

ABSTRACT

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IMPLEMENTATION OF DIGITAL MARKETING AND SOCIAL MEDIA IN INCREASING BRAND AWARENESS AT PT. RADAR TEKNOLOGI KOMPUTER

During the Professional Internship at PT. Radar Teknologi Komputer, the intern was assigned to the position of Marketing Creative Intern under the supervision of a field mentor. Throughout the program, the intern was directly involved in various activities, including delivering promotional information about the Call for Papers to clients via WhatsApp, designing certificates using Canva, entering participant data into certificates based on Excel files, and transferring learning materials into pre-prepared presentation templates. This internship provided valuable experience for the intern, particularly in developing professional communication skills, time management, attention to detail, and creativity in visual design. Moreover, the intern gained practical insight into the application of marketing theories in real-world work settings and enhanced readiness to face the dynamics of a professional environment.

Keywords: Creative marketing, digital communication, visual design, digital marketing