

## **ABSTRACT**

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### **PROFESSIONAL WORK ACTIVITIES AS A MARKETING TEAM AT STELLAR PROPERTY (PT. Epik Property Nusantara)**

*Professional Work is an academic activity aimed at providing real work experience to students as a form of application of knowledge gained during the lecture period. Practitioners carry out Professional Work at Stellar Property (PT. Epik Property Nusantara), a company engaged in marketing and property development. During the implementation of professional work, practitioners are placed in the marketing team and carry out various tasks, such as creating digital promotional materials using Canva, managing the company's social media accounts, and supporting content creation and marketing communication strategies aimed at strengthening the company's image.*

*This activity provides insights and practical skills in the field of marketing and the utilization of digital media to support the company's promotional strategy. In addition, this activity is an important suggestion in preparing to enter the real world of work.*

**Keywords:** *Professional Work, Digital Marketing, Promotional Content, Social Media.*