

ABSTRACT

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WORK ACTIVITIES OF THE SALES MARKETING DIVISION AT PT. Astrido

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This Professional Work Practice (KP) was carried out at PT. Astrido Daihatsu for 8 weeks (280 hours), with the aim of understanding and applying marketing concepts learned during lectures in a real work environment. During the KP, activities included various aspects of marketing such as preparing price quotation letters, finding clients and following up with prospective clients, as well as conducting site visits to project locations. This experience provided the practitioner with a deeper understanding of how marketing strategies are implemented in the business world. The results of the KP revealed that strong communication skills and solid product knowledge are crucial factors in building good relationships with potential customers and increasing the chances of collaboration. The practitioner also faced several challenges, such as difficulty in getting responses from potential clients, which were successfully addressed through consistent and well-organized follow-up strategies. Thus, this KP program makes a significant contribution to the practitioner's skill development and offers valuable insights to enhance collaboration between universities and industries, as well as support the advancement of science and technology in the field of marketing.

Keywords: Marketing, Effective Communication, Skill Development.