

ABSTRACT

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MARKETING COMMUNICATION STAFF ACTIVITIES IN MARKETING COMMUNICATION DIVISION AT HOTEL THE 101 BOGOR SURYAKANCANA

In doing the Work and Profession activities on Hotel THE 101 Bogor Suryakancana, as a part of work practice of the Marketing Communication division. There are many activities that needs to be done by the intern in the time span of the Work Profession activity, which are the following: Managing the Social Media, Producing Content for the said Social Media, Making Press Releases, Media Relations, Media Monitoring, Making Promo Concepts, Making Concepts for Decorations on Big Days and Important Ceremonies, and lastly Making Hotel Programs. Before doing the Work Profession activity, the interns are given training which includes industrial hospitality and company informations, which are in the likes of company vision and mission, the core value that the company holds, and even the worker spirit that all members and employees of Hotel THE 101 Bogor Suryakancana has to have. Those are then to be made as points of interests for work on managing social media and making various promo concepts and hotel programs. The interns will also do research to maximize communication activities in order to reach the company's goals, such as raising the company's engagement and brand awareness on the public. Work Profession Practice that has been carried out will give knowledge and outlook for the intern about Marketing Communication activity that is being performed by the hotels and tourist industry.

Keywords: *Marketing Communication Activities, Hotel, Hospitality*