

ABSTRACT

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KEGIATAN SOCIAL MEDIA SPECIALIST DI PT. KOMUNITAS ANAK BANGSA

Awareness of the need for professional work makes practitioners carry out professional work at PT. Komunitas Anak Bangsa which is engaged in making a social shopping application called Kipaskipas for 3 months starting from 14 June 2021 to 14 September, 2021 with a total of 496 hours, the practitioner is directly under the supervision and direction of the Lead Social Media Specialist who is in the news division at PT. Komunitas Anak Bangsa (Koanba) with the company part of Koanba and V.me within the company. PT. Komunitas Anak Bangsa was chosen because it has a good environment to do professional work. Then in carrying out this professional activity, the intern participates as well as participates in the process of social media specialist activities at PT. Komunitas Anak Bangsa carries out tasks such as creating content, managing news.kipaskipas social media, both Tiktok and Instagram, making articles, doing aggregator work which consists of doing scheduled articles for article content and duplicating articles manually. Then, during the process of professional internship activities, the practitioner also gains knowledge and experience related to the process of managing social media, article aggregators, and making articles in a company.

Keywords: *social media specialist, social media news.kipaskipas, article writing*