

ABSTRACT

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PROFESSIONAL WORK ACTIVITIES AS A PPDB (NEW STUDENT ADMISSION) MARKETING TEAM

Professional Work (KP) is one of the courses that must be taken by Pembangunan Jaya University Management students before students complete their studies. This course serves as a means of providing students with practical work experience in the field, which will prepare them for life in the world of work after graduation. The Management Study Program not only studies how to manage a company, but also matters related to companies such as marketing and business aspects in private educational institutions. Professional Work activities are carried out for approximately 3 months at Al-Wildan Islamic School 3 BSD located in South Tangerang. Al-Wildan Islamic School 3 BSD is an Islamic educational institution that carries the concept of integration between religious education and modern academics. It was founded in 2015 by Prof.Dr.Abdurahim Albasyir, with the aim of forming a globally superior Quranic generation. Through this Professional Work Activity, the author hopes to gain both academic and practical understanding associated with the concept of management of educational institutions as a student. In addition, it is intended to broaden the author's understanding of how a private Islamic educational institution that combines religious education and modern academics.

Keywords: Professional Work, Management, Marketing, Islamic Education Institution, Al-Wildan Islamic School 3 BSD