

## **ABSTRACT**

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### **SOCIAL MEDIA MANAGEMENT INSTAGRAM PT. MEKA EDUVERSITY KOMUNIKASI (@STUDIVA AND @RENCOFFEE)**

*In digital industry, there is competition for prospective workers who must have the competence to be equally competitive. Currently Instagram is one of the useful parts of social media to support marketing in the business world. With this, Universitas Pembangunan Jaya has a program to train self-development through Professional Work courses. Practicing to carry out Professional Work in the company PT. Meka Eduversity Komunikasi as a Social Media Admin who has the task of managing creative content on instagram @Studiva and @Rencoffee companies. Studiva is a company engaged in education, especially study abroad consultants. Ren Coffee is a food and beverage company. Practicing has duties and responsibilities in managing instagram content ranging from finding content idea insights, planning content calendar ideas for a month, creating story engagement designs, creating story info session templates, and becoming admins on Instagram. Practican also produces content ranging from planning, implementation, until evaluation. Practican gained experience in the world of industrial work as a content creative.*

**Keywords: Content Creative, Media Sosial, Instagram**