

ABSTRACT

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PROFESSIONAL WORK ACTIVITIES AT PT SURYA SUDECO (TUNAS RENTAL)

The implementation of Professional Work held by Pembangunan Jaya University is an activity that provides value to students, adds to relationships, and insights into the real world of work. which can later become a provision for students in the real world of work. The Professional Work course also has the goal of fulfilling one of the graduation requirements and obtaining a Bachelor's degree (S1) at Pembangunan Jaya University. In carrying out professional work activities, Practitioners carry out Professional Work at PT. Surya Sudeco (Tunas Rent) especially in the Marketing division. PT. Surya Sudeco is a company providing vehicle rental services for corporations, providing integrated fleet management, and professional driver services. Practitioners also gain knowledge and learning from the implementation of professional work about how in the world of work one must have a good level of discipline, be responsible for the work assigned, and carry out the work as best as possible, and can gain knowledge and learning about Marketing of vehicle rental services.

Keywords: Professional Work, PT Surya sudeco (Tunas Rental), marketing