

## **ABSTRACT**

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### **APPLICATION OF BUSINESS COOPERATION ACTIVITIES (PARTNERSHIP) IN DIVISION OF MARKETING & DEVELOPMENT (MD) AT PT. PERTAMINA DRILLING SERVICES INDONESIA (PT. PDSI)**

*Marketing is a social and managerial process in which individuals and groups obtain what they need and want by creating, offering and exchanging products of value with others. Marketing is one of the important activities of the company to improve operations and maintain the viability of the company. Each company must have a marketing department, which is generally their activities to anticipate needs and direct the flow of goods and services from producers to consumers, and the need to ensure that the needs of consumers are met and at the same time they can also increase the gain or profit from the company itself. To achieve this, the company must perform a key activity in the form of business cooperation in marketing activities that includes a series of processes such as the selection of potential business partners, data verification/supporting documents of cooperation, the confirmation of various aspects, up to the stage of the audit. Tasks performed by the practitioner is doing a series of above-mentioned process for some business cooperation projects undertaken marketing division. Overall, this internship provides an opportunity for the practitioner to apply and develop the capacities of individuals.*

Keywords: *marketing, business cooperation, partnership*