

ABSTRACT

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Overview of Division Activities *GTM and Marketing Communication* West Java Jabotabek area at PT Telekomunikasi Selular

Implementation of Professional Work starts on July 11 2023 to September 30 2023, practitioners undergo professional work practices at PT Telekomunikasi Selular (Telkomsel), precisely in the Division *GTM and Marketing Communication* area jabotabek jabar. The work location is at Telkomsel smart office BSD, which is located on Jl. Lengkong Wetan, Lengkong Wetan, District. Serpong, South Tangerang City, Banten 15310

During the implementation of professional work, practitioners have the opportunity to be directly involved in various aspects of marketing. Practitioners are responsible for tasks which include visiting grapari for checks *flayer* to evaluate marketing at GraPARI, create coverage content for the Telkomsel booth at events, and create promotional content for various products, such as by.U cards, Telkomsel RoaMAX, and MAX internet packages.

Even though there are several obstacles in professional work, practitioners can develop internal competence *Marketing Communication*, communication, and product promotion, as well as gaining a deeper understanding of effective promotional strategies. Practical experience provides a strong foundation for the future.

Keywords: *Marketing Communication*, Communication and Product Promotion