

ABSTRACT

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ANALISIS MEDIA SOSIAL MENGGUNAKAN HOOTSUITE PADA KLIEN PT MARCCO DERMIKA INDONESIA

This Professional Work Activity (KP) aims to increase student experience and is a requirement for graduation from the Information Systems study program. Professional Work Activities (KP) are carried out at PT Marcco Dermika Indonesia and was placed in the Digital Marketing Division as a Social Media Specialist. The tasks carried out in the implementation of Professional Work include: connecting social media accounts to Hootsuite, designing content to be posted to clients' social media accounts, making copywriting for content captions and social media analysis using Hootsuite for 3 (three) months for the implementation of Professional Work. There may be many social media management tools, but there are some that stand out from the rest, because of their features and affordability. Hootsuite is one of them, this oldest social media management tool offers many useful features. There are so many advantages to using Hootsuite such as: being able to manage several social media networks at once so you don't have to bother opening sites one by one, being able to schedule posts on all social media platforms, Hootsuite also has an analytic feature where this feature provides an in-depth picture of how well the strategy is. social media works. It can be concluded that with Hootsuite as a social media management tool, it really helps business people, so that managing social media for business becomes more efficient. By using Hootsuite as a social media management tool, it is expected to increase client satisfaction.

Keywords: Digital Marketing, Social Media Specialist, Hootsuite, Social Media