

## **ABSTRACT**

*The professional work report was prepared as an academic responsibility for the six month internship conducted at Moritz Hotel RSAB Harapan Kita, a unit of PT. Mcorp Sukses Makmur, focusing on the Marketing Communication division. The main objective of this internship program was to integrate management theory learned during university studies with its practical application in the professional workplace. The intern was directly involved in various marketing activities, such as editorial planning, social media content creation, campaign and event execution, collaborations with KOL, and media visits to establish strategic partnerships. Through this internship, the student gained practical work experience and a comprehensive understanding of marketing communication strategies within the hospitality industry. Additionally, the intern encountered several challenges that fostered the development of soft skills, including communication, problem solving, and adaptation serves as a crucial foundation for entering the real world workforce and advancing future career development. This internship program offers multifaceted benefits. For students, it provides a platform to enhance both soft and hard skills, including effective communication, critical thinking, teamwork, and the ability to manage digital content. For the university, it strengthens industry needs, and boosts institutional reputation. For the company, the presence of young, adaptive interns contributes directly to marketing initiatives and digital engagement. Thus, this internship program acts as a strategic bridge between academic learning and professional work environments.*

**Keywords:** professional work, marketing communication, hotel, digital content, marketing campaign, work experience