

ABSTRACT

PROFESSIONAL WORK ACTIVITIES AS MARKETING ADMINISTRATION AT PT MASTERSYSTEM INFOTAMA TBK

This report outlines the professional internship experience undertaken by intern over 6 (six) month period at PT Mastersystem Infotama Tbk, a company specializing in information and communication technology (ICT) solutions. During the internship, the intern was placed in the Marketing Administration division, where the main responsibilities included managing contract administration activities such as cross checking data between physical and digital records, archiving documents, entering information into Excel spreadsheets, and organizing digital file structures. Throughout the internship, the intern encountered various obstacles, such as adjusting to the company's operational procedures, overcoming challenges in professional communication, and addressing discrepancies in contract records. Despite these hurdles, the internship proved to be a valuable learning experience, fostering the development of both technical abilities and soft skills like meticulousness, effective communication, teamwork, and time management. Overall, this report provides an indepth look at the realities of the professional work environment and underscores the significance of integrity and professionalism within a technology-driven company.

Keywords: *marketing administration, management, professional work, PT Mastersystem Infotama Tbk*