Maret 2023 11:43
24	17/03/2023	09:00	18:00	1. Pond???s: Winner Announcement IG Live 2. Revisi Pond???s Greetings Puasa	Approved at 31 Maret 2023 11:43

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Daily Task

STUDENT ID : 00000036837
STUDENT NAME : Aldre Elroy Joshua Doli Simanjuntak
COMPANY NAME : OLIVER Agency (Unilever Studio)

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
25	20/03/2023	09:00	18:00	1. Pond???s: Get Ramadan Glow with PAM	Approved at 31 Maret 2023 11:43
26	21/03/2023	09:00	19:00	1. Pond???s Men: Greetings Nyepi 2. Pond???s Men: Greetings Puasa 3. Melanjutkan Pond???s Get Ramadan Glow with PAM	Approved at 31 Maret 2023 11:43
27	24/03/2023	09:00	18:00	1. Revisi Pond???s Get Ramadan Glow with PAM	Approved at 31 Maret 2023 11:43
28	27/03/2023	09:00	18:00	1. Pond's Men: This or That 2. Melanjutkan Revisi Pond???s Get Ramadan Glow with PAM	Approved at 31 Maret 2023 11:43
29	28/03/2023	09:00	18:00	1. Pond???s Men: TVC 2. Melanjutkan Pond???s Men This or That	Approved at 31 Maret 2023 11:43
30	29/03/2023	09:00	18:00	1. Pond???s Men: Cara Menghindari Hasutan Batal 2. Melanjutkan Pond???s Men This or That 3. Melanjutkan Pond's Men TVC	Approved at 31 Maret 2023 11:43
31	13/03/2023	09:00	18:00	1. Resize Pond???s Men Flexing Skill menjadi Instagram Feeds 2. Resize Pond???s Men Tips Muka Bersih menjadi Instagram Feeds	Approved at 31 Maret 2023 11:43

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MBKM-03 Daily Task - Internship Track 1

Daily Task

STUDENT ID : 00000036837
STUDENT NAME : Aldre Elroy Joshua Doli Simanjuntak
COMPANY NAME : OLIVER Agency (Unilever Studio)

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
32	14/03/2023	09:00	18:00	1. Additional Frame untuk Pond???s Men Under Control 2. Revisi Pond???s Before After - RG Asset	Approved at 31 Maret 2023 11:43
33	15/03/2023	09:00	18:00	1. Pond???s: Greetings Nyepi 2. Additional Frame untuk Pond???s Kesalahan Saat Mencuci Muka	Approved at 31 Maret 2023 11:43
34	30/03/2023	09:00	18:00	1. Melanjutkan Pond???s Men Cara Menghindari Hasutan Batal 2. Revisi Pond???s Men This or That 3. Revisi Pond???s Men TVC	Approved at 07 April 2023 00:58
35	31/03/2023	09:00	18:00	1. Revisi Pond???s Men Cara Menghindari Hasutan Batal 2. Resize Pond???s Men TVC	Approved at 07 April 2023 00:58
36	03/04/2023	09:00	18:00	1. Pond???s: Why You Need Skinvestment	Approved at 07 April 2023 00:58
37	04/04/2023	09:00	18:00	1. Pond???s Men: Greetings Paskah 2. Pond???s: Greetings Jumat Agung 3. Pond???s Men: National Promo Struk	Approved at 07 April 2023 00:58
38	05/04/2023	09:00	18:00	1. Melanjutkan Pond???s Men National Promo 2. Pond???s: UV Protect Sun Serum Photoshoot 3. Pond???s: Greetings Paskah	Approved at 07 April 2023 00:58

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Daily Task

STUDENT ID : 00000036837
STUDENT NAME : Aldre Elroy Joshua Doli Simanjuntak
COMPANY NAME : OLIVER Agency (Unilever Studio)

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
39	06/04/2023	08:00	17:00	1. Melanjutkan Pond???s Greetings Paskah 2. Revisi dan Additional Frame untuk Pond???s Why You Need Skinvestment	Approved at 07 April 2023 00:58
40	10/04/2023	09:00	18:00	1. Pond's: Anti Aging Foods & Complete Your Anti Aging Looks with PAM - Mengerjakan frame 1-2	Approved at 11 Mei 2023 09:47
41	11/04/2023	09:00	18:00	1. Melanjutkan Pond's Anti Aging Foods & Complete Your Anti Aging Looks with PAM - Mengerjakan frame 3-4 2. Pond???s: One Micellar, Three Benefits - Mengerjakan frame 1-2	Approved at 11 Mei 2023 09:47
42	12/04/2023	09:00	18:00	1. Melanjutkan Pond???s One Micellar, Three Benefits - Mengerjakan frame 3 2. Pond???s: Weekly Hooray! 3. Revisi Pond's Anti Aging Foods & Complete Your Anti Aging Looks with PAM - Melakukan revisi pada frame 2-3	Approved at 11 Mei 2023 09:47

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MBKM-03 Daily Task - Internship Track 1

Daily Task

STUDENT ID : 00000036837
STUDENT NAME : Aldre Elroy Joshua Doli Simanjuntak
COMPANY NAME : OLIVER Agency (Unilever Studio)

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
43	13/04/2023	09:00	18:00	1. Revisi Pond's Anti Aging Foods & Complete Your Anti Aging Looks with PAM - Melakukan revisi pada frame 1 2. Pond???s: Step to Look Bening in Eid Fitr - Mengerjakan frame 1-2	Approved at 11 Mei 2023 09:47
44	14/04/2023	09:00	18:00	1. Revisi Pond???s Weekly Hooray 2. Revisi Pond's Anti Aging Foods & Complete Your Anti Aging Looks with PAM - Melakukan revisi pada frame 1 3. Revisi Pond???s One Micellar, Three Benefits - Melakukan revisi pada frame 2	Approved at 11 Mei 2023 09:47
45	17/04/2023	09:00	18:00	1. Melanjutkan Pond???s Step to Look Bening in Eid Fitr - Mengerjakan frame 3-5	Approved at 11 Mei 2023 09:47
46	18/04/2023	09:00	18:00	1. Pond's Men: Eid Greetings 2. Pond's Men: QnA Mudik - Mengerjakan frame 1-3	Approved at 11 Mei 2023 09:47
47	28/04/2023	09:00	18:00	1. Pond???s: Clean Your Face Day and Night! - Mengerjakan frame 1 2. Pond???s Men: Pengumuman Pemenang National Promo - Mengerjakan frame 1-3	Approved at 11 Mei 2023 09:47

