

ABSTRACT

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PROFESSIONAL WORK ACTIVITIES AS SUPPORTING MARKETING AND OPERATIONAL AT PT. BANK SYARIAH INDONESIA KCP RADIO DALAM

Professional work has benefits for students apart from being a requirement for students to graduate smoothly, as well as an effort to improve and train our soft skills and hard skills that we have obtained through lectures. By going directly into the world of work, students can find out and adapt to the world of work they will face in the future. Professional work carried out by practitioners is at PT. Bank Syariah Indonesia KCP Radio Dalam which is located at Jl. Radio Dalam Raya No. 3, Cav. 1B-1C Ex. North Gandaria, District. Kebayoran Baru, South Jakarta. For 3 (three) months, the intern carries out professional work, placed in the Supporting Marketing and Operational sections. Where each section has its own duties, such as in the Marketing section, they are given the task of offering products at Bank Syariah Indonesia to customers. as well as writing cooperation hearing letters and visiting schools, foundations, workshops, clinics, etc. Meanwhile, the Service Operations section is given the task of creating a webform (online account), inventorying documents, cross checking and registering customer documents, assisting customer service, learning to fill out gold installment forms and financing agreement forms.

Keywords: Professional Work, Supporting, Marketing, Operational