

ABSTRACT

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CITRAGARDEN CITY SALES AND MARKETING ACTIVITIES BY CIPUTRA GROUP

Carry out professional work at CitraGarden City PT. Ciputra Development Tbk, Practitioners work under the supervision and guidance of the Marketing Manager. In carrying out professional work, you can have the opportunity to participate and be directly involved in carrying out the internal marketing function at CitraGarden City PT. Ciputra Development Tbk is like helping the daily tasks of the Sales and Marketing Division such as calculating NPV, recap of sales for 2021/2022, remaining gross margin for Aeropoint Boulevard and Cemara types, recap of free IPL program for 2021/2022, and tidying up sales files every day.

Activities and responsibilities of the Sales and Marketing Division of CitraGarden City PT. Ciputra Development Tbk focuses on internally, namely recapitulating sales data and always trying. The results of our analysis of the Citra Garden City 8 Aeroworld Housing are that marketing at the Citra Garden City 8 Aeroworld Housing is still using traditional marketing methods such as brochures, advertisements in print media, or attend the exhibition. We deem it necessary to implement e-marketing to gain a wider market and provide better information to consumers.

Keywords: *sales, analysis, e-marketing*