

ABSTRACT

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**KEGIATAN KERJA PROFESI DIVISI DIGITAL MARKETING DI PERUSAHAAN
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The implementation of Professional Work aims to gain experience in the real world of work, Practitioners are given the opportunity to do professional work at PT Bintang Anugrah Surya Semesta for approximately 3 months of work which is carried out on June 6, 2022 to September 2, 2022. Practitioners are also entrusted with being a division Digital Marketing to help market the company's sales through the Digital Platform. This professional work teaches practitioners to be responsible, disciplined and independent in the world of work. After carrying out professional work at PT Bintang Anugrah Surya Semesta, the practitioner gains a lot of experience during professional work, so that the practitioner is ready to face the real world of work.

Keywords: Kerja Profesi, Digital Marketing , PT Bintang Anugrah Surya Semesta