

ABSTRACT

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PROFESSIONAL WORK ACTIVITIES IN DIGITAL MARKETING DIVISION AT PT. PERKASA TEHNIK MANDIRI

This professional work aims to enable students to gain broader insight and experience about the world of work. This Professional Work is carried out on June 6, 2022 to September 6, 2022. Practitioners who carry out this Professional Work are students from the Management study program and get the opportunity to carry out Professional Work activities at PT. Perkasa Teknik Mandiri Mandiri which is engaged in General Contractor in Civil and Mechanical Electrical, as well as in heavy equipment rental. Practitioners have the responsibility to carry out tasks in the digital marketing division in charge of managing social media such as Instagram, TikTok, and LinkedIn belonging to the company as a forum for marketing products or services offered by the company PT. Perkasa Teknik Mandiri. Practitioners are taught to determine the right time to promote in social media.

Keywords: Professional Work, Digital Marketing, Social Media