

## **ABSTRACT**

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### **SOCIAL MEDIA HANDLING ACTIVITIES AND WORK PROCESSES PT BUMI KREATIF MANAGEMENT**

*Professional Work is an activity carried out by Intern for three months to learn and get an overview of the world of work. In addition, the Intern can apply the material that has been learned in the world of lectures. Intern do professional work at PT Bumi Kreatif Manajemen. PT Bumi Kreatif Manajemen is a company engaged in the music industry. At the company, the Intern has the responsibility to handle social media related to the company which is called Social Media Handling. The task carried out by the Intern is to make a content plan or as a content planner, then upload the content on the social media, and evaluate the content that has been uploaded. In carrying out professional work, the Intern implements the lessons that have been learned in lectures, especially in the Online Public Relations, PR Writing, and PR Production courses. And with this Professional Work, the Intern will get a deeper experience related to the world of entertainment, especially in the music industry.*

**Keywords:** Social Media Handling, Content Planner, Social Media, Entertainment.