

ABSTRACT

In the continuity and existence of an organization, both profit and non-profit, understanding and implementing the management function POAC (Planning, Organizing, Actuating, Controlling) is considered important to achieve a predetermined goal. Although there are several management process concepts, such as PDCE (Plan, Do, Check, Evaluate), and PDCA (Plan, Do, Check, Action). However, the POAC concept is more widely used and applied because it is more suitable for every level of management. This research aims to determine the implementation of POAC (Planning, Organizing, Actuating, Controlling) for the marketing division in achieving sales targets.

This research uses a qualitative descriptive type approach involving 8 (eight) informants as primary data sources. Meanwhile, secondary data to support this research is in the form of previous research journals and other theories. The interview guide was used as an instrument in this research. The data analysis technique used in qualitative has four stages of analysis, namely data collection, data reduction, data presentation.

Based on the research results, the process of implementing marketing management functions in the Marketing Division of PT Gapura Kembar Teknindo shows a comprehensive approach in planning, organizing, implementing and controlling. While there are strengths in performance evaluation, team building, open communication culture, and proactive analysis, there is potential for improvement in dealing with market changes, more in-depth campaign evaluation, and improvements in data interpretation controls. Improvements focus on clarifying tasks, a fair reward system, improving communication, and implementing regular evaluations to achieve an efficient work environment and consistent achievement of marketing targets.

Keywords: Planning, Organizing, Actuation, Control, Marketing