

ABSTRACT

Stephanie Christina (2019041125)

SOCIAL MEDIA MANAGEMENT IN PT BISNIS INTEGRASI GLOBAL

While working on an internship program at PT Bisnis Integrasi Global, intern worked in the Marketing Communication sub division under the supervision and guidance of digital marketing manager. Intern have the opportunity to be directly involved in managing the company's social media, from planning, production, to content publication. The company uses social media management as a means to increase awareness of the company's services and products and also conduct social media marketing. During the internship program, interns learns a lot about how to convey information in the format of creative content from visuals and videos. Interns also learn to understand the persona of a social media account and implement it in every activity. In addition, intern is also involved in other work such as making articles that will be published on the company's official website. After working on internship program for three months, internsr gets new insights related to the technology industry in Indonesia. Knowing the application of public relations science to the industry and especially in the field of social media and creative content.

Keywords: *PT Bisnis Integrasi Global, social media management, marketing communication, creative content, persona, technology*