

ABSTRACT

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MARKETING EVENT ACTIVITIES OF PT. ONE WAY INDONESIA (STUJA COFFEE)

The inclusion of professional work reports within a communications curriculum serves as a crucial aspect. These reports offer a practical outlook on the industry, tailored to the student's field of study, thus providing invaluable insight to future practitioners. In line with that, the practitioners completed professional work reports at PT. One Jalan Indonesia was included in the marketing team as a marketing event. Marketing at Stuja Coffee is tasked with assisting sales made by the operational team. The methods used include menu branding on Instagram social media, running social and environmental campaigns, and organizing event activities. Practitioners carry out professional work reports for six months by acting as marketing events that focus on the environment, by designing events and campaign activities, making sponsorship proposals, finding partners, financial budgeting, and all concept needs such as event design and layouts. During professional work reports, practitioners can apply various theories and concepts previously learned at Pembangunan Jaya University.

Keywords: Marketing, Marketing event, Campaign, environment