CHAPTER I
INTRODUCTION

1.1. Background Job Training

Advances in technology have now been growing rapidly, along with the demands of the job / industry competition is more and more popping up, so that the perpetrators are always willing to act effectively and at the forefront in producing a work / outcomes for the creation of resilience to be able to follow a process always exist in the competitive travel industry . In terms of the creative field of design, technology is an extremely important element in it, without all the work of technology ideas creative thinking will only be thinking of an idea without concrete results. Thus the impact of what happens in the rapid advancement of technology to be grateful for it all can affect the design of creative industries in terms of the creation of a work.

The creative design of many kinds, ranging from designing a website design, posters, banners, and other promotional media. Making Banner ads that have value to the community for praktikan socialization is a task that is to have meaning, it is sometimes cursory Banner just bring up a tagline / several sentences that are not too many, but often the emphasis and the core of what is presented is very thick and it was felt itself is a fairly reliable way of delivering a message. In addition to socialization, Banner ads are also a lot packed in shape stand out as the main focal point of many people. Banner ads are usually made with the format jpg, png and gif.

.

In the modern era have now been many emerging digital printing as a place of visual media services, whether its purpose as a media campaign, campaigns, and other socializing. Banner-making easily available iklans

emakin resulting Banner advertising has now become a familiar media. In terms of functionality and coverage makes Banner advertising is a visual medium that must exist in the area needs.

The purpose and objective of making the banner ads on radio 99 BANDUNG ERS-themed event this funky, with some appearance of a bright and very interesting that later can be an ad that appeals to masarakat to be able to keep abreast of events at 99ERS held. As the actors creative design, manufacture Banner ads certainly do not rely solely on the tagline or the content of what is in the banner ad itself, but also must consider aspects of the design. Create a banner ad with the theme and content that contains its own appeal, and then combined with attractive design can make banner ads as a forum for the delivery of visual media that will look complex in terms of content and design.

1.2 Objectives of the Job Training

Spur of the academic curriculum, especially in visual communication design majors University Computer Indonesia, namely, fulfilling course kewajiaban implement practical work as one of the existing curriculum and compulsory, and increase knowledge of the real world of employment

1.3 Execution Time and Place of Work PraktekKerja

Practices implemented for ± 1 (one) month since the release of a statement received a letter from the Job Training ERS BANDUNG RADIO 99. Activities carried out practical work in the BRI TOWER lt14th floor. Implementation conducted from 1April until 30April 2011. Hours of work time to get permission from the company adapted to the activity classes

CHAPTER II
COMPANY OVERVIEW

2.1 History of firms

First on-air on September 9, 2000 for 9 days and then stopped for system improvement and return on-air on December 22, 2000.
Position to the 3 (three) for listeners 15-24AB and the 7 (seven) for all segments in the 2001 AC Nielsen survey, when the 99ers 9-month-old.
Precise air 99ers 1.5 years, the 99ers managed to reach the top for a youth radio 1, the 15-24AB audience segment and the 5 (five) for all segments in the 2002 AC Nielsen survey.
99ers back into a youth radio (15-24AB) Bandung 1 ranking also rose to the position of 3 (three) the listener all the time segment AC Nielsen survey published 2003.
For 3 (three) years in a row 99ers Radio radio position of young people (15-24AB) 1 AC Nielsen survey Bandung in May 2004.Semua this achievement can be achieved because the 99ers Radio promotion is good and right and consistent and inconsistent.

