

ABSTRACT

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IMPLEMENTASI *PEOPLE AND CULTURE INTERN* PADA DIVISI SUMBER DAYA MANUSIA DI PT PINTAR PEMENANG ASIA

Professional Work (KP) is a part of the academic program aimed at providing students with direct experience so they can apply the theories learned in the workplace. The intern conducted their Professional Work as a People and Culture Intern in the Human Resources Division (People and Culture) at PT. Pintar Pemenang Asia, located in Jakarta. During the Professional Work period from February 3 to April 30, 2025, the intern was involved in various human resource management processes, including recruitment, selection, onboarding, and employee engagement activities. The intern assisted in posting job vacancies, screening candidates, scheduling interviews, and supporting the execution of internal company events aimed at fostering employee connections. This experience provided a deeper understanding of human resource management practices in an education technology-based company and enhanced the intern's communication, organizational, and interpersonal skills. Through this experience, the intern gained valuable insights into the strategic role of People and Culture in improving employee performance and well-being. Keywords: Professional Work, Key Word: People and Culture, HR Management, Recruitment, Employee Engagement, PT. Pintar Pemenang Asia.