

ABSTRACT

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PROFESSIONAL WORK ACTIVITIES AS MARKETING STAFF AT PT EPIK PROPERTI NUSANTARA (STELLAR PROPERTY)

This report is based on a six-month professional internship experience at PT Epik Properti Nusantara (Stellar Property), a company engaged in property services and real estate development. The program aimed to provide the intern with practical understanding and hands-on experience in the dynamic and competitive field of digital marketing within the property industry. During the internship, the intern was placed in the Marketing Division and actively participated in various activities such as managing the company's social media accounts, planning and creating visual content, producing promotional materials, handling marketing administration, and following up with potential customer leads. The intern was also involved in field surveys to gather engaging and informative visual content. Through this experience, the intern gained in-depth insight into effective digital marketing strategies, enhanced visual communication skills, creativity, time management, and teamwork. Additionally, the intern developed an understanding of the importance of data and administrative management in supporting better decision-making within the company. Although initial challenges were faced in terms of design and editing skills, these obstacles were successfully overcome through continuous learning and adaptation. Overall, this internship program significantly contributed to the intern's professional development and served as a vital foundation for building a career in digital marketing, particularly within the ever-evolving property sector.

Keywords: Professional Work, Digital Marketing, Social Media, Property, Practical Experience.