

## **ABSTRACT**

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**MARKETING ADMINISTRATOR MARKETING SUPPORT IN THE MARKETING DIVISION AT MODERN GRAHA RAYA MARKET PT. SUMBER JAYA KELOLA INDONESIA.**

*Practitioners carried out two months of professional work at PT Sumber Jaya Kelola Indonesia in the Graha Raya modern market management unit and was placed in the Marketing sector. When carrying out professional work, practitioners get the opportunity and experience to participate and be directly involved in the marketing process at the Graha Raya modern market. While carrying out professional work at the Graha Raya Modern Market management office, practitioners are given job responsibilities and activities such as administration of marketing activities, namely writing letters, archiving, conducting surveys and making reports on marketing activities. The implementation of professional work runs smoothly even though there are several obstacles experienced or several obstacles that hinder practitioners in carrying out the tasks given. After carrying out professional work, practitioners have additional insight into knowledge in the field of work and can implement the theory they have learned into work practice and practitioners have developed competencies than before.*

**Keywords:** *Marketing, Administration, Management*