

## ABSTRACT

MUHAMMAD ZEIN ERIAN (2020021094)

**PROFESSIONAL WORK ACTIVITIES IN THE CUSTOMER CARE AND RETENTION DIVISION, WESTERN JABOTABEK REGION, PT. TELEKOMUNIKASI SELULAR.**

*During a three-month professional internship at PT Telekomunikasi Selular, the practitioner was assigned to the Customer Care and Retention Division in the Western Jabotabek Region. Engaging directly in customer service processes, the practitioner had the opportunity to actively participate in various customer service tasks. Responsibilities encompassed administrative duties, office service comparisons, event summary recaps, customer communication, and report generation related to customer service activities. While executing professional duties, the practitioner encountered challenges hindering the completion of assigned tasks. Despite these obstacles, the internship experience enhanced the practitioner's skills, resulting in a higher level of proficiency compared to the initial skill set.*

**Keywords:** Professional Internship, Customer Care, Administrative Tasks, Skill Enhancement.