

ABSTRACT

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PROFESSIONAL INTERNSHIP ACTIVITIES IN DIGITAL MARKETING DATA MANAGEMENT AT PT. DIGI HERBA NUSANTARA

This report is based on the professional work experience carried out at PT Digi Herba Nusantara over a six-month period in the Marketplace Division. The main objective of this internship was to gain direct insight into the operational processes of digital marketing, particularly in managing transaction data and product distribution on e-commerce platforms. The intern was assigned as a Marketplace Admin Inputter, with primary responsibilities including managing order and shipment data through marketplaces such as Shopee, Lazada, and TikTok Shop. Tasks included entering order data into spreadsheets, submitting shipping data to the warehouse team, scheduling product pickups, and coordinating with the Advertising and Customer Service teams to ensure smooth sales operations. Challenges encountered during the internship included data inconsistencies, delays in information updates from related teams, and technical issues with data processing systems. These challenges were addressed through intensive inter-team communication and manual data adjustments. This experience highlighted the importance of digital administrative accuracy, effective team coordination, and adaptability to the dynamic nature of e-commerce systems. The report emphasizes that integrating academic knowledge with practical experience is essential in preparing students for the demands of the professional world..

Keywords: Internship, Marketplace, PT Digi Herba Nusantara, E-commerce, Digital Marketing, Data Management, Sales Administration.