

ABSTRACT

UTILIZATION OF DIGITAL MARKETING FOR BUSINESS DEVELOPMENT IN PT AKSES KOMUNIKA UTAMA

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Practitioners carry out Professional Work (KP) activities at PT. Akses Komunika Utama, Practitioners have the responsibility or duty in the digital marketing division to assist the development of marketing promotion business process strategies through social media platforms, and telemarketing.

PT. Akses Komunika Utama is a company that aims to provide network, infrastructure, training and consulting services for data, voice and image communications through Very Small Aperture Terminal (VSAT) media.

Keywords: *digital marketing, business process, sales*