

## **ABSTRACT**

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### **CLIENT'S SOCIAL MEDIA MANAGEMENT AT DIGITAL AGENCY TXT CREATIVE**

*During an internship program at TxT Creative digital agency, practitioner is guided by Content Creator and Social Media Admin in the digital division. While become part of the digital division, practitioners get the opportunity to be directly involved in the social media management activities of clients from TxT Creative. Practitioners carry out various social media management activities such as creating content, becoming a social media admin, planning campaigns, evaluating social media, to producing articles for client websites. The management of social media aims to carry out two-way communication between the brand and its audience by using various communication strategies so as to increase interaction with each audience of the brand. During the social media management activities, practitioner is involved in four social media brands, namely Charm, Kopiko78, Slai O'lai, and Supreme. Practitioners have different tasks in carrying out social media management activities for each brand. During the three months of doing an internship program in the digital division at TxT Creative, practitioner gains lessons and experience in carrying out communication strategies carried out on each brand through digital media. As a content creator and social media admin, practitioner finds that creating a content or campaign that is creative, relevant, interactive, and consistent for the target audience is the key to increasing audience interest in the brand and also awareness of the product. Actively interacting with the audience is also an important thing to do to increase brand social media engagement.*

**Keywords :** TxT Creative, Social Media, Brand, Content Creator, Social Media Admin, Campaign