

ABSTRACT

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EVENTS MANAGEMENT AT BINTARO FRESH MARKET BY THE MARKETING AND TENANT RELATIONS DIVISION

In carrying out professional work, an intern decides to work at Fresh Market Bintaro, a business unit under the auspices of PT Jaya Real Property Tbk, which is engaged in commercial units. Practicing carrying out Professional Work as an Intern Marketing Staff. The time for carrying out Professional Work carried out by the practitioner is for 3 months or the equivalent of 536 hours. The practitioner has the primary job, namely event management and social media management. The work carried out is related to the field of public relations, especially in online event management and public relations courses. Before creating events and social media management, the practitioner carries out several stages including planning, implementing, and evaluating. In the implementation of. The abilities that must be possessed by an event organizer and social media manager are good planning skills, high creativity, the ability to work quickly and precisely, good analytical skills, and other abilities that can support the job. In addition to the primary job, the practitioner has an additional job, namely researching customer satisfaction using the survey method. In carrying out professional work activities, interns encounter obstacles encountered in carrying out work, however, interns are required to find solutions to these obstacles so that all work can be carried out by interns properly. In carrying out this professional work, as an intern gained a lot of new experience and knowledge in managing an event as well as managing and evaluating social media content for marketing activities.

Keywords: professional work, event management, social media management, customer satisfaction research