

ABSTRACT

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PT Matahari Putra Prima Tbk Marketing Division Activities in the CRM Department

Practitioner carries out professional work activities at PT Matahari Putra Prima Tbk. (PT MPPA Tbk.). PT MPPA Tbk. is one of the companies in the retail industry that is quite large in Indonesia. PT MPPA Tbk. has various business formats such as Hypermart, Foodmart Supermarket, Hyfresh Supermarket, Boston Beauty & Health, and FMX. Practicing while carrying out professional activities focuses on one of the business formats of PT MPPA Tbk. namely Hypermart. Hypermart itself is one of the largest hypermarkets in Indonesia and is spread across more than 70 cities in Indonesia. Hypermart was first inaugurated on January 15 2004 and is under the auspices of the Lippo Group. Hypermart itself is a business format of PT MPPA Tbk. which makes the largest contribution to PT MPPA Tbk's revenue, namely 85.7%. Practitioner joins the Digital Marketing Department for the first time. Has various duties and responsibilities related to the official Instagram from Hypermart, such as creating content concepts, creating content plans, and doing video editing. In the middle of the Professional Work implementation period, the practice was transferred to the CRM Department. While carrying out professional work in this department, practitioners have several tasks and responsibilities such as creating campaign briefs, entering member data, creating content concepts for members, and scheduling blast campaigns. By doing this professional work, practitioners gain new experience and insight related to working in the retail industry in the Digital Marketing and CRM Departments. By taking part in this Professional Work, the objectives of carrying out Professional Work can be achieved by practitioners.

Keywords: Digital Marketing, CRM, Content, Hypermart, Retail