

ABSTRACT

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The Activities of the Social Media Specialist Division at PT Merah Putih Media (BOLASKOR.COM)

The role of a social media specialist is crucial in the current digital era, especially within a company, particularly in the media industry. With this role, a company can enhance its engagement and create brand awareness among the audience on social media platforms such as Instagram, TikTok, and YouTube. In the execution of this internship program, the intern is placed at PT.Merah Putih Media in the Social Media Specialist division. In this role, the intern manages the company's social media presence, specifically for one of its subsidiaries, Bolaskor.com. Here, the intern is involved in content creation, video production, editing, and coverage of specific events. The activities undertaken by the intern are related to several courses they have taken, including Television News Production, Professional Work, Communication Seminar, Feature Production, In-depth Reporting Production, and Journalism Broadcasting Law and Ethics. On Bolaskor.com, the intern produces content related to sports, especially international football, which is then uploaded on Instagram and TikTok accounts.

Keywords: Social Media Specialist, PT.Merah Putih Media, Content Production