

ABSTRACT

Shinta Andrea Puspa (2018041055)

DIGITAL MARKETING ACTIVITIES AT PT MENDEKOR ANUGERAH INDONESIA

During the professional work at PT Mendekor Anugerah Indonesia, intern worked in the Marketing Communication division. As marketing communication. Intern has the task of planning, implementing, and evaluating a company's social media. The description of the practical task is to manage social media, marketplace and plan events. The practice of creating content planning within a certain period of time, usually in a month with the aim of increasing awareness and interactions (engagement). Then practice also ensures the Table Of Content or content timeline runs well. Practice is given the task of making copy writing articles that will be used as Instagram content. Intern also has additional work, which is assigned to do Live Shopping or Live Streaming on the Tokopedia, Shopee and TikTok marketplaces. Live Shopping or Live Streaming conducted by the practice has the aim to increase sales, awareness and also exposure on the marketplace account owned by Mendekor. Intern is also given access by the Digital Marketing division to upload YouTube social media content owned by Mendekor.

Keywords: Mendekor Anugerah Indonesia, Social Media, Marketplace, Marketing Communication