

## ABSTRACT

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### **Aktivitas Kerja Profesi *Marketing Office* sebagai *Marketing Activation* di Toko Kopi Manusia pada PT. Rasa Manusia Nusantara**

*This report is based on the practitioner's experience during the professional work carried out by the practitioner as a Marketing Activation in the Creative Marketing Division at PT Rasa Manusia Nusantara/Toko Kopi Manusia. The practitioner participated in various Marketing Activation activities, special promotions, recorded and reported daily sales, planned and ran internal and external events, and managed customer loyalty programs such as The Manusia Club. In addition, the practitioner helped record sales of the team's daily operational activities and met the needs of digital and physical resources.*

*During the implementation of the activities, the practitioner faced challenges such as distribution coordination, tight deadlines, and sudden changes in campaign concepts or event needs. Through effective communication, collaboration, and the use of digital tools used by the marketing team (such as Trello, Google Drive, Spreadsheets and Canva), these obstacles were successfully overcome.*

*This experience provides a true understanding of the importance of a structured brand activation strategy, creativity in delivering promotional messages, and the ability to adapt to a dynamic and rapidly changing work environment. The practitioner hopes that the contributions made during their professional career can support the sustainability of Toko Kopi Manusia's promotional activities, become an important prerequisite for entering the workforce, and strengthen the relationship between the theories obtained on campus and business practices.*

**Keywords:** Professional Work, Marketing Activation, creative marketing division, loyalty program, promotion, activation strategy