

## **ABSTRACT**

Indah Rahmadini (2020021200)

### **MANAGERIAL ACTIVITIES OF SALES PROMOTION GIRL AT PT. CITRA INSANI GARDIA SEMESTA**

In fulfilling the requirements of the Professional Work course, the practitioner chose PT. Citra Insani Gardia Semesta as a professional workplace, a company engaged in management consulting with a focus on services involving various aspects, from workforce involved in supporting processes to the entire range of jobs as an outsourcing unit. While undertaking the Professional Work at PT. Citra Insani Gardia Semesta, the practitioner works under the guidance of the Operational Supervisor. In the role of Team Leader for Sales Promotion Girl (SPG), the practitioner is directly involved in conducting training and development, evaluating SPG performance, conflict resolution and solutions, human resources administration, and managing product stock. Upholding high integrity is crucial in carrying out all work activities to maintain trust with customers of PT. Citra Insani Gardia Semesta.

*Keywords: Team Leader, Human Resources, Sales Promotion Girl*