

## **ABSTRACT**

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### **IMPLEMENTATION OF SOCIAL MEDIA STRATEGIST IN DIVISION MARKETING AT PT. IDEA MILENIA INDONESIA (THE IDEA CO)**

*The development of digital technology today has a big role in making easy for humans to communicate. Social media is one of the ways to communicate and socialize. In addition, social media is also a promotional tool and product advertisement used by a company. Management and strategy are very important for a social media. In carrying out Professional Work activities. Intern get the opportunity to work as a Social Media Strategist at The Idea Co. The Idea Co is an Authorized Reseller for several brands electronic goods in Indonesia. Intern feel many benefits and know the initial process, from finring content ideas, content creation, editing, publishing to conducting evaluations fo tind out the result of the content engagement. Intern also gain knowledge about working with teams, and maintaining good relationships. Intern is also responsible for all content created and published.*

**Keywords:** *social media, social media strategist, content.*