

## **ABSTRACT**

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### **APPLICATION OF SOCIAL MEDIA STRATEGY PLANNING IN THE MARKETING COMMUNICATION DIVISION AT MALL ARARASA BSD**

*Students in carrying out professional work activities at Ararasa BSD, students work in the Marketing Communication division for three months adding knowledge and experience to students in this field. In carrying out professional work, students are assigned to manage social media on Ararasa BSD and Temurasa Instagram accounts. Basically, in managing social media, it is necessary to find research related to the information to be presented which is valid and true data. Students are also given the task to be involved in every program that is run at Ararasa BSD, which is to assist in carrying out events made for early childhood and animal events. Not only that, students are also involved in every video production, in doing video production students are looking for research related to the video concept that is made so that the purpose of the message to be conveyed can be conveyed properly and easily understood. Students were also assigned to live Instagram activities, as well as create a dummy website, at which time Ararasa BSD needed changes to the website so that students were involved in making the website. The website is one of the supporting activities of Marketing Communication to make it easier for people who want to find information and shop through the Ararasa BSD website. Students are also involved in the Ararasa BSD program when government policies related to PPKM have an impact on all Mall activities, as Marketing Communication it is necessary to create a special program for the sustainability of an organization. In order to support all Marketing Communication activities, students take advantage of Key Opinion Leaders (KOL) in disseminating any information provided or promoting any activities carried out.*

**Keywords:** *Marketing Communication, Ararasa BSD, Social Media, Instagram, Activities.*