

ABSTRACT

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MARKETING STRATEGY PT. NAWAKARA PERKASA NUSANTARA TO MAINTAIN CUSTOMER SATISFACTION

In the learning process, universities need to design the preparation of students to enter the world of work. As a compulsory subject as well as a graduation requirement at Pembangunan Jaya University (UPJ), Professional Work (KP) aims, among other things, to train hard and soft skills and provide students with experience about the world of work. Students in carrying out or carrying out Professional Work (KP) must follow the Professional Work (KP) procedures and obey the existing regulations in the company, namely the Professional Workplace (KP). In addition, students are expected to gain valuable experience and be able to know the world of work well. To carry out this Professional Work (KP) activity, there are also requirements such as being an active student and not being subject to academic sanctions, passing a minimum of 100 credits, and a minimum GPA of 2.00. Then Professional Work (KP) must also be carried out for a minimum of 400 hours and must be recorded at the BRS. In carrying out this professional work, I can also understand what systems are used in the company and then what strategies are carried out by the company to market its products. In the process of working this profession is given knowledge about marketing in the field of services, disciplining members, security management systems and thoroughness in company work. In the process of marketing, the company pays great attention to internal and external factors of the company.

Keywords: *Marketing, Discipline, Management, Meticulous*