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MBKM-03 Daily Task - Internship Track 1

Daily Task

STUDENT ID : 00000036837
STUDENT NAME : Aldre Elroy Joshua Doli Simanjuntak
COMPANY NAME : OLIVER Agency (Unilever Studio)

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
48	02/05/2023	09:00	18:00	1. Pond???s: Template Repost Sunscreen - Mengerjakan 4 jenis template. 2. Melanjutkan Pond???s Clean Your Face Day & Night! - Mengerjakan frame 2	Approved at 11 Mei 2023 09:47
49	03/05/2023	09:00	18:00	1. Melanjutkan Pond???s Clean Your Face Day & Night! - Mengerjakan frame 3-4	Approved at 11 Mei 2023 09:47
50	04/05/2023	09:00	18:00	1. Pond???s: Sunscreen Launch 2 - Mengerjakan frame 1-5 2. Revisi Template Repost Sunscreen - Melakukan revisi pada frame 3-4 3. Pond???s: Takaran Skincare yang Tepat - Mengerjakan frame 1	Approved at 11 Mei 2023 09:47
51	05/05/2023	09:00	18:00	1. Pond???s Men: Shooting Grebek Pemenang - Sebagai pemeran tambahan pengunjung cafe dan membantu crew 2. Melanjutkan Pond???s Takaran Skincare yang Tepat - Mengerjakan frame 2 3. Revisi Pond???s Template Post Sunscreen - Menyesuaikan backgroud template	Approved at 11 Mei 2023 09:47

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Art Director
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MBKM-03 Daily Task - Internship Track 1

Daily Task

STUDENT ID : 00000036837
STUDENT NAME : Aldre Elroy Joshua Doli Simanjuntak
COMPANY NAME : OLIVER Agency (Unilever Studio)

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
52	19/04/2023	09:00	18:00	1. Pond's: Greetings Lebaran 2. Glow and Lovely: Shooting Skincare Routine setelah Lebaran	Approved at 11 Mei 2023 09:47
53	08/05/2023	09:00	18:00	1. Melanjutkan Pond???s Takaran Skincare yang Tepat - Mengerjakan frame 3-4 2. Revisi Pond???s Sunscreen Launch - Melakukan revisi pada frame 2 - Mengganti packshot dengan file packshot baru	Approved at 11 Mei 2023 09:47
54	09/05/2023	09:00	18:00	1. Pond???s Men: Guardians of the Galaxy 2. Revisi Pond???s Sunscreen Launch 2 - Menambahkan sentuhan warna pink - Mengganti tulisan agar tidak besar kecil dan bold	Approved at 11 Mei 2023 09:47
55	10/05/2023	09:00	22:00	1. Pond???s: TVC Sunscreen 2. Pond???s: Wes Anderson Trend Shooting - Menjadi Art Director dan mengambil gambar bersama dengan Rosaline Agnes 3. Revisi Pond???s Sunscreen Launch 2	Approved at 17 Juni 2023 02:07

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Art Director
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MBKM-03 Daily Task - Internship Track 1

Daily Task

STUDENT ID : 00000036837
STUDENT NAME : Aldre Elroy Joshua Doli Simanjuntak
COMPANY NAME : OLIVER Agency (Unilever Studio)

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
56	11/05/2023	08:00	22:00	1. Membuat supers dan contoh color grading untuk Pond???s Wes Anderson Trend 2. Pond???s: Highlight Texture & Benefit??Sunscreen - Mengerjakan Frame 1	Approved at 17 Juni 2023 02:07
57	12/05/2023	08:00	22:00	1. Melanjutkan Pond???s Highlight Texture & Benefit Sunscreen - Mengerjakan Frame 2 2. Revisi Pond???s TVC Sunscreen - Peletakkan copy pada thumbnail, take out product, dan penggunaan #LebihDariSunscreen 3. Pond's: Coldplay Trend 4. Pond???s Men: Coldplay Trend 5. Revisi Pond???s Highlight Texture & Benefit Sunscreen - Take out texture gel 6. Revisi Pond???s Sunscreen Launch 2 - Tulisan kapital semua, berwarna hitam, revisi pada frame 2-5 7. Revisi Pond???s Wes Anderson Trend - Take out beberapa frame, penambahan copy pada beberapa frame	Approved at 17 Juni 2023 02:07
58	15/05/2023	08:00	22:00	1. Pond???s Men: Minis Invitation - Perubahan ukuran menjadi 4:5 - Perubahan copy di Frame 1-3	Approved at 17 Juni 2023 02:07

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MBKM-03 Daily Task - Internship Track 1

Daily Task

STUDENT ID : 00000036837
STUDENT NAME : Aldre Elroy Joshua Doli Simanjuntak
COMPANY NAME : OLIVER Agency (Unilever Studio)

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
59	16/05/2023	08:00	22:00	1. Pond???s Men: IGS Minis Invitation - Menambahkan wajah Bintang Emon dan Erika - Emphasize tulisan ???ERIKA & BINTANG EMON??? dengan diperbesar ukurannya - Perkecil tulisan ???Pada mau ga nih???? 2. Pond???s Men: IGS Minis Mechanism - Mengganti copy dan menghilangkan keterangan tanggal pada Frame 1 - Mengganti copy, menghilangkan copy di bagian bawah, dan menghilangkan foto KOL pada Frame 2 - Mengganti copy dan menghilangkan copy di bagian bawah pada Frame 3 3. Revisi Pond???s Men Minis Invitation - Mengubah alignment copy menjadi rata tengah pada Frame 2 - Mengganti ???Erika??? menjadi ???Erica??? 4. Revisi Pond???s TVC Sunscreen - Menempatkan gradasi pink pada bagian kanan bawah frame - Memindahkan tagar #LebihDariSunscreen menjadi di sebelah kiri	Approved at 17 Juni 2023 02:07

