

ABSTRACT

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DIGITAL AND SOCIAL MEDIA MARKETING ACTIVITIES AT PT KAZETO PUTRA PERKASA KAK SETO SPECIAL SCHOOL

Practitioners carry out internship activities at PT Kazeto Putra Perkasa Pusat South Tangerang under the supervision and guidance of company mentors and the Kak Seto Special School social media team. The intern carried out an internship for six months at PT Kazeto Putra Perkasa, as a Digital and Social Media Marketing company. Practitioners have the opportunity to be directly involved in planning and managing content on the company's social media, namely at the Kak Seto Special School. Practitioners are also given the opportunity to discuss directly with the team regarding the content they will be working on. Practitioners are given the responsibility to brief, create, manage, upload, monitor and plan the content that will be uploaded to the company's social media platform PT Kazeto Putra Perkasa. Practitioners are also given the opportunity to conduct company social media research and compare, create and position this company's social media with other similar companies. Then, practitioners are also given the opportunity to provide suggestions and ideas regarding development of the company's social media. Practitioners are asked to be able to analyze interactive content, optimize strategies, and monitor with the aim of maintaining social media accounts.

Keywords: *Public Relations, Digital and Social Media Marketing, IMC, Internship*