

ABSTRACT

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BUMI ENTERTAINMENT SOCIAL MEDIA MARKETING ACTIVITIES

Practitioner have done a professional work/ internship in Bumi Entertainment as a digital development team. Practitioner had carry out social media marketing activities through marketing communication strategies that run by the company such as planning, producing, implementing, evaluating social media and special event. In digital development division, practitioner will promote the music talent, product (perfume) marketing and handle special events for specific audiences. All activities are carried out to maximize customers involvement in each program. Practitioners will ensure that the promotion is soft selling and showcases the talent. In practice, practitioner use the concept of 'organic content' by relying on figures from the talent so that promotions are carried out soft selling and build awareness towards the audience. During the three months of professional work, practitioner gains knowledge on how to work as cyber public relations in Indonesia's creative music industry. Practitioner knows how to build social media and product marketing to wide audience as a promotional platform. Practitioner experience how to work directly with talent and be able to develop practical soft skills such as creativity. In order to be able to carry out a bunch of activities optimally that requires development of human resources in companies especially in digital creative and production, the digital division uses the SOSTAC planner concept to succeed the program and use a paid media system by installing 'ads' for hard selling activities like events

Keywords: digital division, social media marketing, organic content, music industry