

ABSTRACT

Egy Octa Suroso (2021041002)

PROMOTIONAL ACTIVITIES IN THE MARKETING & TENANT RELATIONS DIVISION AT THE BINTARO FRESH MARKET UNIT

This professional work report describes various tasks in the Marketing & Tenant Relations Division of Fresh Market Bintaro (PT Sumber Jaya Kelola Indonesia) which include promotional activities and relationship management with tenants, managing Fresh Market Bintaro's Instagram social media, producing social media content, and designing Marketing & Tenant Relations needs. In increasing the attractiveness and traffic of Fresh Market Bintaro, the Marketing & Tenant Relations Division organizes promotional events and is involved in event management, including the selection of event themes and connecting with guest stars to add value to the event. Relations with tenants are also managed through effective tenant relations and supported by creative design and attractive marketing material design, in order to strengthen visitor engagement with existing tenants. The management of the @freshmarket.bintaro social media account is carried out to create content in accordance with trends and expand market reach. In addition, the Marketing & Tenant Relations Division is also responsible for recapitulating and resolving complaints from tenants to maintain satisfaction and service quality. Administration related to the Marketing & Tenant Relations Division's finances is also one of Practicum's additional jobs including recording and evaluating costs to support promotional activities. Through this report, Practicum describes the application of professional skills in marketing and tenant relations in a modern market environment.

Keywords: *marketing, tenant relations, bidang kerja, pelaksanaan kerja, creative design, manajemen acara, administrasi*