

ABSTRAK

Reza Rahma Yuliany (2016031032)

GAMBARAN AKTIVITAS KERJA AGENCY RECRUITMENT AND ACTIVATION PT PRUDENTIAL LIFE ASSURANCE

Praktikan melaksanakan Kerja Profesi (KP) selama tiga bulan di PT Prudential Life Assurance. Praktikan bekerja di Department Agency Bussines Development sebagai Recruitment and Activation, yaitu bagian yang melakukan seluruh kegiatan monitoring dan support recruitment. Selama menjalani KP Praktikan dilibatkan dalam support kegiatan recruitment, yaitu pembuatan, pelaksanaan, serta menjadi Person in Charge (PIC) Grand Bussines Opportunity Prudential (GBOP), Pembuatan Bussines Opportunity Prudential (BOP), Pembuatan BOP request, Pembuatan strategi reward, travel plan. Praktikan juga dilibatkan dalam melakukan monitoring kegiatan recruitment, yaitu Monitoring Daily Report, Raceboard RADD Dan ADS, Daily Recruitment Activity, Summary No License, serta Pembuatan ranking. Pelaksanaan KP memberikan banyak manfaat kepada Praktikan, salah satunya Praktikan dapat merasakan langsung dunia kerja dan mendapatkan pembekalan mengenai dunia kerja yang sesungguhnya.

Kata kunci: Kerja Profesi, *Recruitment and Activation*, PT. Prudential Life Assurance

ABSTRACT

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OVERVIEW OF PT PRUDENTIAL LIFE ASSURANCE AGENCY RECRUITMENT AND ACTIVATION

Practitioner carry out internship for three months at PT Prudential Life Assurance. Practitioner works at the Business Development Department Department as Recruitment and Activation, which is a part that carries out all monitoring and support recruitment activities. While undergoing the internship, Practitioner involved in recruitment support activities, namely making, implementing, and becoming a Person in Charge (PIC) Grand Business Opportunity Prudential (GBOP), Making Business Opportunity Prudential (BOP), Making BOP requests, Making reward strategies, travel plans. Practitioner also involved in monitoring the recruitment activities, namely Monitoring Daily Reports, RADD And ADS Raceboard, Daily Recruitment Activity, Summary No License, and Ranking. The implementation of internship gives many benefits to Practitioner, one of them is that the Practitioner can experience the world of work directly and get a briefing about the real world of work.

Keywords: Internship, Recruitment and Activation, PT. Prudential Life Assurance