

ABSTRACT

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WORKING ACTIVITIES IN THE COMMERCIAL BUSINESS STRATEGY DIVISION OF PT PEMBANGUNAN JAYA ANCOL TBK

Internship Program is an activity that has the aim of getting an overview of the world of work so that it can apply the theory that has been learned during lectures in accordance with the competence of the Study Program in a company environment. Because at this time the world needs human resources who are competent in their fields so that Universitas Pembangunan Jaya makes the profession an academic requirement so that students can have the provision and experience to become competent human resources. Therefore, the practice of carrying out Professional Work (KP) activities at PT Pembangunan Jaya Ancol in the COMMERCIAL BUSINESS STRATEGY division which has three departments under it, namely the Sales & Marketing Strategy, Brand Development & Activation, and Marketing & Data Analytic Departments. During the implementation of KP within 400 hours the practitioner gets a lot of learning and new knowledge in the field of marketing.

Keywords: *Internship, Marketing, PT Pembangunan Jaya Ancol*