

ABSTRACT

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PROFESSIONAL WORK ACTIVITIES IN THE ADMINISTRATIVE SECTION IN THE FOOD AND BEVERAGE HAMPERS BUSINESS IN NOCAKEID

Pembangunan Jaya University has a Professional Work program which is mandatory for all students. Professional work is a form of teaching that aims to give students a clear picture and work experience under the guidance and supervision of a particular company. While carrying out professional work at Nocakeid, the practitioner works under the supervision and guidance of the direct owner as administrative staff. In professional work, the practitioner has the opportunity to participate and be directly involved in the company's sales activities..

The activities and responsibilities given to the practitioner are focused on the process of marketing and selling products. Administrative staff always try to make digital product content as attractive as possible to increase sales, and also always maintain the quality of service to customers which is an important part of the sales process. Nocakeid focuses on marketing activities using a digital content strategy that will be uploaded on Instagram and Tiktok social media.

Keywords: Marketing, sales, digital content.