

## ABSTRACT

*Increasingly sophisticated technology makes it easier for digital media users to convey information or news. This makes it easier for marketers to use this information to market their products. This opportunity has the potential to create a work environment in the digital field. Besides that, it can be used for students who want to find work experience in the digital field. One of the HR training supporting programs at the Telkom Purwokerto Institute of Technology has been programmed in the form of field education, which is a field research practical work program in collaboration with various agencies. Practical work is a learning process by knowing directly the scope of the real world of work. Every student is required to go directly into the world of work according to their respective fields, so that each student is expected to be able to directly apply the knowledge they have learned before in the world of work. In addition, with practical work students can improve their knowledge, skills, and work experience. In this regard, the practitioner carries out Practical Work (KP) at the Purwokerto Pawnshop Area Office which starts from 8 August 2022 – 30 September 2022. This report writing method using the method of Literature Study and Method of discussion. Then the resulting output is grouped by type of activity such as the Digital Marketing Supporting Database, and the One Stop Service KUR Syariah (OSS KUR Syariah) company project. Practitioners gain new experiences, gain knowledge about how to work in state-owned enterprises, learn to adapt to a real work environment, the importance of discipline and professional ethics.*