

ABSTRACT

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AKTIVITAS KERJA PROFESI SEBAGAI CONTENT CREATOR DAN DIGITAL MARKETING DI PT TULODONG DELAPANBELAS SEJAHTERA

The Professional Work Program (KERJA PROFESI) is part of the Universitas Pembangunan Jaya curriculum designed to equip students with practical experience in fields relevant to their majors. This program serves as a preparatory step before entering the workforce, allowing students to apply the knowledge they have acquired in a professional environment. During the implementation period, the intern had the opportunity to participate in the work process at Sedjuk Media Network as a Creative Team Member, under the auspices of PT Tulodong Delapanbelas Sejahtera (Sedjuk Bakmi dan Kopi). The company's Head Office is currently located at Jl. Delima Jaya No.40, Rempoa, Kec. Ciputat Tim., South Tangerang City, Banten 15412. Established in 2018, this company operates in the Food & Beverages sector. The Creative Team's activities involve managing engaging and relevant content for Sedjuk Bakmi dan Kopi. Throughout the Professional Work Program, which takes place from January 28, 2025, to July 27, 2025, the intern has the opportunity to be directly involved in the content creation process for Sedjuk Bakmi dan Kopi's Social Media Marketing.

Keywords: Professional Work, PT Tulodong Delapanbelas Sejahtera, Social Media Marketing