

ABSTRACT

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COMMUNICATION MARKETING ACTIVITIES IN THE SALES MARKETING DIVISION AT THE DHARMAWANGSA HOTEL JAKARTA

During the six-month implementation of the Merdeka Belajar Kampus Merdeka program at The Dharmawangsa Hotel Jakarta, the internship was conducted under the supervision and guidance of the company's Sales Marketing Department mentor. Throughout the internship, participants had the privilege of actively participating in the planning and execution of the company's social media content, including the development of a comprehensive content plan for the company's Instagram account, @thedharmawangsa. Additionally, participants were directly involved in coordinating photoshoot activities, contributing ideas to create a moodboard for the photoshoot. Furthermore, the internship involved monitoring media coverage of the company, allowing participants to stay abreast of the latest media reports. Interns were also entrusted with direct involvement in the management of events, providing them with valuable experience in both content creation and event organization.

Keywords: Public Relations, Digital Marketing, Content, Internship