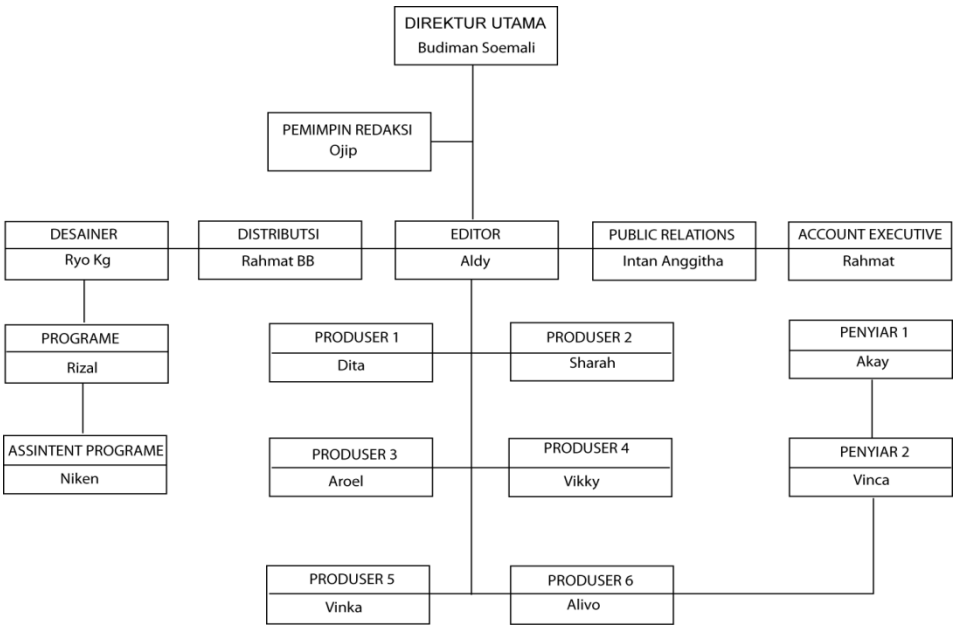
2.2. Company Profile

2.2.1 Name of Company: 99ERS Radio BANDUNG
2.2.2 Field prusahaan: Radio Stations
2.2.3 Forms of legal entity:

Business License: 510/2-02163-BMPPT
TIN: 21.084.773.7-424.000
SK Domicile: 07/DP/IV/GRH/09
KH IG / IS: 503/IG-2457/BMPPT

2.2.4 Corporate Organization Structure

In running his company RADIO STATION 99ERS BANDUNG always uphold professionalism and discipline, and therefore formed an organization which is intended to run constantly working system with a neat and well organized, all of that later formed the chart of the organizational structure within which covers all staff involved the company and position of every employee. The organizational structure chart RADIO STATION 99ERS BANDUNG looks like the image below:



II.1 image. Organizational Structure

2. 3 Company Logo



II.2 image RADIO Logo 99ERS BANDUNG
(Source: Office BANDUNG 99ERS)

Logo is the abbreviation of the logotype. terms of the new logo appeared in 1937 and is now more popular than the term logos logotype. The logo can use any element, text, Logograms, drawing, illustration, and others. Many say the logo is an image element / symbol on the visual identity (Surianto Rustan, 2009, p.12-13). So to say that the logo is a form of visual images with a certain sense which has an important role as a function of a differentiator, or as a separate identity.

99ERS BANDUNG own Radio Station has an identity logo Logo Type formed a union of three pieces of the letters E, R, S, and two numbers where the letters are indentitiy founder of the company and number 99 is the anniversary of the establishment, at the bottom there is the numbers and names city, it is because now 99ERS have branches in Jakarta as the location and no distinction of 99ERS frequency waves that exist in the city. Radio Stations BANDUNG 99ERS logo created by the placement of an upright standing position and the impressive power of robustness, in accordance with the spirit of the company's philosophy that continues to be

CHAPTER III
REPORT WORK PRACTICES

3.1. Praktikan role in the Company

In working practices at the company, just as the executor praktikan practical work, run the command in making the task - the task of a design project of the company leadership and guidance in the process by which senior staff were also a designer.

3.2. During Praktikan job working in the Company

RADIO 99 In this BANDUNG ERS, praktikan get a job to make the event a banner ad on the inside it contains a call to attend an event. This banner ad will be posted on a film magazine, the installation of Banner ads have goals and intentions relating to playback the soundtrack of the movies that exist.

3.3. Working methods

In the implementation of practical work, praktikan has worked on several tasks that have been provided by the company, while some of the software used in the execution of tasks such as Adobe Photoshop and Corel Draw. In the practical work there is actually a division of tasks with the other co-workers and here praktikan got an assignment to design a banner ad in which the process is more praktikan using Adobe Photoshop as the software support task execution.

Prior to execution of tasks, praktikan lot of referrals from the top companies that include a desire on how and what kind of banner ad designs to be made later. In it covers the design concepts from a variety of mixing visual elements that exist, such as color, image, background, font and image messages and hopefully will be generated so that there is harmony with the environment and the theme of the place where the banner ads placed.

See the wide range of reference and conduct assistance is also a concept that working methods praktikan do. Reference herein praktikan much to see and pay attention to several examples of banner ads that are found outside as a form of comparative studies and case studies in more deeply. Assistance is made on top of the company is the goal to achieve a proper desire of how and what kind of banner ads should be designed.

3.4. Design

- Banner will be made this has a supporting sponsor of Cinemax magazine. Due to the installation of the bottom of the magazine to coincide, then the use of bright colors is more conspicuous and more attractive to keliahatan

- Banner will contain the contents of an invitation to attend events at 99ERS BANDUNG held by the things that teenagers hanging design stylish and funky music are designed as closely as possible but still substantial.

