

ABSTRACT

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PROFESSIONAL WORK ACTIVITIES OF THE MARKETING SECTION OF THE SALES DIVISION AT TRASPARK BINTARO APARTMENT

Compulsory Professional Work (KP) courses are held at Transpark Bintaro Apartment located at Jl. HR Rasuna Said No.5, Pd. Jaya, District. Pd. Aren, South Tangerang City, Banten. In the place where practitioners carry out KP, there are five sections, namely Marketing, Promotion, Administration, Development Production, Customer Relations. Interns are placed in Marketing as Sales. Transpark Bintaro Apartment is a project from PT. Trans Property. Aims to provide an amazing picture of life with apartment designs, which are simple, simple, elegant and modern. In a period of approximately three months, as Marketing as Sales. When carrying out professional work, interns are given the task of canvassing, creating advertising content, carrying out promotions on social media, taking part in open houses, maintaining the marketing gallery, serving customers.

Keywords: Sales, kanvasing Customer