

## **ABSTRACT**

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### **KEGIATAN SOCIAL MEDIA SPECIALIST DI PT. MULTISARI LANGGENGJAYA (MARIZAFOODS)**

*During working as an intern activities as a social media specialist at PT. Multisari Langgengjaya (Marizafoods), the practitioner had the opportunity to process all Marizafoods social media accounts. During the processing of Marizafoods' social media accounts, the practitioner makes content planning in the form of calendars, production, editing, to the evaluation stage of social media. This social media management aims to increase public awareness of the company's brand and increase engagement with the audience. As a social media expert, practice to become Marizafoods social media admin. Creating texts, uploading content, replying to messages, and giving reactions in the comments column are tasks carried out by practitioners while being a social media specialist admin. The practitioner is also involved in making digital campaigns for the launch of new packaging for Marizafoods products from the planning stage to the first month of implementation. In addition, to build relationships with the community, the practitioner is assigned to operate a Live Cooking Demo event virtually, both events held by internal and external companies from the community or organizations that want to create cooking demo events. As an additional job, the practitioner is asked to become a talent in making TikTok videos, reels, and Youtube Marizafoods, as well as editing Youtube videos.*

**Keywords:** *Marizafoods, Social Media Specialist, Content Management, Campaign, Live Cooking Demo*