

ABSTRAK

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KEGIATAN MARKETING KOMUNIKASI PT. INDOPASIFIK INDAHTAMA PADA APARTEMEN PACIFIC GARDEN

Selama melaksanakan kerja profesi di Marketing Gallery Apartemen Pacific Garden sebagai marketing komunikasi. Selama program kerja profesi praktikan mendapatkan beberapa pengalaman dalam bidang marketing komunikasi. Praktikan juga belajar bagaimana membuat artikel yang baik dan benar, monitoring website dan menganalisis penjualan pada Marketing Gallery Apartemen Pacific Garden. Praktikan juga mendapatkan pekerjaan tambahan seperti membuat content Instagram (content creator), melakukan pembuatan video, mengikuti training, check list pameran, dan liputan channel youtube. Dengan menjalankan Kerja Profesi ini praktikan jadi lebih mengetahui pekerjaan dalam bidang marketing komunikasi.

Kata kunci: Kerja Profesi, Marketing Komunikasi, Content.

ABSTRACT

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MARKETING COMMUNICATION ACTIVITIES OF PT. INDOPASIFIK INDAHTAMA AT PACIFIC GARDEN APARTMENTS

While carrying out professional work at the Marketing Gallery of Pacific Garden Apartments as marketing communications. During the professional work program, the practitioner has gained some experience in the field of marketing communications. Practitioners also learn how to make good and correct articles, monitor websites and analyze sales at the Marketing Gallery of Pacific Garden Apartments. Practitioners also get additional work such as creating Instagram content (content creator), making videos, participating in training, checking exhibition lists, and YouTube channel coverage. By carrying out this professional work, the practitioner will know more about work in the field of marketing communication.

Keywords: Professional Work, Marketing Communication, Content.