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Art Director
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MBKM-03 Daily Task - Internship Track 1

Daily Task

STUDENT ID : 00000036837
STUDENT NAME : Aldre Elroy Joshua Doli Simanjuntak
COMPANY NAME : OLIVER Agency (Unilever Studio)

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
59				bawah - Brief Editor untuk menyunting TVC bersama dengan template frame 5. Revisi Pond???s Wes Anderson Trend - Menyederhanakan jumlah frame agar durasi tidak terlalu lama	

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STUDENT ID : 00000036837
STUDENT NAME : Aldre Elroy Joshua Doli Simanjuntak
COMPANY NAME : OLIVER Agency (Unilever Studio)

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
60	17/05/2023	08:00	22:00	1. Pond???s Men: Live Report Template - Mengganti copy dibawah menjadi ???Pencarian cowok #BebasMinyakBebasAwkward??? - Menghilangkan police line di bagian atas frame - Crop dan zoom foto Erika agar tidak terlihat vulgar - Membuat template menjadi 4 buah agar dibedakan berdasarkan lokasinya - Menukar penempatan copy dibawah dengan copy lokasi 2. Revisi Pond???s Men Minis Invitation - Unggahan sebelumnya di take down - Memperbesar logo POND???S MEN - Menghilangkan semua background petir pada Frame 1 dan Frame 2 - Menghilangkan semua elemen kawat besi - Mengganti police line bertuliskan ???Zona bebas minyak bebas awkward??? - Menempatkan packshot Ultra Bright Oil Fighter pada Frame 3 3. Revisi Pond???s Men IGS Minis Mechanism - Merapikan foto Erika	Approved at 17 Juni 2023 02:07
60				agar tidak menutup tanggal	

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Daily Task

STUDENT ID : 00000036837
STUDENT NAME : Aldre Elroy Joshua Doli Simanjuntak
COMPANY NAME : OLIVER Agency (Unilever Studio)

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
61	18/05/2023	08:00	22:00	1. Revisi Pond???s Men Minis Invitation - Mengganti location ???Rasamata??? menjadi ???Rasamala??? 2. Revisi Pond???s Men IGS Minis Mechanism - Mengganti location ???Rasamata??? menjadi ???Rasamala??? 3. Revisi Pond???s Men Live Report Template - Mengembalikan copy ???Bebas Minyak Bebas Awkward??? pada bagian bawah repost template - Memperkecil tagar #BebasMinyakBebasAwkward pada bagian atas frame live report template - Memperkecil logo Indomaret - Menghilangkan opacity warna gelap	Approved at 17 Juni 2023 02:07

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Gabriella Lotus Buntaro
Art Director
Please sign along with the Company's stamp

MULTIMEDIA NUSANTARA

MBKM-03 Daily Task - Internship Track 1

Daily Task

STUDENT ID : 00000036837
STUDENT NAME : Aldre Elroy Joshua Doli Simanjuntak
COMPANY NAME : OLIVER Agency (Unilever Studio)

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
62	19/05/2023	08:00	22:00	1. Pond???s Men: Countdown Erika Carlina - Menambahkan booth di sebelah kanan - Menghilangkan digital image wink pada mata kiri Erika - Menghilangkan opacity hitam pada gambar Erika - Memperbaiki layout - Mengganti copy pada Frame 3-4 - Menambahkan keterangan lokasi dan jam pada Frame 4 2. Revisi Pond???s Men Live Report Template - Menyesuaikan dengan template sebelumnya 3. Revisi Pond???s Wes Anderson Trend - Mengganti copy pada frame 4-5 - Menambahkan copy pada frame 6-10 - Brief Editor untuk menyunting video Wes Anderson Trend	Approved at 17 Juni 2023 02:07

Notes:

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In witness whereof the company,

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Art Director
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MULTIMEDIA NUSANTARA

MBKM-03 Daily Task - Internship Track 1

Daily Task

STUDENT ID : 00000036837
STUDENT NAME : Aldre Elroy Joshua Doli Simanjuntak
COMPANY NAME : OLIVER Agency (Unilever Studio)

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
63	22/05/2023	08:00	22:00	1. Pond???s Men: Countdown Bintang Emon 2. Revisi Pond???s Highlight Texture & Benefit Sunscreen - Menambahkan icon pada setiap poinnya 3. Revisi Pond???s Takaran Skincare yang Tepat - Menyamakan copy agar menggunakan huruf besar semua - Memperkecil gambar masalah kulit pada frame 2	Approved at 17 Juni 2023 02:07

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MBKM-03 Daily Task - Internship Track 1

Daily Task

STUDENT ID : 00000036837
STUDENT NAME : Aldre Elroy Joshua Doli Simanjuntak
COMPANY NAME : OLIVER Agency (Unilever Studio)

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
64	23/05/2023	08:00	22:00	1. Revisi Pond???s Men Countdown Bintang Emon - Mengganti copy pada Frame 2 - Menambahkan keterangan lokasi dan jam pada Frame 2-3 - Menambahkan bubble chat 2. Revisi Countdown Erika Carlina - Menambahkan bubble chat 3. Revisi Pond???s Men Live Report Template - Mengembalikan penulisan ???Erica??? menjadi ???Erika??? 4. Revisi Pond???s Wes Anderson Trend - Menambahkan gradasi warna pink pada pojok kanan bawah opening frame dan end frame - Brief Editor untuk menyunting video Wes Anderson Trend agar grading warna lebih warm dan tidak membuat kulit talent menjadi ashy, dull, dan pale	Approved at 17 Juni 2023 02:07
65	24/05/2023	08:00	22:00	1. Revisi Countdown Bintang Emon - Menambahkan keterangan ???Komika??? dibawah nama Bintang Emon - Mengganti ???disana??? menjadi ???di sana??? - Menghilangkan efek grain 2. Revisi Countdown Erika Carlina - Menambahkan username Instagram Erika	Approved at 17 Juni 2023 02:07

