

Memahami Praktik Kerja Pada Divisi Internal Marketing Di PT Intan

Ustrix

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ABSTRAK

Ditengah usaha mengendalikan penyebaran Covid-19, Indonesia menerapkan situasi *new normal* dengan harapan dapat memperbaiki kondisi perekonomian. Perusahaan diharapkan tetap mempertahankan kinerja yang baik. Salah satu perusahaan yang berjuang untuk mempertahankan eksistensinya di masa *new normal* yaitu PT Intan Ustrix dimana untuk mempertahankan eksistensinya dengan membuat *holistic marketing*, salah satunya *Internal Marketing*. Dapat diketahui bahwa pemasaran internal sangat penting bagi perkembangan suatu perusahaan beserta produk yang dihasilkan. Penelitian ini mencoba mengkaji mengenai penerapan *Internal Marketing* yang ada di salah satu divisi PT Intan Ustrix selama ini dengan menggunakan metode kualitatif deskriptif. Tujuan penelitian ini untuk mengetahui penerapan proses *Internal Marketing* dan alur kerja *Internal Marketing* yang dilakukan di PT Intan Ustrix. Metode penelitian yang digunakan dalam penelitian ini adalah wawancara, observasi dan dokumentasi serta pengujian data menggunakan triangulasi sumber data, metode dan teori. Berdasarkan hasil pembahasan dapat disimpulkan bahwa PT Intan Ustrix memiliki konsep bagaimana karyawan marketing bekerja sama terhadap misi strategi dan tujuan yang sudah di tentukan oleh divisinya. Implementasi *Internal Marketing* di PT Intan Ustrix yaitu motivasi, pendidikan dan pelatihan, pendampingan terkait *jobdesk* dan komunikasi Intens.

Keywords : Pandemi Covid-19, Intan Ustrix, Pemasaran internal, Desain Pekerjaan, Alur Kerja.

Understanding Work Practices In The Internal Marketing

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ABSTRACT

During efforts to control the spread of Covid-19, Indonesia implemented a new normal situation in the hope of improving economic conditions. The company is expected to maintain good performance. One of the companies that struggle to maintain its existence in the new normal is PT Intan Ustrix were to maintain its existence by creating holistic marketing, one of which is Internal Marketing. It can be seen that internal marketing is very important for the development of a company and its products. This study examines the implementation of Internal Marketing in one of the divisions of PT Intan Ustrix so far by using descriptive qualitative methods. The purpose of this study was to determine the implementation of the Internal Marketing process and the Internal Marketing workflow carried out at PT Intan Ustrix. The research methods used in this study were interviews, observation and documentation as well as data testing using triangulation of data sources, methods and theories. Based on the results, it can be said that PT Intan Ustrix has a concept of how marketing works towards the mission and goals that have been determined by its division. Implementation of Internal Marketing at PT Intan Ustrix, namely motivation, education and training, assistance related to job desk and intense communication.

Keywords: Covid-19 pandemic, Intan Ustrix, Internal Marketing, Job Design, Workflows.