

## **ABSTRACT**

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### **WORKING ACTIVITIES AT PHIBETHA KALAMWIJAYA CONSULTING SERVICES COMPANY**

*Professional Work Activities (PWA) is an endeavor aimed at providing insights into the professional world, allowing the application of theories learned during academic studies in line with the competencies of the Study Program within a company environment. Given the current demand for competent human resources in the professional realm, the University of Pembangunan Jaya has incorporated Professional Work Activities as an academic requirement to equip its students with the necessary experience to become competent professionals. Hence, the practitioner undertakes Professional Work Activities at Phibetha Kalamwijaya Consulting Services Company, specifically in the Marketing & Operation Division. Throughout the 450-hour PWA, the practitioner gains valuable insights and new knowledge in the field of marketing.*

**Keywords:** *Internship, Marketing, Phibetha Kalamwijaya*