

ABSTRACT

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“DEVELOPMENT OF PROFESSIONALISM AND WORK SKILLS THROUGH PROFESSIONAL WORK STUDY PROGRAM AT STARBUCKS KOTA WISATA”

This research discusses professional work experience at PT Sari Coffee Indonesia, Starbucks Kota Wisata, Cibubur, which focuses on the application of human resource management science in the Food and Beverage industry. Through a three-month internship, the practitioner gained an in-depth understanding of employee management, productivity improvement, and quality customer service. The study also highlighted the importance of Howard Schultz's role in the transformation of Starbucks into the world's largest coffee shop chain with a strong work culture and excellent service. The practicum provides an opportunity to apply academic theories directly, develop leadership skills, and expand professional networks. In addition, this internship helps practitioners adapt to a guaranteed work environment and fosters a sense of responsibility. Benefits accrue not only to students, but also to universities and companies, including improved reputation, quality of graduates, and innovation and operational efficiency in companies. This research confirms that professional work is an important bridge between the academic world and the real world of work, which prepares students to become competent professionals who are ready to compete in the global market.

Keywords: professional work, human resource management, Starbucks, customer service, productivity.