

ABSTRACT

Alfin nugraha (2019021245)

DESCRIPTION OF THE WORKING PROCESS ON THE AREA KOPI NUSANTARA COORDINATOR AT PT. XYZ

Professional Work (KP) is an activity that aims to provide students with a comprehensive picture of the world of work so that they can apply the theory they have learned during their studies. Practitioners have the opportunity to carry out professional work in the Coordinator of the Kopi nusantara area of the Ready To Drink (RTD) department at PT. XYZ for a full 400 hours. This is not in accordance with the scientific field that is being pursued by the practitioner, namely the field of Marketing Management. During professional work, the practitioner learns about product quality control, ensures standard operating systems, and follows up on field constraints. While in the field of administration, the work carried out by the practitioner is to make a resume of the report on the findings of the visit, which is given to the head of the branch of each Kopi nusantara shop.

Keywords: *Professional Work, Marketing, Kopi nusantara, PT.XYZ*