

## **ABSTRACT**

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### **ACTIVITIES OF DIGITAL MARKETING COMMUNICATION OFFICER IN SOCIAL MEDIA MANAGEMENT OF PT PERKASA TEHNIK MANDIRI**

*This report was written to inform practitioners' activities during the Professional Work Practice at Digital Marketing Communication Officer PT.Perkasa Teknik Mandiri. Practitioners carry out professional work at PT Perkasa Teknik Mandiri for 3 months starting from June 14, 2021 to September 14, 2021. Practitioners are assigned to manage social media and Websites in the Digital Marketing Communication Officer division. The practitioner's task as Digital Marketing Communication Officer is to help manage social media and company Websites, create promotional content. PT Perkasa Teknik Mandiri is engaged in general contracting to provide heavy equipment maintenance. In addition, PT Perkasa Teknik Mandiri also has the advantage of being the official vendor of PT. Trakindo. This professional practice aims to gain work experience and add to the practitioner's insight about marketing that has not been obtained during lectures.*

**Keywords** : Professional Jobs, Digital Marketing Communication Officer, social media and Website