

## **ABSTRACT**

**Cinta Berlianda Putri (2018041119)**

### **CREATIVE CONTENT MANAGEMENT ON INSTAGRAM HADUA PRODUCTION**

*In carrying out to internship for three months, the practitioner works in the creative division directly under the supervision of the Head of Video Production of Hadua Production in the Creative division. Practitioners are directly involved in creative content activities, the management name of Hadua Production's social media, start from make a content planning, production, and administration, and also to do evaluate of Hadua Production's social media include doing the daily tasks of the creative division. When practitioner be the creative content, the practitioner get the main job is producing creative content for Hadua Production's social media, start from the planning to the execution of creative ideas. Plan of Hadua Production's social media content, practitioners was do the implementation from online public relations course that utilize digital media in publishing multimedia content, both audio and visual. The practitioner is also tasked with manage @hadua\_production Instagram for content schedule and get the good insight. Instagram insights obtained through interaction or engagement from the target audience. Fothermore, the practitioners also get more jobdesk like help to apply SEO Result articles use Yoast and help designer to find design materials such as backsound, visual footage, etc.*

**Keywords:** Creative Content, Instagram, Social Media Management.