

ABSTRACT

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E-commerce Advertising activities on the Alibaba program at the Charcoal Exporter Company

Professional work practices are carried out at PT Pohacee Mitra Indonesia. While carrying out professional work as an E-commerce & Advertising with the task of assisting the process of operating the Market Place , the practitioner works under the supervision and guidance of the Sales Manager. In carrying out professional work, Practitioners have quite an important role in the process of operating Alibaba. Some of them help find prospect buyers, reply to messages and inquiries, manage advertisements, and input databases. In addition, the practitioner also has the task of researching products if there are new products to be launched.

Keywords : E-commerce Advertising, Market Place, Sales Manager, Prospect buyer, message, inquiry, launching.