

## **ABSTRACT**

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### **PROFESSIONAL WORK ACTIVITIES IN THE OPERATIONAL MARKETING DIVISION AT PT CIPTA ANAK CERDAS INDONESIA**

*This report is based on the professional work experience undertaken by the intern over a six-month period in the Operational Marketing Division of PT Cipta Anak Cerdas Indonesia, an education-based company focused on the development of human resources from early childhood to adolescence. The objective of this professional work experience is to provide practical understanding of operational marketing activities at PT Cipta Anak Cerdas Indonesia and to develop relevant skills in the field of marketing management. During the internship, the intern was involved in various activities such as inputting revenue and expenditure data into the operational marketing dashboard, preparing purchase request forms for operational marketing needs, creating overtime order letters (SPL) for additional marketing team activities, and recording and summarizing the budget plans (RAB) for the monthly events of the Sales Promotion Representative (SPR). The intern also faced several challenges, including the need for rechecking income from each monthly event, delays in the overtime approval process, uncertainties in completing the purchase request forms, and unpredictability in the expenses of weekly or monthly events. Through the guidance of the operational marketing team and the external supervisor, the intern was able to adapt quickly and enhance professionalism in the workplace.*

*Keywords: Professional Work, Financial Management, Operational Marketing Division, PT Cipta Anak Cerdas Indonesia, Marketing Management*