

## ABSTRACT

*Merdeka Belajar Kampus Merdeka (MBKM) is a government program which aims to enable students to freely study outside of existing study programs on and off campus. One of the MBKM activities recognized by the Faculty of Communication and Business, Telkom University, is Work Ready Program (WRAP). WRAP Internship is one of the programs held by Telkom University with the aim of improving the quality of students and their absorption capacity in facing work challenges. In this report the author will discuss what the author has done during his 5 month internship at the Kazeto Putra Perkasa Foundation.*

*The author registered via the Kampus Merdeka website at the Educational Institution, namely the Kazeto Putra Perkasa Foundation and was accepted as a Content Creator. The internship will be carried out from February 16 to June 30 2023. Where the author carries out a series of marketing activities that have been studied during college and applied during the internship. The marketing carried out is mostly online marketing such as email marketing, content, collaborative webinars, promotions, etc. The results of the internship show that the Kazeto Putra Perkasa Foundation is carrying out content innovation projects as well as digital event concepts, marketing strategies, content plans and optimizing digital marketing channels.*

*Kazeto Putra Perkasa Foundation is an educational institution committed to providing a positive impact on society through educational programs and humanitarian assistance. To realize a mission that originates from the vision of the Kazeto Putra Perkasa Foundation itself, this final assignment was created to find out what role communication and marketing strategies the Kazeto Putra Perkasa Foundation uses in the current competitive era.*

**Keywords:** *Communication, Marketing Strategy, Kazeto Putra Perkasa Foundation.*