

ABSTRACT

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MARKETING DIVISION WORK ACTIVITIES AT PT INDOFOOD SUKSES MAKMUR TBK, BOGASARI FLOUR MILLS DIVISION

During the professional work process at PT Indofood Sukses Makmur Tbk, Bogasari Flour Mills Division, practitioners carried out professional work for 3 months starting from June 1, 2023, to August 31, 2023. Practitioners have duties as Marketing Staff in the Small Medium Enterprise Relations (SME)/Bogasari Mitra Card (BMC) and Product Group Development (PGD) sections. In this professional work activity, all activities carried out by practitioners are directly supervised by professional work supervisors and get guidance related to the work carried out by practitioners. In their duties, practitioners also help carry out stock-taking both in the main and PGD warehouses. Practitioners also gained a lot of new knowledge during their professional work at PT Indofood Sukses Makmur Tbk, Bogasari Flour Mills Division such as gaining insight into the field of marketing, honing hard skills and soft skills and adding experience as a team member in the company.

Keywords: Professional Work, Marketing, PT Indofood Sukses Makmur Tbk, Bogasari Flour Mills Division,