

ABSTRACT

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PRODUKTIVITAS MARKETING DI PT. EQUITYWORLD FUTURES

In order to support aspects of professional expertise, the Faculty of Management, Universitas Pembangunan Jaya has provided complete educational support facilities and infrastructure, but these facilities and infrastructure only support aspects of professional expertise in theory that have been obtained from lectures and practical training in the field in order to provide an overview of the world of work. which are actually. Internship is a form of lectures through work activities directly in the world of work. This internship is a practical activity for students with the aim of gaining experience from these activities which can later be used for professional development. This internship activity was carried out at PT. EQUITYWORLD FUTURES as a company engaged in the most active digital gold trading commodity on the Jakarta Futures Exchange which has been established since 2005 and is ranked every month as the 10 best brokerage companies in Indonesia according to the assessment of the Jakarta Futures Exchange.