

ABSTRACT

ACTIVATION DIGITAL MARKETING MANAGEMENT THROUGH SOCIAL MEDIA CONTENT MANAGEMENT AT THE MARKETING DIVISION OF PT. MUDAH BERBAGI ILMU

This activity report discusses the implementation of digital marketing strategies carried out during the professional internship at the Marketing and Business Development Division of PT. Mudah Berbagi Ilmu (Doceo.id), a digital platform-based educational technology company. The intern was directly involved in various marketing activities including creating educational promotional content, planning and producing podcasts as part of the company's communication media, and offering the platform to partner companies through direct communication such as telemarketing. Additionally, the intern participated in preparing collaboration proposals for the "Sekolah Pintar" program and partner institutions like Dompot Dhuafa, as well as collecting data on prospective partners from various industry sectors. All these activities aimed to support increasing brand awareness, expanding market reach, and building strategic partnerships between the company and educational institutions as well as industry partners. Through involvement in this professional internship, the intern gained hands-on experience in applying digital marketing concepts directly in the workplace and honed technical, communication, and teamwork skills relevant to current industry demands.

Keywords: Professional Internship, Digital Marketing, Podcast, Content Creation, Business Communication, Collaboration Proposal, Educational Technology Platform