

ABSTRAK

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KEGIATAN BRAND ACTIVATION DI DIVISI MARKETING

Pada era industry 4.0 teknologi semakin berkembang dan semakin maju. Pada era industry 4.0 divisi marketing khususnya di dunia kerja memungkinkan dan memanfaatkan hal tersebut untuk merealisasikan strategi hingga perencanaannya bagi masing – masing perusahaan. Terlebih jika perusahaan yang dipegangnya masih terhitung baru dan membutuhkan strategi perencanaan yang sangat matang agar cepat dikenal oleh masyarakat luas. Hal tersebut yang melatarbelakangi mengapa Universitas Pembangunan Jaya mewajibkan seluruh mahasiswa nya untuk menjalani kerja profesi sebagai maya kuliah wajib dengan harapan yang sama yaitu para mahasiswa dan mahasiswi UPJ dapat meningkatkan pengetahuan, wawasan, pengalaman, keterampilan dan kemampuan didalam dunia kerja yang bidangnya disesuaikan dengan program studi masing-masing mahasiswa. Ada beberapa kegiatan divisi marketing mulai dari strategi branding, mengelola social media perusahaan, menambah partner kerjasama, menjalankan campaign, hingga membuat acara. Dalam hal ini Praktikan berkesempatan bergabung di divisi marketing tepatnya menjadi event staf perusahaan. Selama tiga bulan praktikan menjalan kegiatan kerja profesi praktikan banyak mendapatkan pembelajaran serta pengalaman. Pembelajaran yan didapatkan oleh praktikan mulai dari menyiapkan perencana acara beauty, persiapan acara, hingga pelaksanaan acara. Selain itu, praktikan juga mendapatkan pengalaman dalam menjalankan acara bersama tim mecapan serta membantu menjalankan campaign graduation package. Praktikan juga mendapatkan kesempatan untuk mengikuti meeting bulanan dan meeting mingguan yang dilakukan oleh divisi marketing. Meeting bulanan yang dilakukan oleh seluruh divisi Mecapan Indonesia dilakukan pada saat awal bulan lalu meeting mingguan yang dilakukan pada divisi marketing dilakukan setiap hari senin. Dalam meeting bulanan biasanya meeting tersebut membicarakan program apa yang ingin dilakukan divisi tersebut dalam sebulan kedepan.

Kata kunci: industry 4.0, strategi marketing, pembelajaran, pengalaman

ABSTRACT

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BRAND ACTIVATION MANAGER ACTIVITIES IN MARKETING DIVISION

In the era of industry 4.0 technology is increasingly developing and increasingly advanced. In the industrial era 4.0, the marketing division especially in the world of work made it possible and utilized it to realize strategies and plans for each company. Especially if the company he is holding is still relatively new and requires a very mature planning strategy to be quickly recognized by the wider community. This is the background why Universitas Pembangunan Jaya requires all of its students to undergo professional work as compulsory virtual lectures with the same expectation that UPJ students can increase their knowledge, insight, experience, skills and abilities in the world of work whose fields are adapted to study programs each student. There are several marketing division activities ranging from branding strategies, managing corporate social media, adding collaborative partners, running campaigns, to creating events. In this case Praktikan had the opportunity to join the marketing division precisely to be the company's staff event. During the three months praktikan run professional work activities praktikan get a lot of learning and experience. Learning is obtained by praktikan starting from preparing beauty event planning, event preparation, to the implementation of the event. In addition, praktikan also gain experience in running events with the mecapan team and helping run a graduation package campaign. Praktikan also get the opportunity to attend monthly meetings and weekly meetings conducted by the marketing division. Monthly meetings conducted by all Mecapan Indonesia divisions were held at the beginning of last month. Weekly meetings held at the marketing division were held every Monday. In monthly meetings the meeting usually discusses what programs the division wants to do in the coming month.

Keyword: industry 4.0, marketing strategy, learning, experience