

## **ABSTRACT**

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### ***SOCIAL MEDIA SPECIALIST ACTIVITIES IN THE F&B BUSINESS UNIT OF TOKO PI MANUSIA AT PT KAYA KREASI NUSANTARA***

*PT Kaya Kreasi Nusantara is a company engaged in the creative industry and has a Food and Beverage business unit called Toko Kopi Manusia (Tokman), which operates in several branches such as Bintaro, Jakarta and BSD. The intern carries out professional work as a Social Media Specialist who is responsible for the process of planning content strategy, visual production, compiling caption scripts, to managing Tokman's daily social media accounts. During the 6-month professional work period, the intern also actively participated in compiling seasonal promotional content, developing branding ideas, and coordinating meetings with the internal creative team. Through this experience, the intern not only gained new insights in the field of digital communication strategy and the F&B industry, but also honed time management, teamwork, and professional communication skills that are very relevant to today's work world.*

*Keywords: Social Media Specialist, Toko Kopi Manusia, F&B Industry, Content Strategy, Digital Communication*