

ABSTRACT

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AKTIVITAS KERJA PROFESI PADA BAGIAN SOCIAL MEDIA MARKETING DI PT PENTA ARTHA IMPRESSI (BENGKEL BOS)

Professional Work is a compulsory course at Pembangunan Jaya University which has a weight of 3 (three) credits and is one of the mandatory requirements for Pembangunan Jaya University students. Students have the opportunity to do Professional Work in companies or agencies in order to gain real experience in the world of work. This activity aims to provide opportunities for students who have gained knowledge during lectures to apply it at the Professional Workplace. All Practitioners who carry out Professional Work are given relevant knowledge and theories in accordance with the curriculum of each study program. They are also trained in skills and discipline before entering the world of work. It is intended that participants are able to complete the tasks assigned by the Professional Work Supervisor, as well as comply with the rules and regulations that apply in the workplace, namely PT Penta Artha Impresi (BOS Workshop). Practitioners get the opportunity to be part of the Marketing Department in the Social Media & Content Division.

Keywords: *Internship Program, PT Penta Artha Impresi, Social Media & Content Division*