

## **ABSTRACT**

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### **WEBSITE AND SOCIAL MEDIA DEVELOPMENT ACTIVITIES “KOPI TEBEM INDONESIA” BY DIGITAL MARKETING DIVISION**

*In carrying out the implementation of Professional Work (KP) at PT. Tembem Sukses Makmur, intern assigned as a Digital Marketing team in the content creation section for social media needs. During the Professional Work (KP) at Kopi Tembem, the intern had the opportunity to directly carry out the duties of a public relations officer in the Digital Marketing department of a company, including planning and creating websites, managing social media, creating social media content, researching the company. In carrying out website creation and maintenance activities, the intern performs duties for the official website of Kopi Tembem which does not yet have a website. The creation and developing of the Kopi Tembem website is carried out through digital facilities such as laptops, computers, and smartphones. In doing content creation work, the intern is involved from pre-production to post-production. In addition to doing these jobs, the intern also participates in helping other divisions in Digital Marketing such as social media and research teams. Digital Marketing activities are carried out by a public relations professional. Because this is done in order to build a good image and relationship between the company and potential customers. Intern know the steps needed to create and manage websites, write articles, and create content.*

**Keywords :** *public relations, digital marketing, website development, content*