

ABSTRACT

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PROFESSIONAL WORK ACTIVITIES IN THE MARKETING DIVISION AS A CUSTOMER RELATION AT PT.KMPLUS CONSULTING

Kerja Profesi (KP), or Professional Work, serves as a primary prerequisite for undergraduate students to complete their Bachelor's degree. It aims to provide a comprehensive overview and practical experience to students in fields relevant to their major, allowing them to grasp the real-world dynamics of the workforce. The internship was carried out in the Marketing Division at PT. KMplus Consulting, where the intern was engaged for approximately 6 weeks, accumulating a total of 213 working hours from December 11, 2023, to January 19, 2024. During this Professional Work, the intern had the opportunity to assist the Marketing team in conducting consulting workshops, contacting potential mas, seeking E-procurement bids from state-owned enterprise companies, and aiding in customer data collection.

Keywords: *Internship Program, PT KMplus Consulting, Marketing*