

ABSTRACT

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INTERNSHIP ACTIVITIES AT SQ RÉS MARKETING OFFICE (PT. INTILAND DEVELOPMENT, TBK)

Internship is a work practice that aims to introduce students to the world of work. Students are expected to be able to add insight and experience before entering the world of work after completing their undergraduate education. Practitioners are given the opportunity to carry out professional work at the SQ Rés Marketing Office (PT. Intiland Development, Tbk) for approximately 400 hours. PT. Intiland Development, Tbk is a property developer company such as offices, retail, residential (housing and apartments), and others. During the internship period, the practitioner gains experience as a property sales marketing, interacting directly with buyers, managing property purchase letters, and participating in the 'Topping Off' event of SQ Rés apartments.

Keywords: *Internship, Marketing, Property*