

## **ABSTRACT**

**Zapatha Nurhady Haikal Ibrahim (2017041078)**

### **WORKING PROCESS AS A CONTENT PLANNER AT PT. JERAPAH KREATIF DESAIN**

*During working as an intern at Giraffic – Creative Digital Agency, the apprentice working in the social media division as a content planner. As a content planner, the main responsibility was to planning, implementation, and evaluate corporate social media and some corporate clients. The apprentice helped to manage several client's social media accounts (e.g., Fitbar, Zee, and Banten Bank). The apprentice made content plannings in a specific time length, regularly on a monthly basis to increase brand awareness and interactions (engagement). Then the apprentice also made ensured the editorial calendar goes well. Apart from being a content planner, the apprentice also have additional jobs, the apprentice assigned to be the admin of the company's social media accounts and several clients. The duty was to upload content, monitoring, and connecting with the audience to maintain engagement. The apprentice was given access by the project manager and social media division to handle the client's and Giraffic's Instagram account. The apprentice also had additional duties such as helping the design team to produce content and create pitch presentation material for companies that will cooperate with Giraffic.*

**Keywords:** *Giraffic, Digital Agency, Content Planner, Visual Production, Social Media Management*