

ABSTRACT

Amelia Fitriani (2019021007)

WORKING ACTIVITIES AT THE EVENT AND PROMOTION DIVISION IN ATTRACTING VISITORS' INTEREST IN TERASKOTA ENTERTAINMENT CENTER.

Practitioners carry out professional work at the Teraskota Entertainment Center which is placed in the Event and Promotion Division. During 3 (three) months of professional work, the practitioner gets many opportunities to participate directly or indirectly in event and promotional activities. The work that the practitioner does during professional work is collecting data on tenants, conducting socialization to visitors and tenants, being content creator of Teraskota Mall social media, participating in Teraskota 13th Anniversary activities, conducting visitor surveys and other tasks aimed at increasing traffic and loyalty. end. The implementation of professional work went smoothly even though there were several obstacles such as time management between professional work and lecture hours, the use of video recording equipment and equipment, as well as challenges in getting visitors for surveys. However, with the existence of professional work, the practitioner gains a lot of new knowledge and experience about the world of work and can help the practitioner implement the knowledge that the practitioner has gained in lectures.

Keywords: Marketing Management, Events and promotions, Content Creator.