

## **ABSTRACT**

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### **WORKING ACTIVITIES IN FULL-STACK DIGITAL MARKETING PROGRAM OF PT REVOLUSI CITA EDUKASI**

*Internship Program is designed to provide a comprehensive understanding of the work environment, allowing the application of theories acquired during academic studies in accordance with the competency standards of the study program within the workplace of a company. In the current context, where the demand for competent human resources in various fields is escalating, Universitas Pembangunan Jaya has incorporated the Professional Work Program as an academic requirement, providing its students with the necessary experience and skills to become high-quality professionals. Therefore, the participant undertook the Professional Work Program at PT Revolusi Cita Edukasi as a Team Lead (TL) in the Full-Stack Digital marketing Program for a duration of 448 hours. Throughout this period, the participant successfully acquired a range of new knowledge and skills relevant to the field of digital marketing.*

**Keywords:** *Internship, Digital marketing Marketing, PT Revolusi Cita Edukasi*