

ABSTRACT

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SOCIAL MEDIA MANAGEMENT AT PT. TRAVEL JAMAN NOW

This professional internship report outlines the intern's experience during a three-month placement at PT. Travel Jaman Now, a company operating in the travel and tourism services sector. Assigned to the Marketing Communication division, the intern focused on managing the company's social media platforms from February to April 2025. The responsibilities included creating and publishing content for Instagram and TikTok, such as hotel discount posts, customer testimonials, and travel-related information. The workflow involved content research, design creation, caption writing, and scheduled uploads. Additionally, the intern contributed to producing informational videos using travel documentation provided by the company's owner. During the internship, several challenges emerged, such as limited experience with editing software, inconsistencies in content planning, and the flexibility of working hours, which affected productivity. However, these issues were addressed through self-initiative, active communication, and independent exploration of digital tools. Overall, the internship provided the intern with practical insights into the workings of professional social media management, strengthened design and communication skills, and offered valuable exposure to digital marketing within the tourism industry. This experience is expected to support future professional development and contribute to both academic knowledge and the evolving practices of the communication field.

Keywords: Social Media, Instagram, TikTok, Social Media Management