

ABSTRACT

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PELAKSANAAN KERJA SOCIAL MEDIA SPESIALIST DI THE HATCH INDONESIA

During the professional work carried out at The Hatch Indonesia, the intern works as a social media specialist and also a key opinion leader manager gets the opportunity to go directly into the industry and directly work on several digital campaigns as well as create content and social media planning as well as pitching experience. As a key opinion leader, the manager acts as a liaison between internal and external parties. And while being a social media specialist, he also makes content planning and content production on the social media of the clients he invites to work with. During professional work, the intern collaborates with 3 brands, namely Lotte Xylitol, Zoetis, and Sangobion. Each client has a different request to The Hatch Indonesia for the form of cooperation. For 3 months, the intern gains experience and also lessons related to the world of the digital industry.

Keywords: *social media management, content production, campaign, The Hatch Indonesia*