

## **ABSTRACT**

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### **PROFESSIONAL WORK ACTIVITIES AS A MARKETING CREATIVE IMPLEMENTATION OF DIGITAL MARKETING TO INCREASE TECHNOLOGY PRODUCT SALES AT PT. RADAR TEKNOLOGI KOMPUTER**

This Professional Work Report discusses the experience of a student working as a Marketing Creative at PT. Radar Teknologi Komputer, focusing on the application of digital marketing strategies to boost the sales of technology products. The main objective of this internship is to enable the intern to practically apply management knowledge in a real-world work environment, especially in the field of information technology-based marketing. During the internship, the intern was involved in various activities such as communicating and offering products to clients, managing client data, creating digital promotional content, designing certificates, and preparing learning materials in presentation format. The intern was also responsible for managing the company's digital product marketing program through the development of book and journal writing initiatives, particularly the "Call for Papers" program. The role of a Marketing Creative proves to be crucial in adapting marketing approaches to the latest digital trends and shifting consumer needs.

Through this internship, the intern gained direct industry experience, enhanced technical skills (digital tools), and improved interpersonal skills (communication, time management, teamwork, and problem-solving). The outcomes of this program are expected to serve as valuable preparation for entering a highly competitive and dynamic job market, while also contributing meaningfully to the growth of the company where the internship was carried out.

**Keywords:** Marketing Creative, Digital Marketing, Marketing Strategy, Technology Products, PT. Radar Teknologi Komputer