

ABSTRACT

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AKTIVITAS KERJA PROFESI PADA PT TELKOM WITEL TANGERANG DIVISI DIGITAL MARKETING

Professional Work is a graduation requirement for students and students of Pembangunan Jaya University. Professional work given or held by Pembangunan Jaya University aims to develop the abilities of students and students in entering the world of work. Practitioners are given the opportunity to do professional work at PT Telkom Witel Tangerang in the Digital marketing division. Professional work is carried out for a period of 3 months or 400 hours. In the professional work carried out by the practitioner, the practitioner is given the direct task of serving IndiHome customers and assigned to fill in data regarding the data of IndiHome customers who are experiencing problems. In the professional work that the practitioner does, it runs smoothly even though there are various obstacles that make it difficult for the practitioner, such as making voice calls to IndiHome customers. However, with the implementation of this professional work, it provides broad knowledge for practitioners and builds a sense of responsibility for practitioners.

Keywords: Kerja Profesi, Digital Marketing, PT Telkom Witel Tangerang