

ABSTRACT

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PENGELOLAAN MEDIA SOSIAL HC COMMUNICATION TELKOM INDONESIA

Professional work is a program carried out by a number of universities to provide opportunities for students to apply the field of work directly. At Pembangunan Jaya University, professional work is one of the requirements for obtaining a Bachelor's degree (S1). On this occasion, the intern did professional work at PT Telkom Indonesia Tbk in the Human Capital Business Partner (HCBP) 4 division. Telkom Indonesia is a company engaged in the service of information and communication technology (ICT) services. In addition, Telkom Indonesia is also engaged in providing telecommunication networks in Indonesia. During her professional work for 3 months, the intern is responsible for managing social media Instagram @DigitalHCTelkom with a focus on disseminating information related to administration, and other information related to the company Telkom Indonesia. In practice, lecture materials that can be applied to the HCBP 4 division include Online Public Relations and Public Relations Tactics Strategies. The implementation of this professional work is carried out to train research skills, social media planning strategies, and copy writing. During the professional work period, the practitioner succeeded in creating 7 rubrics, uploading 27 content feeds, 119 content stories, and 9 content reels.

Keywords: *Telkom Indonesia, Social Media, Content, Content Planning, Human Capital*