

ABSTRAK

Fidella Tysani Hananeva (2016041031)

AKTIVITAS SOCIAL MEDIA DAN MARKETPLACE MANAGEMENT PADA DIVISI MARKETING COMMUNICATION THE SPRINGS CLUB SUMMARECON SERPONG

Selama melaksanakan kerja profesi di The Springs Club Summarecon Serpong, Praktikan bekerja dibawah pengawasan serta bimbingan Marketing Communication. Dalam kerja profesi, Praktikan berkesempatan untuk turut berpartisipasi dan terlibat langsung dalam pekerjaan Marketing Communication The Springs Club seperti melakukan publikasi di media sosial, marketplace, event internal dan eksternal. Aktivitas dan tanggung jawab divisi Marketing Communication The Springs Club terfokus pada mempromosikan perusahaan yakni dalam penjualan Banquent, Restaurant, Membership melalui media sosial, marketplace, event. Serta selalu membangun dan mempertahankan hubungan baik dengan pihak internal dan eksternal. Setelah melakukan kerja profesi selama tiga bulan mulai dari 27 Mei hingga 23 Agustus 2019 di The Springs Club, Praktikan mendapatkan pengetahuan serta pengalaman dalam dunai kerja yang sesungguhnya khususnya dalam pekerjaan Marketing Communication yang berkesan dan penuh pembelajaran sangat berharga bagi Praktikan dalam menghadapi dunia kerja nyata nantinya. Praktikan juga mempelajari banyak hal seperti menjalin komunikasi interpersonal yang baik dengan sesama rekan kerja serta komunikasi organisasi yang diterapkan dalam perusahaan ini.

Kata kunci : *Marketing Communication, Media Sosial, Marketplace, event management*

ABSTRACT

Fidella Tysani Hananeva (2016041031)

SOCIAL MEDIA AND MARKETPLACE MANAGEMENT ACTIVITIES IN THE MARKETING COMMUNICATION DIVISION OF THE SPRINGS CLUB SUMMARECON SERPONG

While carrying out professional work at The Springs Club Summarecon Serpong, Praktikan worked under the supervision and guidance of Marketing Communication. In professional work, Praktikan has the opportunity to participate and be directly involved in The Springs Club's Marketing Communication work such as publishing on social media, marketplaces, internal and external events. Activities and responsibilities of The Springs Club's Marketing Communication division are focused on promoting the company in selling Banquet, Restaurant, Membership through social media, marketplaces, events. And always build and maintain good relations with internal and external parties. After doing professional work for three months starting from May 27 to August 23, 2019 at The Springs Club, Praktikan gained knowledge and experience in the real world of work especially in memorable and learning learning Marketing jobs that are very valuable for Praktikan in dealing with the real work world later . Praktikan also learns many things such as establishing good interpersonal communication with fellow colleagues and organizational communication that is applied in this company.

Keywords: Marketing Communication, Publication, Social Media, Marketplace, event management