

## **ABSTRACT**

**Muhammad Pippo Imamrifqi (2019041075)**

### **ACTIVITIES OF THE MARKETING COMMUNICATION DIVISION AT PT. INDONESIAN SALT CHEETHAM**

*Professional work is a lecturing activity that supports students in learning which is done by going directly into the real world of work, by testing the skills, both soft skills and hard skills that have been obtained during lectures. In this professional work report, several work implementation activities, obstacles faced and solutions to overcome these obstacles at PT. Cheetham Salt Indonesia. Practitioners carry out professional work for 3 (three) months, starting on June 20 until September 22, 2022. In carrying out professional work, the practitioner is placed in the Marketing Communication section of the company. During professional work, the practitioner performs several activities, namely creating promotional media content, content planning, content creation, making company certificate design materials, and analyzing target markets. Practitioners also encounter various obstacles when carrying out professional work such as difficulties in finding concepts for content production, practitioners do not have supporting tools and companies that have branches with far apart locations. Practitioners also carry out various treatments to overcome the obstacles they face, such as looking for as many references as possible on the internet, conducting research to determine the concepts of content to be produced, and making virtual contact to overcome unclear communication barriers.*

**Keywords:** *World of Work, Skills, Professional Work, Marketing Communication, Content, Research, Obstacles*