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Art Director
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MULTIMEDIA NUSANTARA

MBKM-03 Daily Task - Internship Track 1

Daily Task

STUDENT ID : 00000036837
STUDENT NAME : Aldre Elroy Joshua Doli Simanjuntak
COMPANY NAME : OLIVER Agency (Unilever Studio)

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
66	25/05/2023	08:00	22:00	1. Pond???s Men: Pemenang Periode 2 2. Revisi Pond???s Men Minis Invitation - Unggahan sebelumnya di take down - Mengganti foto Erika Carlina 3. Revisi Countdown Erika Carlina - Mengganti foto Erika Carlina sesuai Minis Invitation 4. Revisi Pond's Age Miracle On and Off - Mengganti varian packshot essence menjadi Hya-Retinol Ultimate Glow Essence pada frame 2-3	Approved at 17 Juni 2023 02:07

Notes:

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Art Director
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MULTIMEDIA NUSANTARA

MBKM-03 Daily Task - Internship Track 1

Daily Task

STUDENT ID : 00000036837
STUDENT NAME : Aldre Elroy Joshua Doli Simanjuntak
COMPANY NAME : OLIVER Agency (Unilever Studio)

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
67	26/05/2023	08:00	22:00	1. Pond???s: Teaser Brand Ambassador 2. Pond???s: Cara Merawat Bekas Jerawat - Mengerjakan Frame 1 3. Revisi Pond???s Texture & Benefit Sunscreen - Membubuhkan huruf kapital di setiap awal poin kalimat - Menyamakan copy berbahasa Indonesia di setiap poinnya 4. Revisi Pond???s Sunscreen Launch 2 - Mengubah warna menjadi lebih kuning 5. Revisi Pond???s Takaran Skincare yang Tepat - Mengganti tangan dengan palet bening sebagai wadah takaran skincare pada Frame 3 - Memindahkan Pond???s Triple Glow Serum ke podium sebelah kanan agar penekanan pada Pond???s Serum Facial Foam	Approved at 17 Juni 2023 02:07
68	29/05/2023	08:00	22:00	1. Melanjutkan Pond???s Cara Merawat Bekas Jerawat - Mengerjakan Frame 2-3 2. Revisi Pond???s Sunscreen Launch 2 - Menyamakan warna gradasi pink sesuai referensi	Approved at 17 Juni 2023 02:07

Notes:

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Art Director
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MULTIMEDIA NUSANTARA

MBKM-03 Daily Task - Internship Track 1

Daily Task

STUDENT ID : 00000036837
STUDENT NAME : Aldre Elroy Joshua Doli Simanjuntak
COMPANY NAME : OLIVER Agency (Unilever Studio)

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
69	30/05/2023	08:00	22:00	1. Pond???s: Reminder Using Sunscreen 2. Pond???s: Countdown PAM Lab H-3 3. Revisi Pond???s Texture & Benefit Sunscreen - Menghilangkan headline pada frame 2 - Memindahkan tagar #LebihDariSunscreen ke sebelah kanan bawah 4. Revisi Pond???s Teaser Brand Ambassador - Mengganti bentuk story silhouette menjadi deskriptif - Menambah 2 frame dengan copy yang disesuaikan	Approved at 17 Juni 2023 02:07

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MBKM-03 Daily Task - Internship Track 1

Daily Task

STUDENT ID : 00000036837
STUDENT NAME : Aldre Elroy Joshua Doli Simanjuntak
COMPANY NAME : OLIVER Agency (Unilever Studio)

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
70	31/05/2023	08:00	22:00	1. Pond???s Men: Vesak Day Greetings 2. Revisi Final Pond???s Texture & Benefit Sunscreen - Merotasi tekstur sunscreen pada frame 2 - Memindahkan peletakkan copy agar seimbang 3. Revisi Pond???s Sunscreen Launch 2 - Menyamakan warna gradasi pink sesuai referensi dan meletakkannya seragam pada sebelah kanan bawah frame 4. Revisi Pond???s Teaser Brand Ambassador - Mengganti penyampaian teaser tanpa gambar siluet ambassador yang dimaksud. - Menambah Frame 2-3 5. Revisi Pond???s Takaran Skincare yang Tepat - Mengganti copy pada frame 1 - Menyamakan posisi gambar masalah kulit rata kiri - Menyamakan copy agar tidak menggunakan bold	Approved at 17 Juni 2023 02:07
71	05/06/2023	08:00	22:00	1. Pond???s: Edukasi Kolagen Berkurang - Mengerjakan Frame 1-2	Approved at 17 Juni 2023 02:07

Notes:

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MBKM-03 Daily Task - Internship Track 1

Daily Task

STUDENT ID : 00000036837
STUDENT NAME : Aldre Elroy Joshua Doli Simanjuntak
COMPANY NAME : OLIVER Agency (Unilever Studio)

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
72	06/06/2023	08:00	22:00	1. Pond???s: Countdown PAM Lab H-1 2. Revisi Pond???s Teaser Brand Ambassador - Mengganti copy pada Frame 1-3 - Brief editor untuk animate Frame 1-3 3. Melanjutkan Pond???s Edukasi Kolagen Berkurang - Mengerjakan Frame 3-4 - Menambahkan cover frame tanpa copy, menyesuaikan Brand Power	Approved at 17 Juni 2023 02:07
73	07/06/2023	08:00	22:00	1. Pond???s: Supers Instagram Story PAM Lab Day-1 - Post 1: mengerjakan Frame 1-3 - Post 2: mengerjakan Frame 1-5 2. Revisi Pond???s Edukasi Kolagen Berkurang - Mengganti copy pada frame 1 & 3 - Mengganti icon kulit kusam pada frame 2	Approved at 17 Juni 2023 02:07

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MULTIMEDIA NUSANTARA

MBKM-03 Daily Task - Internship Track 1

Daily Task

STUDENT ID : 00000036837
STUDENT NAME : Aldre Elroy Joshua Doli Simanjuntak
COMPANY NAME : OLIVER Agency (Unilever Studio)

