

ABSTRAK

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KEGIATAN CONTENT CREATOR PADA SOCIAL MEDIA CAMPAIGN WOMEN IN POWER 2020

Selama melaksanakan kerja profesi di divisi Social Media Campaign, Praktikan bekerja di bawah pengawasan serta bimbingan dari Dosen Pembimbing Kerja Profesi. Social Media Campaign merupakan divisi yang menjalankan berbagai kegiatan kampanye terkait dengan berbagai permasalahan sosial yang terjadi di masyarakat. Kegiatan SMC berkaitan dengan kampanye yang diangkat dari isu-isu permasalahan sosial yang sedang terjadi di Indonesia dan salah satunya yaitu women abusive. Social Media Campaign memiliki tugas untuk pembuatan konten di sosial media, dengan menggunakan media online seperti Instagram, TikTok dan Website. Praktikan membuat kampanye bernama Women In Power dengan menggunakan hastag #WomenPowerful2020. Pada kegiatan kampanye Praktikan secara rutin melakukan pembuatan konten-konten kampanye untuk di share ke sosial media Women In Power. Social Media Campaign women in power berfokus memberikan edukasi kepada masyarakat khususnya pada target audiens yang dituju dengan memberikan konten-konten yang sesuai tema kampanye. Tujuan kampanye Women In Power ini adalah untuk mengedukasi dengan meningkatkan pemahaman wanita – wanita di Indonesia terhadap kasus women abusive yang sering terjadi menimpa wanita. Laporan ini dapat menjadi acuan mahasiswa Universitas Pembangunan Jaya saat akan menjalankan Kerja Profesi di Divisi Social Media Campaign. Dengan menyelesaikan kegiatan magang SMC ini diharapkan memberikan awareness kepada masyarakat mengenai permasalahan sosial yang butuh untuk segera mendapatkan perhatian.

Kata Kunci : Social Media Campaign, women in power, women abusive, permasalahan sosial.

ABSTRACT

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CONTENT CREATOR ACTIVITIES ON THE WOMEN IN POWER 2020 SOCIAL MEDIA CAMPAIGN

While carrying out professional work in the Social Media Campaign division, Intern worked under the supervision and guidance of Professional Work Advisors. Social Media Campaign is a division that runs various campaign activities related to various social problems that occur in society. SMC activities are related to campaigns that are raised from social issues that are currently happening in Indonesia and one of them is women abusive. Social Media Campaign has a duty to create content on social media, by using online media such as Instagram, TikTok and the Website. Intern created a campaign called Women In Power using the hashtag # WomenPowerful2020. In campaign activities, Intern regularly creates campaign content to be shared on social media for Women In Power. The Women in Power Social Media Campaign focuses on providing education to the public, especially on the target audience by providing content that matches the campaign theme. The aim of the Women In Power campaign is to educate by increasing the understanding of women in Indonesia about cases of women abusive that often happen to women. This report can be used as a reference for students of Pembangunan Jaya University when they are about to carry out their Professional Work in the Social Media Campaign Division. By completing this SMC apprenticeship, it is hoped that it will provide awareness to the public regarding social problems that need attention.

Keywords: Social Media Campaign, women in power, women abusive, social problems.