

Laporan magang di Divisi Usaha Retail dan Ancillary PT Angkasa Pura Solusi di Bandara Soekarno-Hatta, Tangerang dari 1 Agustus - 31 Oktober 2022 = An Internship Report In Retail And Ancillary Business Division Of PT Angkasa Pura Solusi At Soekarno-Hatta Airport, Tangerang From August 1St - October 31St 2022

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Abstrak

Laporan magang ini bertujuan untuk menambah pengetahuan, keterampilan pengembangan diri, serta menganalisis pengalaman dan observasi real time penulis dengan tinjauan literatur manajemen tentang strategi pemasaran dalam konteks pengelolaan konsesi bandara Bisnis Ritel dan Ancillary PT Angkasa Pura Solusi. Studi kasus kualitatif melalui data sekunder dan observasi langsung. Data sekunder diberikan langsung dari situs web Divisi Bisnis Ritel, jurnal, surat kabar, situs web, catatan pemerintah dan analisis data wawancara lebih lanjut dilakukan selama laporan magang. Laporan magang ini dibuat dan dikembangkan agar penulis dapat merefleksikan pengalaman dan mengintegrasikannya dengan pengetahuan dan keterampilan sebelumnya dengan harapan dapat memberikan wawasan kepada pembaca tentang bisnis ritel di PT Angkasa Pura Solusi di Bandara Internasional Soekarno-Hatta.

.....This internship report aims to gain knowledge, personal development skills, and analyzing writer's real time experience and observation with the management literature review about marketing strategy in the context of airport concession management of Retail and Ancillary Business of PT Angkasa Pura Solusi. Qualitative study case through secondary data and direct observation. Secondary data was given directly from Retail and Ancillary Business Division's websites, journals, newspapers, websites, government records and further data analysis is conducted throughout the internship report. This internship report is made and developed for the writer to reflect on the experience and integrate it with previous knowledge and skills and in hope it can enlighten the reader and give insight into the retailing business in PT Angkasa Pura Solusi at Soekarno-Hatta International Airport.