

## **ABSTRACT**

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### ***ANALYSIS OF THE EFFECTIVENESS OF INTERNAL CONTROL IN IMPROVING SALES PERFORMANCE IN PT PARASTAR DISTRINDO SMARTFREN PRODUCT SALES***

*This report aims to fulfill the criteria for Professional Work Courses in the Accounting Study Program, Faculty of Humanities and Business, Pembangunan Jaya University. This activity will strengthen and expand the collaboration network between Study Programs and UPJ and PT Parastar Distrindo. It also intends to provide experience, extensive information about the world of work, mental training, and discipline before entering the field. Practicing as a Cluster Retail Development (CRD) at PT Parastar Distrindo in the Marketing division. The main work carried out by interns is to help carry out sales control via the Sales Tracking System (STS) application. Apart from that, another additional activity carried out by the practitioner is to help increase distribution and sales of Smartfren products. Practice using the Sales Tracking System (STS) application in the work process.*

***Keyword : Sales Tracking System (STS)***