

ABSTRACT

Axel Ramiro (2019041071)

DIGITAL MARKETING ACTIVITY AT FELLO APPLICATION IN PT JATELINDO PERKASA ABADI

Launched on October 28, 2020, *FELLO* is one of the electronic currencies that became a payment method on the *Jak Lingko* app (Superapps) that can be used to make intermodal transportation ticket purchases in Jabodetabek such as MRT, LRT, TransJakarta, and has features – features at least digital money applications such as payments, interbank transactions, and others – other. *FELLO* is one of the few products owned by PT Jatelindo Perkasa Eternal. During his career, he worked in the marketing sub-division of Cpmunications and focused on Digital Marketing specifically on social media such as Instagram. He was also responsible for content planning and documentation. The Marketing Division is one of the important divisions a company should own, because without the people who market the product, the public would not know about the product or the company. Therefore, it is important to have a division that is focused on marketing the product and the value of a company. During his professional career, he was greatly helped by several courses available at Jaya Development University, such as Public Speaking, Humas Media Production, Event Management, and Visual Audio Media.

Keywords: *Digital Marketing, Social Media, Content Planning, Content Making*