

ABSTRACT

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SOCIAL MEDIA MANAGEMENT OF PUSAT LAYANAN PEMBIAYAAN PENDIDIKAN KEMDIKBUDRISTEK RI

Pusat Layanan Pembiayaan Pendidikan (Puslapdik) is a an organizational unit under the auspices Kemeterian Pendidikan, Kebudayaan, Riset dan Teknologi (Kemdikbudristek) RI which is responsible for the field of education financing services. As a work unit under Kemdikbudristek RI, Puslapdik noted to run an education financing program intended for Indonesians. In order to disseminate information related to education financing programs, Puslapdik has now used social media as a medium to disseminate information. An intern on Puslapdik carry out professional work practices as Implementing Assistants for Content Managers that are stored for managing Puslapdik social media ranging from content planning, content production, evaluation, Instagram and Twitter social media admins to writing articles on the Puslapdik website page. Social media management is important for Puslapdik to provide official information, serve the public, increase interaction with their audience on social media. During their professional work, the Intern has studied and gained experience related to social media management, public services through social media, the ability to plan and write content and the ability to produce content design.

Keywords: *Social Media Management, Pusat Layanan Pembiayaan Pendidikan, Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi.*