

ABSTRACT

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WORK PROCESS OF SOCIAL MEDIA SPECIALIST IN MARKETING COMMUNICATION DIVISION PT IFORTE SOLUSI INFOTEK

The role of Social Media Specialist is increasingly important in marketing communication activities along with the development of digital technology. This is the background for the intern to practice work as a Social Media Specialist in the Marketing Communication division of PT iForte Solusi Infotek. Digital marketing communication skills are essential, with main tasks including content management, data analysis, and interaction with the audience. Interns must have hard skills such as data analysis and a deep understanding of social media platforms, as well as soft skills that include communication skills, creativity, and collaboration. During the field work practice (KP), the intern is involved in branding and campaign tasks. Including managing social media accounts and analyzing data on the use of interesting content. As well as providing direct experience in using media to the audience and understanding their preferences. This activity shows the relevance of online public relations and Public Relations media production studied on campus with real-world practice. However, there was a gap between academic knowledge and the challenges faced in the field. This finding underscores the importance of learning related to digital technology tools in digital marketing communications, so that graduates are better prepared to face the ever-changing digital dynamics. Through this experience, interns gain in-depth insight into the development of effective and relevant communication in an ever-evolving era. Thus, practitioners are ready to face increasingly complex and dynamic digital challenges..

Keywords: Marketing Communication, Social Media, Professional Work