

ABSTRACT

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PROFESSIONAL WORK ACTIVITIES AS ADMINISTRATIVE MARKETING SUPPORT IN THE MARKETING DIVISION AT PT SUMBER JAYA KELOLA INDONESIA GRAHA RAYA MODERN MARKET

Practitioners underwent professional work for five months accounting for 846 hours at PT Sumber Jaya Kelola Indonesia Graha Raya Modern Market unit, and were placed in the marketing division as administrative marketing. In its implementation, practitioners are directly involved in various marketing activities, such as managing tenant data, making lease agreement letters, taking care of tenant activity permits, assisting in the implementation of soft opening events, and inputting billing data into the RAMA system. Practitioners also play a role in communication with tenants and filing documents. During professional work, practitioners faced several challenges such as lack of work experience, difficulty operating the system, and lack of confidence when communicating. However, through guidance and personal initiative, practitioners were able to overcome them and gained a lot of experience and new knowledge that is useful for future career preparation.

Keywords: Professional Work, Marketing Administration, Marketing, Graha Raya Modern Market, Work Experience.