

## **ABSTRACT**

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### **PROFESSIONAL WORK PRACTICES IN THE CREATIVE DIVISION OF PT ASIA MEDIA PRISMA (ARCHER ADVERTISING)**

*The younger generation, especially students, as the young generation who will dominate all employment sectors in the future, need to be equipped with the skills and preparation to face the dynamic world of work. Therefore, Pembangunan Jaya University has implemented a policy where every undergraduate student (S1) in the communication science study program must carry out professional work activities in the 7th semester of study.*

*The intern himself has carried out professional work internship activities at the company PT AMP (Archer Advertising) for a period of three months as a member who helped manage client needs in the creative division. The main responsibilities carried out by practitioners during professional work are copywriting, compiling content planning, desk research, telemarketing, and also analyzing client competitors. The lecture material applied while carrying out professional work is Organizational Communication, Public Relations Strategy and Tactics, Public Relations Writing, online PR, Public Speaking, and Introduction to Public Relations.*

**Keywords:** *PT. AMP (Archer Advertising), Creative, Copywriting, Content Planning, Desk Research, Telemarketing, Competitor Analysis*