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
74	08/06/2023	08:00	22:00	1. Pond???s: Product Shoot di PAM Lab Booth - Night Cream - Ultimate Youth Serum - Hya-Retinol Ultimate Glow Essence - Blur and Prime Eye Cream 2. Pond???s: Shooting Instagram Story PAM Lab Day-1 3. Memantau Hasil Video & Foto di PAM Lab Booth 4. Pond???s: Supers Instagram Story PAM Lab Day-2 - Post 1: mengerjakan Frmae 1-3 - Post 2: mengerjakan Frame 1-7 5. Pond???s: Supers Recap PAM Lab Day-1 & Day-2 - Mengerjakan Frame 1-12 6. Pond???s Men: Pengumuman Pemenang National Promo Periode 3	Approved at 17 Juni 2023 02:07
75	09/06/2023	08:00	22:00	1. Pond???s Men: Gebetan Anak Basket - Membuat ulang tampilan percakapan sosial media - Mengimplementasikannya pada Frame 1-3 2. Revisi Pond???s Supers Instagram Story PAM Lab Day-2 - Mengganti jumlah pertanyaan dari empat pertanyaan menjadi tiga pertanyaan, diikuti dengan total skornya	Approved at 17 Juni 2023 02:07

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MBKM-03 Daily Task - Internship Track 1

Daily Task

STUDENT ID : 00000036837
STUDENT NAME : Aldre Elroy Joshua Doli Simanjuntak
COMPANY NAME : OLIVER Agency (Unilever Studio)

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
76	10/06/2023	08:00	22:00	1. Pond???s: Thumbnail Recap PAM Lab Day-1 & Day-2 2. Revisi Pond???s Edukasi Kolagen Berkurang	Approved at 17 Juni 2023 02:07
77	11/06/2023	08:00	22:00	1. Pond???s: Supers PAM Lab Day-4 (Talkshow) 2. Pond???s: Template Add Story PAM Lab - Menyunting template Live Report menjadi bentuk persegi sama sisi untuk kebutuhan repost TVC PAM Lab 3. Memantau Hasil Video & Foto di PAM Lab Booth 4. Pond???s: Product Shoot di PAM Lab Booth - Facial Treatment Cleanser	Approved at 17 Juni 2023 02:07
78	12/06/2023	08:00	22:00	1. Pond???s Men: Tebak Kata 2. Pond???s Men: Tahukah Kamu? 3. Pond???s Men: Supers Recap IDM Minis 4. Revisi Pond???s Edukasi Kolagen Berkurang - Mengganti cover frame dengan serum yang serupa dengan Ultimate Youth Serum - Memberikan nuansa warna merah pada cover frame agar seragam dengan slide post lainnya	Approved at 17 Juni 2023 02:07

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MBKM-03 Daily Task - Internship Track 1

Daily Task

STUDENT ID : 00000036837
STUDENT NAME : Aldre Elroy Joshua Doli Simanjuntak
COMPANY NAME : OLIVER Agency (Unilever Studio)

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
79	13/06/2023	08:00	22:00	1. Revisi Pond???s Men Tebak Kata - Membuat background dan suasana seperti pada permainan game 2. Revisi Pond???s Men Gebetan Anak Basket - Mengganti background menjadi lapangan basket outdoor agar tidak fabricated - Mengganti isi chat dan copy pada Frame 1 - Menambahkan emoji dan mengganti penamaan kontak pada isi chat agar terlihat lucu bergurau pada Frame 1 dan 2 - Mengganti copy pada Frame 3 3. Melanjutkan Pond???s Men Tahukah Kamu?	Approved at 17 Juni 2023 02:07
80	14/06/2023	08:00	22:00	1. Pond???s Men: Pelan-pelan Pak Supir - Mengerjakan Frame 1-5 2. Pond???s Men: Tips Jadi Asik di Tongkrongan - Mengerjakan Frame 1-5 3. Revisi Pond???s Men Tahukah Kamu? - Membuat alignment copy pada Frame 1 agar center atau rata tengah - Mengganti ???hari nya??? menjadi ???harinya??? - Mengganti copy pada Frame 3	Approved at 17 Juni 2023 02:07

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Art Director
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MULTIMEDIA NUSANTARA

MBKM-03 Daily Task - Internship Track 1

Daily Task

STUDENT ID : 00000036837
STUDENT NAME : Aldre Elroy Joshua Doli Simanjuntak
COMPANY NAME : OLIVER Agency (Unilever Studio)

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
81	15/06/2023	08:00	22:00	1. Pond???s Men: Pollution 2. Pond???s Men: Ga Bahaya Ta? 3. Kami Unilever: Cover IGS Recap Sun Protection Festival 4. Revisi Pond???s Men Tebak Kata - Memindahkan penempatan copy pada bagian atas kotak-kotak huruf - Mengganti copy 5. Revisi Pond???s Men Tahukah Kamu - Mengganti headline pada Frame 1-2 - Memindahkan penempatan headline dan body text di tengah pada Frame 1-2 6. Revisi Pond???s Men Tips Jadi Asik di Tongkrongan - Mengganti headline pada Frame 3 - Mengganti copy pada Frame 5 7. Revisi Pond???s Men Gebetan Anak Basket - Menambah satu frame diantara Frame 3 dan Frame 4 sebagai jembatan informasi diantara keduanya	Approved at 17 Juni 2023 02:07

Notes:

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MULTIMEDIA NUSANTARA

MBKM-03 Daily Task - Internship Track 1

Daily Task

STUDENT ID : 00000036837
STUDENT NAME : Aldre Elroy Joshua Doli Simanjuntak
COMPANY NAME : OLIVER Agency (Unilever Studio)

