

ABSTRACT

This internship report is presented as a form of accountability for the implementation of a professional work program carried out at PT Century 21 AKN Modernland Tangerang. The internship period began in May 2022 and was still ongoing at the time this report was written. I was placed in the role of a *Marketing Agent*, which provided a valuable opportunity to apply theoretical knowledge of management, marketing, and business communication into a real professional working environment. During the internship, I was actively involved in various professional activities including property data collection (listing), content creation for digital marketing through social media and property platforms, intensive communication with clients, scheduling property viewings, as well as negotiation processes and assistance in buy, sell, and rental transactions. Additionally, I participated in internal activities such as weekly team meetings, product knowledge training, and performance evaluations. This experience gave me significant benefits, such as a deeper understanding of the property industry in the digital era, enhanced communication and negotiation skills, and the development of a professional work ethic. I also learned the importance of integrity, teamwork, and discipline in achieving business targets. This report outlines an overview of the workplace, details of daily activities, challenges faced, applied solutions, and the insights I gained during the internship. This report is expected to provide a comprehensive view of student readiness in facing real-world work challenges and to serve as a reflective tool and reference for improving future internship programs.

Keywords: internship, marketing agent, property, digital marketing, business communication