

ABSTRACT

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WORK ACTIVITIES IN THE BEAUTY SPECIALIST SECTION AT PT MECAPAN KREASI INDONESIA

Professional work is an activity where students go directly to work in real life in a company according to the majors and concentrations taken with the aim of being one of the graduation requirements for Pembangunan Jaya University students. In addition, professional work is also a forum for students to be able to implement the knowledge gained during study and practice in lectures. Practitioners carry out professional work at PT Mecapan Kreasi Indonesia as Beauty Specialists. PT Mecapan Kreasi Indonesia is a company engaged in services because its focus is to become a bridge between consumers and beauty service providers. Practitioners gained a lot of new knowledge related to the marketing field such as how to attract consumers to make purchasing decisions, how to serve consumers well, to way to increase customer loyalty.

Keywords: *Internship, Beauty Specialist, Marketing, PT Mecapan Kreasi Indonesia*