

ABSTRACT

Alysia Cahya Dewi (2019041007)

WORK ACTIVITIES OF MARKETING DIVISION ACCOUNT EXECUTIVE SECTION AT PT. ONE WAY INDONESIA

While carrying out professional work activities at PT Satu Jalan Indonesia, the intern is in the Marketing division and is under direct direction by the Marketing Manager. Even though it is a startup company that has only been established for about 3 years, Stuja coffee has been able to become a mainstay coffee place for coffee lovers and is known as an environmentally friendly company. In professional work experience as an account executive at PT Satu Jalan Indonesia, the intern carry out work in establishing communication and good relations, and being able to persuade clients regarding products from PT Satu Jalan Indonesia. In addition, intern also have the opportunity to gain experience in collaborating events with clients, carrying out media relations activities and cooperative relationships with influencers, as well as conducting company visits to carry out ongoing collaborations with other partner companies with different main business products from PT Satu Jalan Indonesia. Another field of work that the intern works on is making a digital promotion plan in the form of marketing content production. The intern understands that the work position as an account executive is closely related to the role of Public Relations which seeks to continue to build and maintain good relations between the company and its stakeholders, where specifically in this job the intern must maintain good communication and relations with the company's clients. Good communication skills, skills in persuasion and negotiation are the keys to success in carrying out professional work as an account executive.

Keywords: *account executive, media relations, event collaboration, influencer relations, company visit*