

ABSTRACT

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DESIGNING A MARKETING KIT FOR THE MARKETING DIVISION OF PT. SOMAGEDE Indonesia

Professional work practice is one way to get to know the world of work. The material and lessons learned during college can be applied to professional work practices. Professional work courses are mandatory courses that Development Jaya University students must take to hone the skills they have learned during their studies. Practitioners carry out professional work practices at PT. Somagede Indonesia, which operates in the engine and automotive components industry, is part of the marketing division. Practitioners are assigned to create media designs for the company's marketing needs in the form of print and digital media. Professional work can provide practical experience in honing skills and applying them in the professional work practice process. With this, practitioners get a direct picture of the world of work.

Keywords: *Professional Work, Marketing, Media*