

ABSTRAK

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KEGIATAN *MARKETING* GO-MART INDONESIA

Praktikan melaksanakan kerja profesi di PT Aplikasi Karya Anak Bangsa yang bergerak dalam layanan Aplikasi Mobil, pada divisi Marketing di Bisnis Unit GO-MART. Dikarenakan praktikan memiliki minat dalam bidang marketing, serta tertarik terhadap jenis bisnis yang dikelola oleh GO-MART. GO-MART sendiri bergerak dalam jasa antar belanja online berbasis aplikasi untuk memenuhi kebutuhan sehari-hari konsumen. Selama melaksanakan kerja profesi di Marketing GO-MART Indonesia, Praktikan bekerja di bawah pengawasan serta bimbingan Sosial Media Planner dan Designer GO-MART Indonesia. Dalam kerja profesi, Praktikan berkesempatan untuk turut berpartisipasi dan terlibat langsung dalam pelaksanaan fungsi marketing di GO-MART Indonesia ini, seperti membuat perencanaan program marketing, membuat konten kreatif sosial media, memberi masukan untuk jalan program dan ide yang lebih baik, membantu pengeditan visualisasi seni, termasuk membantu tugas-tugas keseharian Marketing GO-MART. Selama melakukan kerja profesi pasti ada hambatan baik dari praktikan maupun dari instansi tempat kerja profesi, yang dapat praktikan atasi. Kerja profesi ini diharapkan mampu memberikan manfaat bagi diri praktikan, instansi kerja profesi, dan Universitas Pembangunan Jaya sendiri. Setelah menjalani Kerja Profesi ini, praktikan mulai memahami bagaimana cara menjalankan fungsi marketing yang baik.

Aktivitas atau tanggung jawab Divisi Marketing GO-MART Indonesia terfokus pada Program kampanye, ide kreatif konten media, serta pelaporan setiap kegiatan.

Kata kunci : *Marketing, GO-MART, Sosial Media.*

ABSTRACT

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MARKETING ACTIVITIES AT GO-MART INDONESIA

Practitioner were applying Internship at PT Karya Anak Bangsa which engaged in Mobile Application services, in the marketing division at GO-MART Business Unit. Practitioner choose this because Practitioner is interested in marketing field and find GO-MART Business to the liking. GO-MART engaged in an online shopping services-based applications to fulfill the consumers everyday needs. During the time of the work in the Marketing division of GO-MART Indonesia. Practitioner work under the supervision and guidance of the Social Media Planner and Designer of GO-MART Indonesia. While carrying out duties, practitioner get the opportunities to participate and be directly involved in the implementation of the marketing function in GO-MART Indonesia, such as planning marketing programs and strategies, making social media creative content, providing better ideas to the program, involved in editing art visualization, including with the daily works of Marketing GO-MART. During the internship, there must be ordeals for both of the practitioner as well as to the agency, which practitioner could overcome. Internship Program is expected to provide benefits for practitioner, Internship employment agencies, and the Universitas Pembangunan Jaya itself. After experiencing this program, practitioner is now able to understand what and how a good marketing strategy planning is like.

Activities or responsibilities of GO-MART Marketing Division Indonesia focused on campaign programs, creative media content, as well as reporting any daily activity.

Keywords: Marketing, GO-MART, Social Media.