

## **ABSTRACT**

Sherina Andhine Pramesuari (2022021086)

### **PROFESSIONAL WORK ACTIVITIES AS A MARKETING COMMUNICATION AND SALES STAFF AT PT MALEO EDUKASI TEKNOLOGI (EDUCOURSE.ID) HEAD OFFICE IN BSD**

*This report is based on the professional internship experience as a staff member in the Marketing Communication and Sales Division at PT Maleo Edukasi Teknologi (Educourse.id). The primary objective of this internship program is to apply management knowledge directly in the workplace and to develop communication and digital marketing skills. During the internship, the intern was involved in various activities, including offering trial class programs, recording data on prospective participants through the Lead Marketing system, creating promotional content, and introducing the STEMagination program to potential partners. The intern also learned about the division's workflow, strategies for approaching the target market, and the importance of accurate and systematic data recording. Throughout the program, the intern faced challenges such as limited responses from the target audience and the need to adapt to the company's internal systems. These challenges were overcome through active communication, evaluation of approach strategies, and collaboration with mentors and colleagues within the division. This experience provided valuable insights into the dynamics of working in the EduTech industry, particularly in the field of digital marketing, and strengthened the intern's readiness to enter the professional workforce. This professional internship program also demonstrated the importance of integrating academic knowledge with practical experience in the field to support the development of students' competencies.*

**Keywords:** Professional Internship, Marketing Communication, Educourse.id, Digital Marketing, Lead Marketing, Trial Class, EduTech.