

ABSTRACT

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DEVELOPER'S EFFORTS IN IMPROVING THE QUALITY OF PROPERTY PRODUCTS IN MILLENIAL RESIDENTS, EMERALD BINTARO APARTMENTS.

During carrying out professional work at PT. Jaya Real Property Tbk, especially in the Emerald Bintaro Apartment Balanced Housing Project Unit, Praktikan learn and work under the supervision and guidance of Marketing Manager Mr. Edward Sujanto and Architect Manager Mr. Danu. In Professional Work, praktikan have the opportunity to participate and be directly involved in the design and marketing process in general. Not only that, praktikan was also taught by the entire Emerald Bintaro Apartment Team about discipline and politeness among workers in the work environment.

As a student of UPJ Architecture Study Program, praktikan realize that working in a development company is a valuable experience, praktikan is required to have more sensitivity to the problems and desires of each related party. Besides in the field of architecture, praktikan also had the opportunity to take part in the marketing division where the praktikan learn to better understand the desires of the market and consumers and how their products can be accepted by the public, especially Millennials who are the concept of developing property products. Various attempts were made by developers to achieve these goals. Being in 2 divisions is at the same time a challenge to practice understanding each division's wishes, related to the quality of property products aimed at Millennials as a target market for Emerald Bintaro Apartment property products.

Keywords: effort, developer, marketing, property products.