

ABSTRACT

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IMPLEMENTATION OF PROFESSIONAL WORK IN THE FIELD OF TOURISM PROMOTION AND AGRICULTURE DEPARTMENT OF CULTURE AND TOURISM OF TANGERANG CITY

In carrying out professional work at the Tangerang City Culture and Tourism Office, the practitioner gets a lot of experience that is very useful for dealing with the world of work. The purpose of this professional work is as a medium for the practitioner to apply the theory that the practitioner has acquired during lectures, and so that the practice can feel how the real world of work is.

During the implementation of professional work at the Tangerang City Culture and Tourism Office, the practitioner works under the supervision and mentoring of the work supervisor. There is still an opportunity to carry out tasks in the field of tourism promotion for the City of Tangerang and administration of the Tangerang City park which is part of the Tangerang City Culture and Tourism Office. Practical work activities include participating in the creation of Tangerang City tourism marketing content through Instagram TV videos, participating in Tangerang City Tourism events, recap of landscaping employee attendance and filing of tree planting application documents.

Keywords: Marketing, tourism, world of work