

ABSTRACT

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PROFESSIONAL WORK ACTIVITIES IN THE BRANDING & MARKETING DIVISION AT PT BINA MEDIA TENGGARA (THE JAKARTA POST)

The intern performs Professional Work in the Branding & Marketing Division for three months. In carrying out professional work, the intern is assigned tasks to contribute to major events organized by The Jakarta Post to commemorate its 40th anniversary. In addition, the daily tasks assigned to the intern include sending emails for advertising proposals in the newspaper and website, and creating Booking Orders to recapitulate advertising submissions. The intern engages in Professional Work with the aim of enhancing knowledge and skills in the professional world, in line with their competencies.

Keywords: *Professional Work, The Jakarta Post, Marketing, Branding & Marketing.*