

ABSTRACT

Revitalizing Marketing Strategy: Discovering the Importance of Marketing Tools for Product Marketing

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This report contains the experience of doing an internship program carried out for 2 months at one of the Tour and Travel companies in Malang, namely Kirana Tour and Travel on a Work From Office (WFO) basis. It contains the whole activities of the author in her internship and some general information related to the company. However, the author faced several problems during the internship program. These problems discovered by the author are (1) lack of marketing and promotional tools, and (2) outdated promotional poster design. The author also explains about some of the theory to help solve the problem. Therefore, as the solutions, the author suggested that (1) the marketing team should use the feature available at Instagram as marketing which is Instagram Ads and reactivating the website, and (2) choose the updated visual, color and design by using Canva editing application to find updated promotional poster design. Overall, working at Kirana Tour and Travel is a valuable experience for the author where she can apply several theories that have been obtained in class directly in the world of work and also gain new experiences and knowledge outside of the theories that have been obtained.

Key Words: *Internship, Marketing, Social Media, Tour and Travel, Tourism*