

ABSTRACT

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PROFESSIONAL WORK ACTIVITIES IN THE FIELD OF SERVICE MARKETING AT PERMATA INSAN HOSPITAL

In Higher Education, every university does not only focus on the academic field, but the university wants every student to have skills in non-academic fields in order to develop their abilities. One of them is Pembangunan Jaya University which provides Professional Work courses to students as a graduation requirement. With this professional work, the university expects students to get a direct picture of the world of work and be able to implement the theory gained during lectures. In the implementation of this Professional Work, the practitioner is placed in the marketing department at the Insan Permata Hospital in charge of helping to make an MOU document or agreement between the two parties in accordance with mutually agreed terms, inputting employee data such as nurse mapping, spkk & rkk data, then making designs content, create interesting captions and post content to the social media of the Permata Insan Hospital.

Keywords: Professional Work, Marketing, Service