- Target audience has a teenager, has no gender restrictions, the most important audience can read and certainly Banner aimed at all who saw the magazine.

3.4.1 Concept Design

The concept design has several aspects that have been determined, namely:

A. Movie music

Banner is the content of the message you want highlighted the first goal is to invite young people to stay tune on 99ERS, and participate in new program 99ERS BANDUNG.

2. The theme of Conformity

The theme of the imaged / Banner design must be described in accordance with what the audience wants, so there is a continual harmonious relationship between the media with the goal object.

3. Interesting

Banner design is made as attractive as possible to the interested audience to see and read and also must pay attention to the messages.

4. Right On Target

Everything is included in the Banner to be right on target to target, both in terms of message, visual or other elements that support.

3.4.2 Technical Design

Making a direct banner design done in Adobe Photoshop CS2 program, while the steps - steps as follows:

Figure III.1. Design background

Background made with a black background full

Picture III.2. Determine the image support

As it pertains to the movie soundtrack on adding some music and movie equipment components

The color red as the sun is an element of beauty in the Banner penamabah

Picture III.3.Menentukan Typography The Font Used in selected

in the design Banner design uses two kinds of fonts, the Lucida Sans

(bold), Ravie (bold). Font selection is emphasized in its sharp and sturdy due to represent the typeface that are inside of the meaning of the message contained in Banner. Ravie is written in the form of "Funky movie" size 44.78, and "Keep Listening" size 14.51, and other font Lucida Sans use.

For "funky movie" made higher as the theme of the event that the lift is dominated 99ERS color black, yellow and red, and the colors are crem, white, orange, and blue donker. Black, yellow and red used to be more prominent imaging glamor and luxury to a cinema and glamoritas mengimagekan, while for. Additional color image is part of an additional element

Picture III.4. layour
BANDUNG 99ERS logo placement and Cinemax in the lower right side of the typical image of the design 99ERS BANDUNG, and tagline are in the middle with a large size to make it more prominent, then the content / contents are placed under to read because of its smaller size, message content is placed on another image image which represents the meaning of the picture.

Figure III.5. Display End
III.6 image. Banner ads are created form

III.7 image. Examples of ad placement

PT logo placement. RAIL BANK LIMITED and MUAMALLAT on the left side as a symbol of the introduction, such as when reading in general, starting from the left side, and tagline are in the middle with a large size to make it more prominent, then the content / contents are placed under to read because of its smaller size, another message content placed on the

image which the image represents the meaning of the picture
Detailed technical data:

• Client: 99ERS BANDUNG
• Size: 2500pixels x 600pixels
• Theme: Banner Design events
• Color: Black Background (C: 75:, M: 68, Y: 67, K: 90) # 000000
• Color Content:
  Red (C: 0, M: 99, Y: 100, K: 0) # ff0000
  White (C: 0, M: 0, Y: 0, K: 0) # ffffff
  Orange (C: 7, M: 50, Y: 100, K: 0) e99000
  yellow (C: 3, M: 7, Y: 93, K: 0) fbda00

Typography: As mentioned previously emphasized that the selection of typefaces on the impression or image funky shapes and slang as a symbol of the Banner message that contains an invitation to Pengemar music and movie soundtrack music for mengukiti program which is held 99ERS.
Fonts used are:
Ravie: Sample,
Lucida san: Sample

CHAPTER IV
CONCLUSION

Work practice is a means of testing the quality and quantity of what has been obtained within the scope of the lecture and then it all applied to the world of work. Not only as a pre-condition for taking the final, but more than that the implementation of practical work experience and can give a distinct impression upon us, there where we can feel how to work as a unit in cooperation with people - people around in the company which are interrelated in it in a journey process to achieve the desired goal. Work is also sharpening our practice to think conceptually and systematically. The overall attitude was then done by a professional, disciplined and responsible.

Praktikan very grateful for the opportunity provided by the course of this practical work. Lots of new things to get where it's not all get on the activities praktikan lectures. A work process in the work that is more than just a job, but has a use value and function in it.

Banner as a medium that is familiar to the public. Banner is often found around our environment, both inside has value as a means of promotion or dissemination media. Application of various media, Banner is one of the media that is usually always included in it with the media - other media. Praktikan therefore can not be arbitrary in the design process. There are various aspects in it so how will be able to have the banner of social values and messages conveyed in clear, simple but interesting to look at in terms of visual appearance. Finally, hopefully get praktikan experience in the course of work practices can be helpful and bring value - the value of a positive future for praktikan in the world of work later.