

ABSTRACT

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ACTIVITIES IN THE POWER TOOLS DEPARTMENT AT MARKETING SUB-DEPARTMENT AT PT ROBERT BOSCH INDONESIA

During a six-month internship as a Marketing intern in the Power Tools business department of PT Robert Bosch Indonesia, the intern gained valuable experiences that serve as a foundation for building a career in communication. The activities performed during the internship closely align with various theories and concepts previously studied in college. Through this internship, the intern aims to convert the coursework of Professional Work, Communication Seminar, Public Relations Law and Ethics, Mass Media Management, and Crisis Management. To fulfill the objectives of these courses, the intern was directly involved in managing campaigns, building customer relationships, analyzing and investigating issues within campaigns, creating plans to mitigate potential crises, initiating business communication with colleagues both externally and internally, and acting as a bridge to facilitate communication between the company's internal and external stakeholders. The intern also learned about the limitations and ethical guidelines a Public Relations professional should adhere to in the workplace while aligning with the company's vision and mission. The intern endeavored to utilize this experience as a platform to practice and apply various communication theories and concepts previously learned. Beyond offering new insights and enhanced skills in communication, this internship also provided an understanding of how a multinational industrial company operates, particularly in the realm of business communication.

Keywords: Marketing, Internship, Communication, Campaign.