

ABSTRACT

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KEGIATAN PROGRAM KERJA PROFESI PADA DIVISI EVENT DAN PROMOSI DI TERASKOTA ENTERTAINMENT CENTER

The practitioner carries out the Professional Work program for 3 (three) months at the Teraskota Entertainment Center or what more people call the Teraskota Mall. The practitioner is placed in the Event and Promotion division. In the implementation of professional work, practitioners get the opportunity to be directly involved in carrying out tasks related to the implementation of Events and the creation of promotional video content that is carried out to promote new tenants or ongoing promos for tenants at Teraskota Mall. In addition to carrying out tasks related to documentation of event implementation and promotions, the practitioner also carries out other tasks such as collecting data on all tenants at Teraskota, ongoing promotions for tenants at Teraskota, and inputting data on vaccination participants. Practitioners also have the opportunity to have more experience through assigned tasks such as conducting visitor surveys, being a contact point for information notifications and signing receipts to all tenants in Teraskota, distributing promo vouchers to vaccination participants who have vaccinated at Teraskota, conduct interviews with the community, calculate road traffic in front of Teraskota Mall, and find out about the best posting hours for uploading content on social media.

Keywords: Event, Promosi, Marketing Management