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
82	16/06/2023	08:00	22:00	1. Pond???s Men: Tips Kontrol Minyak 2. Pond???s Men: Rekam Suara Konten Pollution 3. Revisi Pond???s Reminder Using Sunscreen - Menambahkan bola ingredients pada Frame 2 & 4 - Menambahkan satu frame yang di tweak dari Sunscreen Launch sebelumnya sebagai Frame 3 4. Revisi Pond???s Takaran Skincare yang Tepat - Mengubah copy pada Frame 1 - Merombak ulang Frame 3 karena terdapat penambahan informasi takaran	Approved at 23 Juni 2023 12:19

Notes:

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Art Director
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MBKM-03 Daily Task - Internship Track 1

Daily Task

STUDENT ID : 00000036837
STUDENT NAME : Aldre Elroy Joshua Doli Simanjuntak
COMPANY NAME : OLIVER Agency (Unilever Studio)

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
83	19/06/2023	09:00	18:00	1. Pond???s Men: Tips Sukses 2. Pond???s Men: Supers Pond???s Men x DBL Bootcamp Recap 3. Revisi Pond???s Reminder Using Sunscreen - Menyamakan warna tulisan pada Frame 3 4. Revisi Pond???s Takaran Skincare yang Tepat - Mengganti gambar timbangan menjadi model pada Frame 1 agar lebih menjawab PSD (Purpose, Science, Desire) 5. Mencari backsound dan sound effect untuk Pond???s Men Gebetan Anak Basket - Brief Editor untuk menyunting video Gebetan Anak Basket menjadi 3 video terpisah 6. Mencari backsound dan sound effect untuk Pond???s Men Pollution - Brief Editor untuk menyunting video Pollution menjadi 2 video terpisah	Approved at 23 Juni 2023 12:19
84	20/06/2023	09:00	18:00	1. Pond???s Men: Meme 2. Pond???s Men: Tips Sukses 3. Mencari backsong untuk Pond???s Men x DBL Bootcamp Recap	Approved at 23 Juni 2023 12:19

Notes:

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Art Director
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MBKM-03 Daily Task - Internship Track 1

Daily Task

STUDENT ID : 00000036837
STUDENT NAME : Aldre Elroy Joshua Doli Simanjuntak
COMPANY NAME : OLIVER Agency (Unilever Studio)

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
85	21/06/2023	09:00	18:00	1. Pond???s Men: National Promo Countdown - Mengerjakan Frame 1-3	Approved at 23 Juni 2023 12:19
86	22/06/2023	09:00	18:00	1. Pond???s Men: Pengumuman Pemenang National Promo Periode 4 2. Pond???s: TikTok Sparks 3. Pond???s: Billboard Sunscreen	Approved at 23 Juni 2023 12:19

Notes:

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Gabriella Lotus Buntaro
Art Director
Please sign along with the Company's stamp

MULTIMEDIA NUSANTARA

Lampiran D Lembar Verifikasi Laporan MBKM *Internship Track 1*

MBKM-04 Verification Form of Internship Report MBKM Internship Track 1

VERIFICATION FORM OF INTERNSHIP REPORT
MBKM INTERNSHIP TRACK 1

Student's Internship Track 1 Advisor

Name : Rani Aryani Widjono, S.Sn., M.Ds.

I , who signed below

Name : Gabriella Lotus Buntaro

Position : Art Director

Company : OLIVER Agency (Unilever Studio)

had received, read and approved the Internship Report from

Student ID : 00000036837

Student Name : Aldre Elroy Joshua Doli Simanjuntak

Period : June 2023

Report Title : Designing Digital-Based Promotional Media for Facial Care Products at Unilever Studio

Tangerang, 28 Juni 2023

Rani Aryani Widjono, S.Sn., M.Ds.
Student Advisor

Tangerang, 28 Juni 2023

Gabriella Lotus Buntaro
Supervisor
Sign along with the Company's stamp

NUSANTARA

Lampiran E Surat Penerimaan Magang

STUDIO

SURAT KETERANGAN MAGANG KERJA

067/ACD-TC/I/2023

Sehubungan dengan akan dilaksanakannya kegiatan magang kerja yang berlokasi di Grha Unilever, Jl. BSD Boulevard Barat Green Office Park Kavling 3, BSD City, Tangerang, 15345 dari tanggal 7 Februari 2023 s/d 7 Agustus 2023, maka dengan ini kami menerangkan bahwa:

Nama	: Aldre Elroy Joshua D. S.
Sekolah/Universitas	: Universitas Multimedia Nusantara
Jurusan	: Desain Komunikasi Visual
Lokasi Penempatan	: Grha Unilever (Head Office)

Bahwa peserta magang kerja pada divisi team creative sebagai Graphic Design Intern, dengan tanggung jawab mengembangkan kebutuhan komunikasi visual untuk berbagai brand integrasi Unilever ke berbagai media dengan konsep, layout, dan kru penunjang divisi kreatif U-Studio.

Demikian surat keterangan ini dibuat untuk dapat digunakan sebagaimana mestinya.

Tangerang, 6 Februari 2023

Arina Karen Renata
Associate Creative Director

UNIVERSITAS MULTIMEDIA NUSANTARA

Lampiran F Surat Keterangan Pembekalan Magang (SKPM)

SURAT KETERANGAN

Dengan ini menyatakan bahwa,

Nama : Aldre Elroy Joshua Doli Simanjuntak
NIM : 00000036837
Prodi : Desain Komunikasi Visual

telah mengikuti **"Pembekalan Magang Program Studi Desain Komunikasi Visual"** yang diadakan pada hari **Jumat, 10 November 2022 dan dilaksanakan secara offline di Lecture Theatre.**

Demikian surat keterangan ini dibuat untuk digunakan sebagaimana mestinya.

