

ABSTRACT

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PROFESSIONAL WORK ACTIVITIES AT FOUR POINTS BY SHERATON JAKARTA THAMRIN AS SALES MARKETING

In carrying out professional work in a company that runs in the tourism sector, namely the Four Points by Sheraton Hotel Jakarta, practitioners gain new experiences that will be useful in the world of work. The definition of professional work is a learning programme that aims to provide a direct experience to students in a field related to their chosen interests in lectures, this field is expected to create a picture of students in facing the real world of work. On this occasion, the practitioner carried out this professional work program in the sales marketing division at the Four Points by Sheraton Jakarta Hotel, the company is a type of business that runs in the tourism sector where Four Points Jakarta was established on 15 August 2016. This work program was carried out by practitioners for 3 months with a total working hours of 512 (five hundred twelve) hours starting on 12 June 2023 - 12 September 2023. In professional work assignments, practitioners have the opportunity to get to know and also assist the work of the sales marketing division to make correspondence to guests who want to carry out an event activity at the hotel, carry out social media admin activities on Four Points Jakarta's Instagram and show meeting rooms to guests who want to ask and also see firsthand the facilities offered by the hotel in their products.

Keywords: *Professional Job, Four Points by Sheraton Jakarta Hotel, Sales Marketing*