

## **ABSTRACT**

Kessa Bayudita Prasiwi (2018041130)

### ***INSTAGRAM SOCIAL MEDIA CONTENT MANAGEMENT PT. JATELINDO***

*While carrying out professional work at PT. Jatelindo Perkasa Abadi, Practicant works under the supervision and guidance of the Head of the Marketing Communication division. In professional work, Practitioners have the opportunity to participate and see firsthand the implementation of social media content management and activities at PT. Jatelindo such as pillar content creation, social media management, and event management including helping the daily work of the Marketing Communication division, namely managing and producing content for FELLO and Narobil social media, such as making video bindings, FELLO balance top up, IPL and E-SPP payments using the application. Marketing Communication division focuses on content management. In carrying out this professional work, the practitioner works with a Hybrid system, namely work from office mix work from home for three months or 480 hours.*

*Keywords: social media management, event management, marketing communication.*