

ABSTRACT

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DIGITAL MARKETING PROFESSIONAL WORK ACTIVITIES AT PT. FADILAH ARTHA WISATA

The learning program at Pembangunan Jaya University has Professional Work Courses (KP) which is a graduation requirement for students. This course aims to involve students in providing real work and experience with relevant skills according to majors related to study programs and fields of work. Students are expected to be able to face the world of work and be able to adapt in the work environment. Practicing doing professional work at PT. Fadilah Artha Wisata in section Digital Marketing, PT. Fadilah Artha Wisata is a company that actively carries out activities in the field of travel and tours which was founded in 2010. Practitioners carry out professional work for a month with a total of 168 (one hundred and sixty eight) working hours starting on December 22 2023 until and continuing until January 23 2024. While carrying out professional work, interns get the opportunity to manage website creation, increase Google Maps ratings, increase Instagram followers, create promotional content on Instagram and distribute brochures in several sub-districts

Keywords: Professional Work, PT. Fadilah Artha Wisata, Digital Marketing