

## **ABSTRACT**

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### ***SOCIAL MEDIA CONTENT CREATION ACTIVITIES AT PT SINERGI KETAHANAN PANGAN (CHICK-IN INDONESIA)***

*During working as an intern at PT. Sinergi Ketahanan Pangan (Chick-In Indonesia), the intern works in the Growth and Digital Marketing division as Content Creation. In doing the work, the intern has the main job which is planning, producing and evaluation content for Instagram @chickinfresh. The intern makes content planning which includes the Anchor, Complimentary, and Engagement rubrics. In addition to planning content, the intern also have additional work, that is making B2C social media strategies for Instagram @chickinfresh. The purpose of making strategic social media is to determine a set of guidelines and policies that are used to find out marketing programs with effective targets. Besides that, strategic social media is also very important to make plans or evaluation materials for a company. The intern also gets other additional work, which producing video content and also undergoing Instagram Live Streaming on Instagram @chickinfresh.*

**Keywords:** *Chick-In, Growth and Digital Marketing, Content Creation, Social Media Strategy, Video Content Production, Live Streaming.*