

## **ABSTRACT**

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### **PROFESSIONAL WORK ACTIVITIES AS SALES & MARKETING AT GRAND ZURI BSD CITY HOTEL.**

*This report is based on the professional internship experience conducted at Hotel Grand Zuri BSD City for nearly five months in the Sales & Marketing department. The primary objective of this internship was to provide direct understanding of practical work within the hospitality industry, particularly in marketing and sales. The intern was involved in various activities such as creating promotional content, managing social media, collaborating with influencers, preparing sales reports, compiling Banquet Event Order data, handling incoming calls, serving as a host and support team for hotel promotional live streaming, and assisting in the execution of internal events. Challenges encountered during the internship included time-consuming interdepartmental coordination, managing large volumes of data manually, and adapting to sudden and varied tasks. These challenges were addressed by maintaining active communication and checking schedules with department heads in advance, dividing daily targets for data management, and improving readiness by communicating actively and preparing necessary personal equipment for sudden tasks. As suggestions, interns are encouraged to choose a workplace that aligns with their interests and document each experience to support reflection, the university is advised to strengthen and increase preparatory activities, and the company is expected to improve interdepartmental coordination efficiency and provide initial briefings to interns.*

**Keywords:** *Internship, Sales & Marketing, Hotel Grand Zuri BSD City, Marketing, Administration, Content Management.*