

ABSTRAK

Putri Aisyah (2016041061)

KEGIATAN DAN HASIL KERJA KAMPANYE SURVIVE PROJECT SEBAGAI CONTENT CREATOR PADA DIVISI SOCIAL MEDIA CAMPAIGN PROGRAM STUDI ILMU KOMUNIKASI UNIVERSITAS PEMBANGUNAN JAYA

Praktikan menjalani kegiatan Kerja Profesi (KP) pada bagian divisi Social Media Campaign (SMC) Program Studi Ilmu Komunikasi Universitas Pembangunan Jaya (UPJ). Praktikan diberikan kesempatan untuk turut berpartisipasi serta terjun langsung mengikuti pelaksanaan fungsi Social Media Campaign. Terutama dalam mengadakan, menjalankan proses kegiatan Event Online Talk Show Survive Project. Praktikan diberikan kesempatan untuk terlibat langsung dalam melakukan pencarian riset awal, pemilihan, pengajuan tema campaign, pembuatan PPT serta mempresentasikan tema ide isu sosial berisikan tujuan, latar belakang campaign yang telah di tentukan dan juga menyiapkan data – data terkait. Lalu praktikan juga membuat proposal, membuat akun situs Website Blogger Campaign Survive Project, membuat akun Social Media Facebook dan Instagram Campaign Survive Project, membuat Rubrikasi konten serta PPT presentasi proposal Social Media Campaign. Praktikan melakukan presentasi proposal Social Media Campaign bersama tim Survive Project. Praktikan membuat 5 content plan launching Social Media Campaign facebook Survive Project, membuat 5 content facebook campaign Survive Project perharinya, membuat proposal kerja sama sponsor, mengikuti rapat dan seminar online (webinar) pelatihan Social Media Campaign, membuat dan mempresentasikan laporan evaluasi akhir Social Media Campaign Survive Project. Tanggung jawab utama Praktikan selama masa pelaksanaan Kerja Profesi (KP) adalah membuat, memposting 5 content facebook campaign Survive Project dan mempromosikan akun Social Media Campaign Facebook Survive Project setiap harinya. Dengan pelaksanaan tugas-tugas tersebut, Praktikan mendapat berbagai wawasan terkait penerapan Social Media Campaign dalam dunia professional. Praktik Kerja Profesi ini memberikan bekal sebagai bentuk persiapan dalam menghadapi dunia professional di kemudian hari.

Kata Kunci: Kerja Profesi (KP), Social Media Campaign (SMC), Program Studi Ilmu Komunikasi

ABSTRACT

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ACTIVITIES AND WORK RESULTS OF THE SURVIVE PROJECT CAMPAIGN AS A CONTENT CREATOR IN THE SOCIAL MEDIA CAMPAIGN DIVISION OF COMMUNICATION SCIENCE STUDY PROGRAM UNIVERSITY PEMBANGUNAN JAYA

Praktikan underwent Professional Work activities in the Social Media Campaign Division of the Communication Science Study Program at the Jaya Development University. Praktikan are given the opportunity to participate and directly participate in the implementation of the Social Media Campaign function. Especially in organizing, carrying out the process of the Online Talk Show Survive Project Event. Practitioners are given the opportunity to be directly involved in conducting preliminary research searches, selecting, submitting campaign themes, making PPT and presenting social issue idea themes containing the objectives, background for the determined campaigns and also preparing related data. Then the practitioner also makes a proposal, creates a Blogger Campaign Survive Project Website website account, creates a Social Media Facebook and Instagram Campaign Survive Project account, makes content Rubrication and a Social Media Campaign proposal presentation PPT. Praktikan made a presentation on the Social Media Campaign proposal with the Survive Project team. Praktikan made 5 content plans for the launch of the Social Media Campaign for the Facebook Survive Project, made 5 Facebook content for the Survive Project campaign per day, made sponsorship proposals, attended online meetings and seminars (webinars) for Social Media Campaign training, created and presented the final evaluation report for the Social Media Campaign. Survive Project. The main responsibility of Praktikan during the implementation of Professional Work is to create, post 5 Survive Project Facebook campaign content and promote the Facebook Survive Project Social Media Campaign account every day. By carrying out these tasks, Praktikan received various insights regarding the application of Social Media Campaigns in the professional world. This Professional Work Practice provides provisions as a form of preparation for facing the professional world in the future.

Keywords: Professional Work, Social Media Campaign (SMC), Communication Studies Program