

## **ABSTRAK**

Tasya Arsyta Putri Kahfi ( 2013041026 )

### **AKTIVITAS TENANT RELATIONS PADA PLAZA BINTARO JAYA**

*Selama melaksanakan kerja profesi di Plaza Bintaro Jaya, Praktikan bekerja di bawah pengawasan divisi Tenant Relations. Dalam kerja profesi, Praktikan berkesempatan untuk turut berpartisipasi dan terlibat langsung dalam pelaksanaan aktivitas Tenant Relations pada perusahaan Plaza Bintaro Jaya ini seperti menangani complaint, problem solving, ikut melaksanakan survey tenant, kegiatan fitting out, tenant monitoring, dan membuat serta membalas surat menyurat perihal tenant di Plaza Bintaro Jaya. Aktivitas atau tanggung jawab divisi Tenant Relations Plaza Bintaro Jaya terfokus pada pihak eksternal yaitu para tenant (pihak kedua).*

*Seluruh kegiatan divisi Tenant Relations ini dilakukan melalui berbagai media baik via telfon, email, ataupun bertemu secara langsung. Plaza Bintaro Jaya juga senantiasa berusaha untuk menjalin hubungan baik dengan para Tenant dengan cara melakukan survey Tenant dan Tenant monitoring, guna meningkatkan fasilitas pra-sarana agar para Tenant merasa nyaman. Selama Praktikan menjalani kegiatan kerja profesi, Praktikan banyak mendapat hal baru dan banyak belajar seperti pada pelaksanaan menangani complaint dan problem solving, Praktikan harus mengedepankan pengelolaan sisi emosional dan harus menanggapi dengan ramah terhadap orang lain. Selain itu, dalam kegiatan Tenant Relations ini penting menggunakan bahasa persuasif yang mengarah pada menjaga/ mempertahankan loyalitas Tenant.*

**Kata kunci : Aktivitas, Tenant Relations, Tenant**

## ABSTRACK

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### ***Tenant Relations Activities At Plaza Bintaro Jaya Company***

*During the process of profession working at Plaza Bintaro Jaya company, Practitioner works under Tenant Relations division. In profession working, Practitioner have an opportunity to participate and directly involved of Tenant Relations activities at Plaza Bintaro Jaya company, like handling complaint, problem solving, participate in tenant survey, fitting out activities, monitoring tenant, making and replying tenant correspondence at Plaza Bintaro Jaya. The activities or responsibilities of the Tenant Relations division of Plaza Bintaro Jaya focused on external parties, namely tenants.*

*All Tenant Relations division activities are done through various media either via phone, email, or face to face interaction. Plaza Bintaro Jaya also constantly strives to establish good relationships with Tenants by conducting Tenant and Tenant monitoring surveys, in order to improve the facilities for the Tenants to feel more comfortable. During the process of profession working, Practitioner have learning many new things such as handling complaint and problem solving, Practitioner have to management the emotional side and should respond with friendly towards others. Beside that, in Tenant Relations activities it's important to use a persuasive language that leads to maintaining Tenant loyalty.*

*Keywords: Activities, Tenant Relations, Tenant*