

## **ABSTRACT**

### **PROFESSIONAL WORK ACTIVITIES AS MARKETING SALES AT PT. SPRINGHILL MIZUMI SERPONG**

*This report outlines the results of a professional internship conducted by a student of the Management Study Program at Universitas Pembangunan Jaya at PT. Springhill Mizumi Serpong from February to June 2025. The internship aimed to enhance practical skills and integrate academic knowledge into real work experience, particularly within the Marketing Sales division. During the internship, the student participated in various tasks including learning product knowledge of the Springhill Yume Lagoon residential project, assisting prospective buyers through Walk-In sessions, following up on advertisement leads, creating promotional materials such as flyers and social media content, and joining open house and canvassing events.*

*Throughout the internship period, the student encountered several challenges, such as difficulties in understanding product specifications, lack of field experience, and low self-confidence when communicating with clients. With guidance from the team manager and collaboration with the marketing team, the student successfully improved communication skills, proactive behavior, time management, and professional work ethics. This internship served as a valuable opportunity to increase readiness for real-world challenges and build a professional character in the property marketing sector.*

**Keywords:** professional internship, marketing sales, property, work experience, communication.