ABSTRAK

Laporan kerja praktek ini berisi tentang latar belakang serta tujuan Praktikan melakukan kerja praktek di perusahaan PT. Cakrawala Mediatama (SUAVE Magazine). Selain itu juga membahas sejarah singkat, serta profil perusahaan seperti logo, visi dan misi, detail majalah, spesifikasi teknis, *contents*, dan struktur organisasi perusahaan.

Adapun pekerjaaan yang dilakukan Praktikan selama kerja praktek di SUAVE Magazine yaitu sebagai penata *layout*. Mulai dari pengumpulan data seperti *image* yang telah dibuat oleh *Creative Director* dan teks yang dibuat oleh *Managing Editor* yang kemudian kedua data tersebut dimasukkan ke *layout* yang telah disediakan *template*-nya oleh perusahaan. Setelah itu *layout* majalah yang telah selesai dikerjakan harus melalui tahapan asistensi terlebih dahulu kepada *Creative Director* agar bisa diproduksi dan dicetak.

ABSTRACT

A report of work practice it contains about the background and my purpose working on a practice in the company PT. Cakrawala Mediatama (SUAVE Magazine). Besides that also discuss a brief history, profile logo, as well as companies like vision and mission, detail magazines, technical specifications, contents, and the organizational structure of the company.

The work done me during labor practices in suave magazine namely as a sponsor of the layout of. Starting from collecting the data like image that has been created by Creative Director and text that made by the Managing Editor who then the data put the layout of which has been provided template-nya by the company. After that the layout of a magazine that has been completed work must go through stages assistance beforehand to Creative Director to be produced and printed.