

ABSTRACT

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SOCIAL MEDIA MANAGEMENT ACTIVITIES IN PROGRAM PROMOTION AT MNC CHANNELS

The intern in carrying out professional work for 400 working hours or the equivalent of a period of 3 months, The intern work in the promotion department of the off-air & online media promo section at MNC Channels. Instagram social media is a means of promoting programs on MNC Channels. The intern is in a position as an off-air & online media promotion, with a focus on social media. In carrying out their duties in this professional work activity, The intern is given the responsibility and task to create content material for the MNC Channels Instagram social media program which consists of 13 channels. The intern implements the knowledge that has been learned in the Public Relations Strategy and Tactics course, Public Relations Production and also Online Public Relations. During the activity, there were 8 channels that The intern had held, namely MNC News, MNC Sports, IE Infotainment, Vision Prime, Soccer Channel, Music TV, Live Channel and Muslim Channel. The intern carry out professional work in accordance with the field of Communication Science in which there is management and utilization of media as one of the activities involving the science of Public Relations.

Keywords: MNC Channels, Off-air & Online Media Promotion, Social Media Management