

## ABSTRACT

Yohanes Exspandio Perfecta Sinuraya (2022021048)

### **OVERVIEW OF DIGITAL MARKETING WORK PROCESS AT PT ASA KREASI INTERASIA**

*This report elucidates the intern's professional work experience within the Digital Marketing division at PT Asa Kreasi Interasia, a company specializing in technology and creative solutions. The Professional Work Program was conducted over a period of 6 months. During this program, the intern was actively involved in competitor research, content planning and production, and content performance evaluation, leveraging various digital platforms to enhance brand awareness and sales. One of the key objectives of this professional work program was to provide a platform for the intern to apply theoretical knowledge acquired during lectures, particularly in the fields of Marketing Management, Organizational Behavior, and New Venture Creation, into real-world practice. Furthermore, this report documents how the intern enhanced their understanding of professional ethics, work culture, and business processes within the technology and creative industries, serving as crucial preparation for post-campus employment. Although the intern encountered some initial challenges, such as limited information and personal device specifications, they successfully adapted and found solutions. This experience significantly improved non-technical skills (soft skills) like communication and problem-solving, and provided the intern with a comprehensive understanding of the dynamics of the creative and technology industries.*

**Keywords:** Digital Marketing, Marketing Management, Social Media