

ABSTRACT

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PROFESSIONAL ACTIVITIES AT MARKETING DIVISION FRESH MARKET BINTARO PT. SUMBER JAYA KELOLA INDONESIA

Practitioners carry out three months of professional work at PT Sumber Jaya Kelola Indonesia, Fresh Market Bintaro Management Unit who are placed in the Marketing division. In carrying out professional work, practitioners get the opportunity to participate and be directly involved in the marketing process. During its implementation, the practitioner is given several jobs related to administration of marketing activities such as making memo, making letter, filing documents, and making marketing report. The implementation of the professional work went smoothly even though it had several obstacles that obstruct practitioners to do the assigned task. After doing professional work, practitioners feel have more competent than before.

KeyWords: Marketing, Administration, Management