

## ABSTRACT

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### **AKTIVITAS KERJA PROFESI SEBAGAI TIM MARKETING PADA PT FADAGI SEGAR SEJAHTERA**

*This internship report is based on the practical experience of the intern during the professional work program at PT Fadagi Segar Sejahtera, a company engaged in beef distribution, sacrificial livestock sales, and the development of both retail and digital sales channels. The intern was assigned to the Marketing Division, focusing on the promotion of qurban cattle through Fadagi Farm ahead of Eid al-Adha, utilizing Instagram as a primary digital platform as well as engaging in direct customer outreach. Additionally, the intern contributed to retail operations at Fadagi Meat House by assisting with operational management and human resource tasks, such as drafting standard operating procedures (SOPs) and conducting stock opname. This report highlights the importance of digital marketing strategies and effective customer communication in building trust and expanding market reach in an era where responsiveness and relevance are key. Beyond marketing, the intern gained comprehensive insight into teamwork, operational workflow, and professional skills development, including business communication, problem-solving, and adaptability. Through this professional work experience, students are expected to apply academic theory in real industry settings while contributing to the company's ongoing digital transformation and business diversification.*

**Keywords:** digital marketing, Fadagi Farm, internship, meat distribution, social media, work experience.