Tangerang, 11 November 2022

Elfira Wahyono, M.Si., CPRW
Manager External Student Affairs

Fonita Theresia Yoliando, S.Ds., M.A.
Ketua Program Studi DKV

N U S A N T A R A

Lampiran G Surat Keterangan Aktif Kerja Magang

STUDIO

SURAT KETERANGAN AKTIF KERJA MAGANG

084/IC/VI/2023

Dengan hormat,

Yang bertanda tangan di bawah ini:

Nama : Gabriella Lotus Buntaro

Jabatan : Art Director

Melalui surat ini, menyatakan bahwa sehubungan dengan surat penerimaan kerja magang pada tanggal 24 Januari 2023 dan dalam rangka memberikan pengalaman praktek dan penerapan teori pada program Sarjana strata Satu Universitas Multimedia Nusantara, yang beridentitas di bawah ini :

Nama	: Aldre Elroy Joshua Doli Simanjuntak
Sekolah/Universitas	: Universitas Multimedia Nusantara
Jurusan	: Desain Komunikasi Visual
Lokasi Penempatan	: Grha Unilever (Head Office)

Masih menjalankan proses magang di U-Studio pada divisi *Team Creative* sebagai *Graphic Designer Intern* yang dilaksanakan sesuai keterangan pada surat penerimaan magang.

Demikian surat keterangan ini dibuat,
atas perhatian dan kerjasamanya kami ucapkan terima kasih.

Tangerang, 26 Juni 2023

Gabriella Lotus Buntaro
Art Director

UNIVERSITAS MULTIMEDIA NUSANTARA

Lampiran H Hasil *Turnitin*

Laporan Magang - Aldre Elroy Joshua Doli Simanjuntak

ORIGINALITY REPORT

8%	8%	0%	1%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

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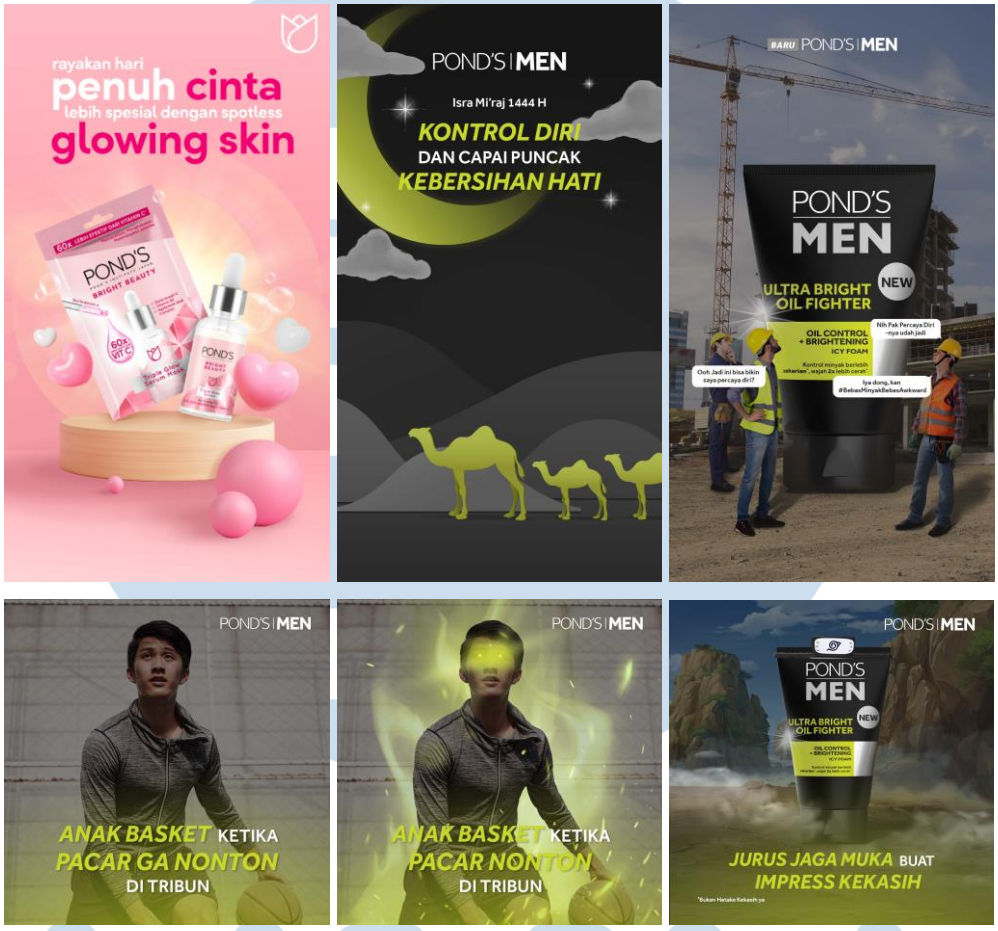
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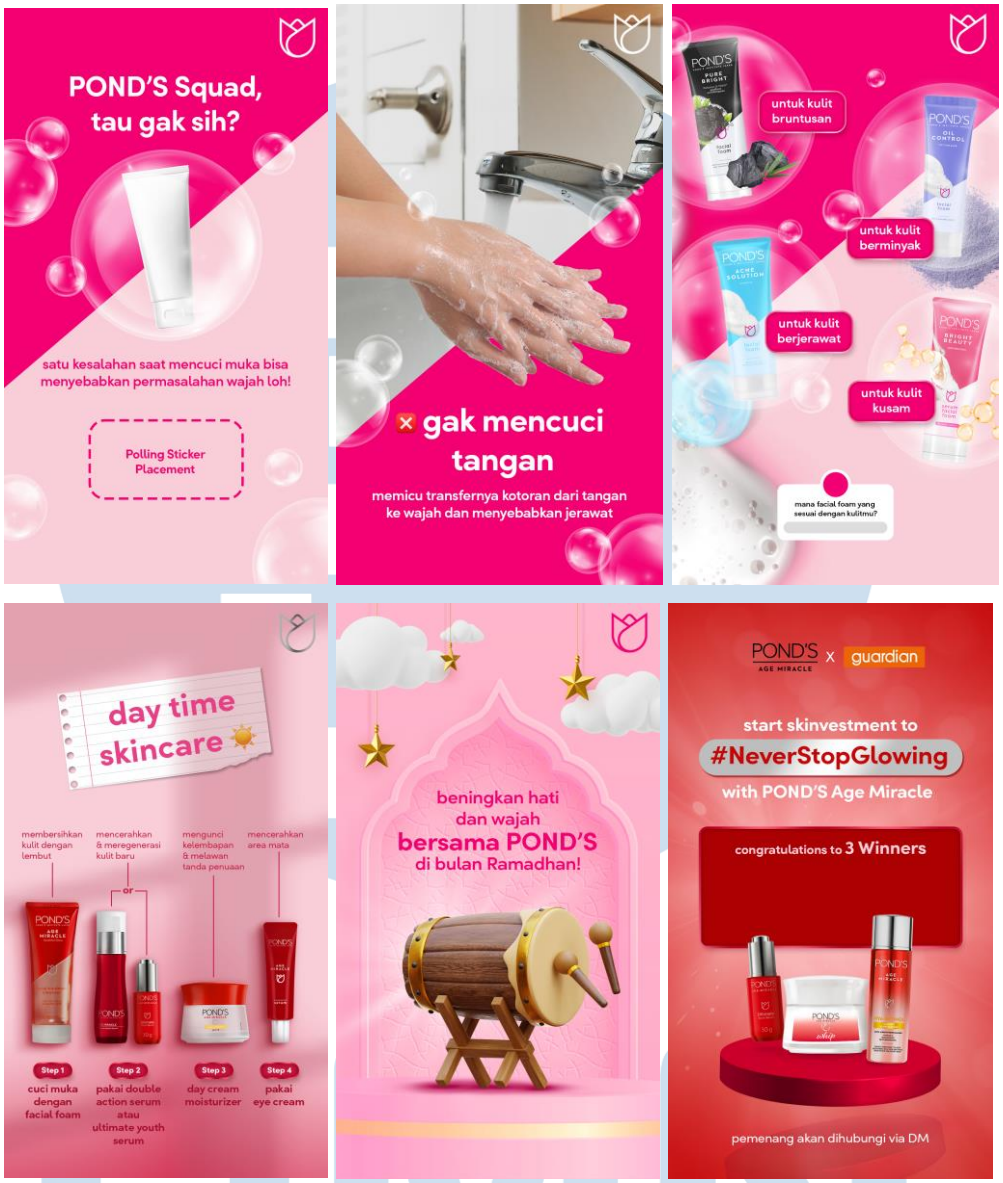
Lampiran I Karya-karya Lainnya

