

## **ABSTRACT**

Ardhatama Dellano Maurits (2017041053)

### **STAFF PRODUCTION SOCIAL MEDIA CONTENT IN DIGITAL MARKETING DIVISION OF F HOTEL**

*While working as an internship staff in social media production of F Hotel. Intern has the opportunity to be on social media production, in the social media production team whose in charge is to handle all content on Instagram F Hotel. There are several stages that the practitioner takes in handling Instagram F Hotel, such as determining social media management and strategy, making content planning for content plans during the specified timeframe, carrying out the video and image production process according to content needs, editing video and images using adobe premiere and adobe photoshop, making stillomatic videos according to content needs, posting daily content according to the applicable content plan, and evaluating content thoroughly in seeing positive feedback given by audiences on any content that has been posted on Instagram F Hotel. The practitioner also gets many new tools and lessons that add to the skills and knowledge of the practitioner when he enters the world of work later.*

*Keywords: digital marketing, social media production, Instagram*

