

CHAPTER I

INTRODUCTION

1.1. Background of the Practical work

Digital marketing management uses digital technology and media to promote products or services and build customer relationships. It encompasses various disciplines including SEO, SEM, social media, email, content marketing, and data analytics. The goal is to reach the target audience effectively and build a strong brand and customer engagement. Digital marketing management covers various aspects, including market research, strategic planning, marketing campaign execution, data analysis, and data-driven decision-making. The goal is to achieve optimal results in promoting products or services, increasing brand awareness, and increasing sales through digital platforms such as websites, social media, and mobile applications (Fadli et al., 2023).

The Author had the opportunity to carry out practical work at PT Kalman Group Indonesia in the Business Development section. PT Kalman Group Indonesia is Bali's first outsourced marketing agency that aims to help clients create and strengthen brand identity. PT Kalman Group Indonesia assist clients in defining distinctive value proposition, developing interesting brand messages, and building a unified brand presence across multiple marketing platforms. This helps clients to stand out in the market and strategically position brand to appeal to the target demographic. In helping clients create and strengthen brand identity, business development professionals play a critical role in supporting clients' marketing efforts through various strategic activities. Business development establishes connections with potential clients, understands needs, and presents tailored marketing solutions that meet those needs. Market research and analysis are also crucial responsibilities of business development. By staying abreast of industry trends, consumer behaviors,

and competitive landscapes, business development professionals can identify emerging market opportunities and develop strategies to capitalize on them. PT Kalman Group Indonesia assesses market demand, identify target segments, and craft compelling value propositions.

The State Polytechnic of Bengkalis is crucial in cultivating a competitive and proficient pool of human resources. To equip students pursuing a degree in International Business Administration with practical skills necessary for real-world challenges, the institution arranges Practical Work courses. These courses are designed to prepare students to engage in the professional sphere effectively. The selection of PT Kalman Group Indonesia as the practical work site by The Author stems from its relevance to the chosen study program. The decision also reflects The Author's intention to directly contribute and gain a comprehensive understanding of the dynamic field of digital marketing. Notably, Field Work Practice is an obligatory prerequisite for fulfilling the academic requirements at the State Polytechnic of Bengkalis.

1.2. Purpose of the Practical work

The objectives of the implementation of the Practical work are as follows:

1. Can help the student to provide hands-on experience and reinforce the theoretical concepts learned in class.
2. Can help the student in enhancing critical thinking skills, problem-solving abilities, and teamwork skills by providing an opportunity to work on complex problems and find viable solutions.
3. Can help the students to prepare for real-world situations and equip them with the necessary skills to excel in future careers.

1.3. Significances of the Practical work

The significances of implementing practical work are:

1. Students can apply theoretical knowledge and concepts in the real world of work.
2. Students gain practical experience in applying theoretical knowledge and concepts under their study program.
3. Students get the opportunity to analyze problems related to the knowledge applied in their work under their study program.

3.1.1. Significances for State Polytechnic of Bengkalis

The significances of practical works for State Polytechnic of Bengkalis are as follows:

1. The State Polytechnic of Bengkalis obtained feedback from organizations or companies on the abilities of students who participate in practical works in the world of work.
2. The State Polytechnic of Bengkalis gets feedback from the world of work for curriculum development and learning processes.

3.1.2. Significances for company

The significances of practical works for PT Kalman Group Indonesia are as follows:

1. Practical work is a liaison between the company and the campus.
2. The company received assistance from students who had completed practical works.