

ABSTRACT

Ajie Suryo Hersanto (2017021003)

IMPLEMENTATION OF PROFESSIONAL WORK AS CREATIVE MARKETING IN KREO CREATIVE LOT

Professional Work at Pembangunan Jaya University aims to provide students with a comprehensive picture regarding the world of work. Practitioners carry out professional work at Kreo Creative Lot in the Creative Marketing division. Kreo Creative Lot is a public space that was built with the concept of presenting collaborations of creative products and local brands engaged in music, fashion, culinary, extreme sports and other forms of activity through collaboration with several communities. The work that the practitioner does while carrying out professional work is social media admin, activity planning, activity documentation, and content production. Professional work assists practitioners in fulfilling the learning outcomes of the Development Jaya University Management Study Program and helps practitioners understand the direct application of the theories they get during lectures.

Keywords: Professional Work, Marketing, Digital Marketin