

ABSTRAK

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KEGIATAN ACCOUNT EXECUTIVE DALAM AGENSI PERIKLANAN PT. AKASSA LENTERA ARTA

Kegiatan Kerja Profesi dilakukan oleh Universitas Pembangunan Jaya sebagai bentuk kegiatan untuk menghubungkan antara teori yang telah diajarkan di kampus dengan praktik lapangan yang dilakukan dalam suatu perusahaan. Melalui kegiatan kerja profesi praktikan mendapatkan pengetahuan, keterampilan serta pengalaman baru dari dunia kerja khususnya dalam bidang yang diambil oleh praktikan. Praktikan melaksanakan kegiatan Kerja Profesi di PT. Akassa Lentera Arta, yang merupakan agensi periklanan yang didirikan pada tahun 2016. Selama melaksanakan kegiatan kerja profesi di agensi periklanan PT. Akassa Lentera Arta sebagai seorang Internship Account Executive, praktikan bekerja di bawah pengawasan serta bimbingan Senior Account Executive. Dalam pelaksanaan kerja profesi, praktikan berkesempatan untuk berpartisipasi dan terlibat langsung dalam fungsi dan kegiatan Account Executive di PT. Akassa Lentera Arta ini seperti pembuatan pitch deck, melakukan kontak dengan stakeholder perusahaan yaitu klien dan vendor, termasuk membantu tugas-tugas keseharian Account Executive seperti mengerjakan project-project yang akan atau sedang berlangsung diantaranya yaitu melakukan event management, membuat perencanaan konten, membuat social media monthly report setiap bulannya. Selama masa kegiatan kerja profesi, praktikan menjalankan project dari beberapa klien yaitu Rumah Sakit Mayapada, Cipta Kridatama, PLN, Cozmeed, Wiraland, Lapis Kukus Botani, Telkom, Payungguru, Ubiqu, dan Menara Kuningan.

Kata kunci : Account executive, hubungan pemangku kepentingan, manajemen acara, perencanaan konten.

ABSTRACT

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ACCOUNT EXECUTIVE ACTIVITIES AT ADVERTISING AGENCY PT. AKASSA LENTERA ARTA

The internship activities are carried out by Pembangunan Jaya University as a form of activity to connect the theories that have been taught at the university with the practices carried out in a company. Through internship activities, the intern gets new knowledge, skills, and experience from the world of work, especially in the fields taken by the intern. The intern doing internship activities at PT. Akassa Lentera Arta, which is an advertising agency that was founded in 2016. During the internship at the advertising agency PT. Akassa Lentera Arta as an Internship Account Executive, the intern works under the supervision and guidance of a Senior Account Executive. In the implementation of the internship, the intern has the opportunity to participate and be directly involved in the functions and activities of the Account Executive at PT. The Akassa Lentera Arta is like making pitch decks, making contact with stakeholders namely clients and vendors. The intern also helping Account Executive daily tasks such as working on projects that will or are ongoing such as conducting event management, planning content, create social media monthly report. During the internship period, the intern runs projects from several clients namely Mayapada Hospital, Cipta Kridatama, PLN, Cozmeed, Wiraland, Lapis Kukus Botani, Telkom, Payungguru, Ubiqu, and Menara Kuningan.

Keywords: account executive, stakeholders relations, event management, content planning.