

ABSTRACT

Raihan Chandra Kusuma (2021041075)

DIGITAL STRATEGIST WORK PROCESS IN DIGITAL MARKETING DIVISION PT BANGUN MEDIA INDONESIA

Professional work is carried out by practitioners as a Digital Marketing Specialist at PT Bangun Media Indonesia. The field of work includes content promotion and campaign planning with a focus on creative campaign management and data-driven marketing implementation. Practitioners are involved in creative content creation, campaign planning, and social media management, with main tasks such as caption drafting, video editing, digital data analysis, and campaign concept development to increase brand awareness and engagement. The work process involves cross-divisional collaboration to produce high-quality promotional materials, supported by analytical tools to evaluate campaign effectiveness. Practitioners apply digital communication theories learned in lectures, such as SOSTAC and SWOT analysis, to design strategies that suit market needs. However, there is a gap between theory and practice, especially in dealing with dynamic market trends and unique client needs. This challenge provided valuable experience for practitioners in developing soft skills, such as adaptability and communication, as well as hard skills, including video editing, SEO optimization, and the use of digital analytics tools. This report provides an overview of the application of digital communication theory in a professional context and the practitioner's contribution in supporting an effective and relevant digital marketing strategy.

Keywords: Digital Marketing, Campaign Strategy, Social Media, SEO, Data Analysis