

ABSTRACT

Anggi Engrasia Tustika (2020041102)

SOCIAL MEDIA CREATOR CONTENT ACTIVITIES PUBLIC RELATIONS DIVISION DISKOMINFO SOUTH TANGERANG

The main objective of this activity is to communicate relevant and important public information to the public effectively through social media. Content creators work hard to create content that is informative, interesting and leveraged so that it can reach a wider audience. This activity includes preparing various content, such as posts, photos, videos and stories that are relevant to government issues, government programs and community interests. Apart from that, social media engagement analysis is also carried out to understand the extent to which this content is successful in attracting attention and interaction from users. The South Tangerang Diskominfo Public Relations Division also monitors social media insights to gain a deeper understanding of audience preferences and behavior. This analysis is used to identify successes and areas of improvement in their social media communication strategy. In conclusion, the Social Media Content Creator activities in the South Tangerang Diskominfo Public Relations Division are a significant effort in strengthening communication between local government and the community through social media. Through careful content creation and analysis, they continuously strive to provide added value to their audience and build better relationships in this digital era. These activities include monitoring, analysis and reporting related to the level of user interaction and engagement on social media platforms. Metrics such as the number of followers, comments, and shares, as well as follower growth rate, come into focus in evaluating the effectiveness of campaigns and content. In addition, user involvement through responses to comments, questions and requests for information is an important element in ensuring local government responsiveness and openness to community needs.

Keywords: Communication and Informatics Service, Content Creator, Public Relations.