

ABSTRACT

Ditha Audia Ghaisani (2019041028)

DIGITAL MARKETING ACTIVITIES AT LEE DESIGN & ASSOCIATES

Internship Program is one of the compulsory subjects for students of the Communication Studies program, Pembangunan Jaya University. To be able to take this course, the intern does an internship at Lee Design & Associates as Digital Marketing. Lee Design & Associates is a design agency that provides services for making packaging design, branding, brand identity, illustration, and 3D mock ups. During the internship program as a Digital Marketing, the intern gets various tasks from the realm of marketing and public relations. The works carried out by the intern includes finding and creating data for potential clients, looking for podcast ideas and materials, managing rundowns for podcast implementation, conducting research on public relations practices that can be adapted to companies, and researching content for the company's owned media. The implementation of this internship program provides new lessons and experiences about marketing practices which often intersect with public relations practices. During professional work, the work that carried out by the intern applies learning in the Public Relations Strategy and Practice, Public Relations Writing, and Online Public Relations courses. In carrying out the duties as a Digital Marketing, the intern cannot be separated from obstacles that arise, both from the technical side and from internal practitioners. Therefore, the intern is always guided and directed by the work supervisor during the internship program so that the works can be completed as well as possible.

Keywords: *Internship Program, Digital Marketing, Public Relations, Design Agency*