

## **ABSTRACT**

**Inda Luqyana Menas (2019021159)**

### **IMPLEMENTATION OF DIGITAL MARKETING PROFESSIONAL WORK IN PT. PERKASA TEHNIK MANDIRI**

*Professional work or KP is a beginning for students to get to know the world of work in accordance with the majors taken during college which aims to improve the quality of students to prepare themselves in the world of work to gain experience, knowledge about the world of work. Professional work as one of the prerequisites for students to complete a bachelor's degree program (S1). Professional work is carried out from June 6, 2022 to September 6, 2022, with a minimum total work of 400 hours or approximately 3 months. Practitioners get professional work opportunities at PT. Perkasa Teknik Mandiri in the Digital Marketing division, started from the advancement of the digital world in the modern era that is able to provide convenience in terms of marketing products or services. The practitioner is in charge of managing social media such as Instagram, LinkedIn and Tiktok belonging to the company.*

**Keywords:** Professional Work, Digital Marketing, Social Media