

ABSTRACT

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PROFESSIONAL WORK ACTIVITIES AS MARKETING IN THE MARKETING & OPERATIONS DIVISION AT PT. ESCORINDO JASA PRIMA

Professional Work is a learning program at Pembangunan Jaya University which aims to provide practical experience to students in fields relevant to majors in a field related to their study program or field of work which is expected to be a preparation for facing the world of work. Practitioners carry out professional work in the Marketing Division at PT Escorindo Jasa Prima, PT Escorindo Jasa Prima is an Indonesian company engaged in international cargo services, founded in 2000. Professional work carried out by practitioners for approximately 1.5 months with a total working hours of 240 (two hundred forty) hours starting from December 11, 2023 - January 26, 2024. In carrying out this professional work, practitioners are given the opportunity to help marketing and operations staff to analyze the website www.escorindo.com, provide input for changes in marketing to be more updated, create Instagram social media (including feeds design and content plan) at PT Escorindo Jasa Prima, namely ejp.id, and try to help the "Reconnecting Old Customers" project by finding out, contacting, and offering import-export forwarding services again to old customers who have not used Escorindo services.

Keywords: Internship Program, PT Escorindo Jasa Prima, Marketing