

ABSTRACT

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PROFESSIONAL WORK ACTIVITIES OF THE "SALES, MARKETING AND COLLECTION" DIVISION AT PT KREASI HANDAL SELARAS

Practitioner carries out professional work for 1 (one) month at PT Kreasi Handal Selaras, specifically in the Sales, Marketing and Collection Division. The main tasks of the practitioner are making company brochures, creating Instagram post content, looking for information on data on oil palm plantation companies in the Sumatra area, and studying reports contained in the division's flow. Practitioners implement the theories learned in the Marketing Management course, related to getting the right target market through searching for the right company data information. The lessons learned by practitioners during professional work are gaining experience in making brochures, creating Instagram content, and understanding how to find potential customers for the company. As well as practitioners gaining knowledge about the flow of the Sales, Marketing and Collection divisions at PT Kreasi Handal Selaras, along with reports in these divisions.

Keywords: professional work, Marketing, PT Kreasi Handal Selaras