

## **ABSTRACT**

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### **PROFESSIONAL WORK ACTIVITIES AT PASAR MODERN GRAHA RAYA MARKETING DIVISION OF PT. SUMBER JAYA KELOLA INDONESIA**

*Professional Work is an activity that aims to provide students with a comprehensive picture of the world of work. Students can improve their competence with non-academic experience and become the best graduates. Having non-academic experience creates human resource that can compete in the world of work, which is why this professional work is held. Practitioners carry out three months of professional work at PT. Sumber Kelola Indonesia as the management unit of Pasar Modern Graha Raya and is placed in the marketing division. In carrying out professional work, practitioners get the opportunity to participate and be directly involved in the marketing process. During the implementation of professional work, practitioners are given work related to the administration of marketing activities, such as making contracts, archiving, and managing tenants. The implementation of professional work runs smoothly even though there are several obstacles that prevent practitioners from carrying out the assigned tasks. During the implementation of professional work, practitioners gain a lot of knowledge and insight and become more familiar with the world of work.*

**Keywords:** Marketing, Administration, Management