

Laporan praktik kerja profesi apoteker di Suku Dinas
Kesehatan Kota Administrasi Jakarta Barat Periode 3 Maret
– 28 Maret 2014 = Report of apothecary profession internship in Sub-
Department of Health of Administrative City West Jakarta
in March 3rd – March 28th 2014 / Jade Nugrahaningtyas Liswono

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Abstrak

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Praktik Kerja Profesi Apoteker di Apotek Mitrasana Tambun I bertujuan untuk memahami fungsi dan peran Apoteker dalam mengelola apotek secara professional dan mengetahui pengelolaan obat dan alat kesehatan di apotek, baik dari segi manajerial dan administratif di gerai Apotek Mitrasana Tambun I. Tugas khusus dengan judul “Analisis Marketing Communication Gerai Apotek Mitrasana Tambun I Periode Januari – Februari 2014” bertujuan untuk mengetahui efektivitas marketing communication yang telah dan dapat diterapkan pada gerai Mitrasana Tambun I.

ABSTRACT

Apothecary Profession Internship in Mitrasana Tambun I Pharmacy was aimed to comprehend the function and role of pharmacist in managing pharmacy professionally and to understand the management of pharmaceutical supplies and medical devices in pharmacy both from managerial and administrative perspective in Mitrasana Tambun I Pharmacy. Beside that general assignment, there was specific assignment given to apothecary student which titled “Marketing Communication Analysis in Mitrasana Tambun I Pharmacy during January – February 2014”. This specific assignment was aimed to understand the effectiveness of marketing communication which has been done and can be done in the future in Mitrasana Tambun I Pharmacy.