

## ABSTRACT

Kayla Zoraya Hanum (2020021077)

### **ACTIVITIES OF THE MARKETING DIVISION, ESPECIALLY PARTNERSHIP MARKETING AT PT. AEON INDONESIA**

Professional Work is one of the learning programs carried out by Pembangunan Jaya University with the aim of providing practical experience to students in fields relevant to their study program or field of work which is expected to be preparation for facing the world of work. Practitioner carries out professional work in the marketing division at PT. AEON Indonesia. PT. AEON Indonesia is a company that operates in the retail business originating from Japan, established in Indonesia starting in 2012. Professional work is carried out for approximately 3 months with a total of 456 (four hundred and fifty six) working hours starting on June 12 2023 until September 1 2023. When carrying out this professional work, practitioners are given the opportunity to assist partnership marketing in Researching and Identifying Partnership Opportunities, Searching for Competitor Promo Information, Creating Marketing Content, Searching for Items for Bank Program Prizes, Compiling bank promo reports, Coordinating Partnership Content and Ensuring Exposure Program Bank, Media Publisher Search, Vendors.

**Keywords:** Intership Program, PT. AEON Indonesia, Partnership Marketing