1. Bulan Februari



2. Bulan Maret

UMN
UNIVERSITAS
MULTIMEDIA
NUSANTARA



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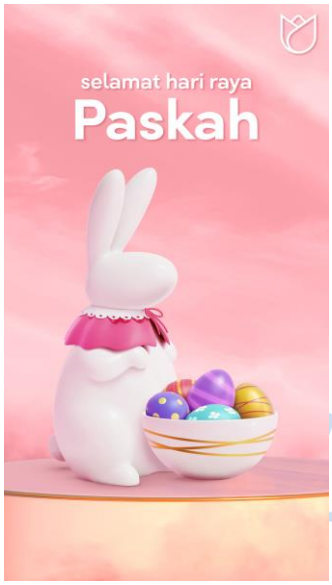








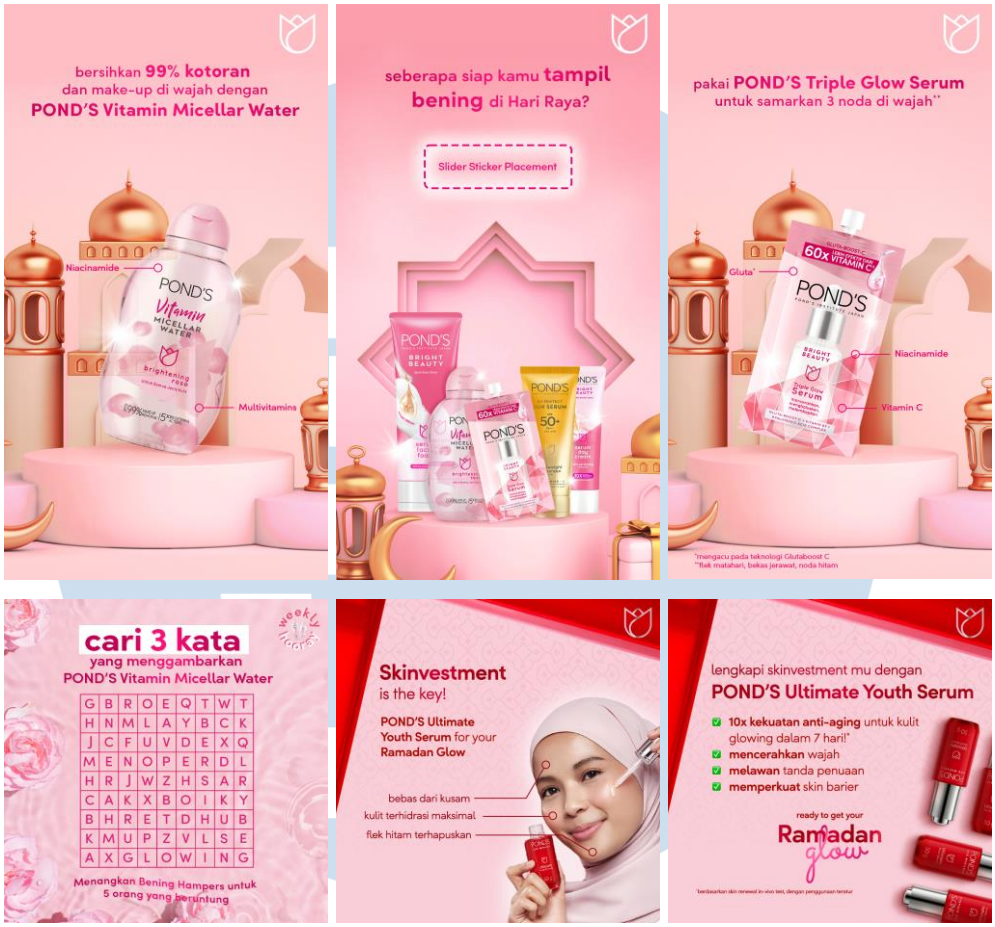
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