

ABSTRACT

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DIGITAL MARKETING PROFESSIONAL WORK IMPLEMENTATION AT GRHA TELKOM WITEL

Professional work is a graduation requirement at Pembangunan Jaya University. The period of time given to do professional work is 3 months or 400 hours at PT Telkom Witel Tangerang. Professional work is one of the compulsory subjects at Pembangunan Jaya University. The practitioner becomes part of the Digital Marketing division. During professional work, the practitioner is given a job related to marketing. The implementation of professional work went smoothly even though there were several obstacles.

Keywords: *PT Telkom Witel Tangerang, Digital Marketing, Pemasaran.*