

ABSTRACT

Time Management and Implementation of B2C Concepts For Marketing At

Translation Transfer

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The content of the report describes the internship activities that the writer participated in through a translation company called Translation Transfer located in Jember, East Java. The details in this report contain an explanation and overview of the company, activities during the internship process, problems encountered, significant theories and appropriate solutions to the problems encountered. Overall, this activity went very smoothly. However, it cannot be denied that there were many problems faced by the writer during its implementation. Some of these problems include the schedule for implementing internships, method problems in work, to problems during the work process. Based on these problems, the writer provided several suggestions such as constantly update the activities to be carried out, divide and prioritize activities that are more important first, find a list of companies through a trusted website to find target customers based on needs and emotional conditions. In this report, there are several expert theories that help the writer to provide valid and appropriate statements. In fact, some foreign words are highlighted and key in this report. For the problems faced by the writer, appropriate solutions for further improvement are also included.

Key words: Business-to-Consumer, LinkedIn, Promotion, Marketing, Social media