

ABSTRACT

Rhesevsky Cahaya Ramadhani (NIM.2020041056)

MARKETING COMMUNICATION ACTIVITIES AT PT. FAJAR PHINISI SEA FRONT, CLARO HOTEL KENDARI

Practitioners carry out Professional Work internship activities at Pt. Fajar Phinisi Seaside, Claro Hotel Kendari is under the direct supervision of the Marketing Communication Manager as a mentor who provides guidance during the internship activities. Practitioners carry out Professional Work internship activities for six (6) months at PT. Fajar Phinisi Seaside, Claro Hotel Kendari in Marketing Communication position. Practitioners have the opportunity to directly know and practice developing communication strategies that can be used by companies to improve their image in the eyes of the public. Practitioners also get the opportunity to exchange ideas regarding content that will be prepared for the company's publication needs. Practitioners have the duty and responsibility to prepare ideas and ideas related to the type of publication that will be made, then form a brief to make it easier for the entire team to understand the flow that will be carried out and provide instructions to talent to adapt the ideas and concepts that have been prepared to the field realization. Practitioners are also given the opportunity to prepare and analyze releases that will be issued by the company to respond to an incident or introduce the latest updates from Claro Hotel Kendari. Practitioners are also given the opportunity to go directly into the field and learn the right way to persuade the public about what is being done. Practitioners also learn about creating copywriting, visuals, audio visuals & voice overs in several forms of planning made by Claro Hotel Kendari.

Keywords: Marketing Communication, Hospitality, Internship