

## **ABSTRACT**

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### **MARKETING COMMUNICATION ACTIVITIES AT THE RITZ-CARLTON JAKARTA, MEGA KUNINGAN.**

*The intern participated in the Merdeka Belajar Kampus Merdeka (MBKM) internship program at The Ritz-Carlton Jakarta, Mega Kuningan, as a member of the Marketing Communication team. Through this program, the intern had the opportunity to deepen their knowledge and develop skills relevant to the field of communication, particularly within the hospitality industry. As part of the team, the intern was responsible for various tasks involving internal and external communication, such as crafting effective communication messages and ensuring that information was accurately delivered to all stakeholders. The intern also conducted research on Key Opinion Leaders (KOL) to support hotel campaigns, benchmarked major events to identify current trends, and analyzed partnership and advertising strategies to enhance campaign effectiveness. This experience provided the intern with the opportunity to apply theories learned in their academic coursework. For instance, Communication Seminar taught valuable research methodologies, Crisis Management equipped the intern with the skills to handle challenging situations related to corporate reputation, and Mass Media Management offered insights into managing and navigating media dynamics. Furthermore, the intern put into practice knowledge from Public Relations Law and Ethics, such as developing partnership proposals for strategic collaborations with prominent companies, including Late Checkout and Cathay Pacific. This not only enhanced their understanding of professional ethics but also offered hands-on experience in building partnerships with diverse business stakeholders. Beyond technical skills, the program also taught important lessons in effective time management, cross-generational communication, and adaptability in a dynamic professional work environment.*

**Keywords: tourism, marketing communication, internship.**