

ABSTRACT

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SOCIAL MEDIA OFFICER WORK PROCESS IN CREATIVE DEPARTMENT AT GIRAFFIC CREATIVE DIGITAL AGENCY

In carrying out Professional Work Activities at PT Jerapah Kreatif Digital which is a Creative Digital Agency. The practitioner works in the Social Media Officer division as a Content Planner. In carrying out professional work, the practitioner directly performs tasks such as managing Social Media, Creating Story Boards, Making Pitching Materials (Visual Brief). In carrying out this task, the practitioner conducts research on the Social Media client of PT Jerapah Kreatif Design and conducts research on the data needed to make content planning. The practitioner assists clients in creating, designing, producing and managing pre-made digital marketing activities. However, the most common activities that practitioners do include product branding, Social Media marketing, advertising, content marketing, and Social Media Management. In creating interesting content, there are several things that practitioners must do, such as determining ideas and concepts, making plans, conducting research, analyzing data, determining targets, conducting advertising marketing strategies, and determining what media is suitable for the content created.

Keywords : Content Planner, Social Media, Digital Agency, Content.