

ABSTRACT

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WORKING ACTIVITIES OF SAFETY INFORMATION MANAGEMENT PT GARUDA INDONESIA (PERSERO) TBK

Practitioners was given the opportunity to do professional work at PT Garuda Indonesia (Persero) Tbk, professional work is carried out for approximately 3 months. In doing professional work, Practitioners have the opportunity to participate in making Safety Reminders in the form of digital media such as posters, infographics and booklets. Some examples of the results of the practice of making Safety Reminders are Reminders regarding the launching of the IESD Website, posters about Wellness And Healthy Tips For WFO Employees, Hard Landing posters, Safety Driving posters, Safety On The Ramp posters, Easy Steps to Determine Trolley posters are Safe to Use, Beware posters Of Aquaplaning, the Make Your Weather Decision poster, making one of the presentation slides at the Boeing Safety Symposium, and making the IESD User Guidance Website Booklet. The purpose of the practitioner doing professional work is to increase the knowledge, ability, experience, and skills of students in the world of work according to management competencies, especially in the field of marketing.

Keywords: Marketing, Safety Reminder, Poster, Digital Media