

ABSTRACT

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SOCIAL MEDIA OFFICER WORK PROCESS IN SOCIAL MEDIA DIVISION AT BERITA SATU MEDIA HOLDINGS

The intern doing Professional Work at Berita Satu Media Holdings which is part of the Social Media and Digital Production Division. The intern working as a Social Media Officer directly supervised by a mentor for three months. The intern get the opportunity to be directly involved in managing News One social media, management of promo content and partnerships, social media admin and media relations. In managing social media, The intern carries out the pre-production and production stages, starting from planning content starting from research, creating captions, creating article links and distributing or uploading content on the Berita Satu social media account, especially on Facebook and Twitter. The intern is also responsible for managing promo and partnership content, in which The intern is tasked with spreading promo content from clients on the Berita Satu social media. The intern also compiles proof of broadcast for media partner data collection. The intern also serves as a social media admin to build interaction with the audience in increasing engagement and awareness of the Berita Satu social media. During the three months of carrying out Professional Work activities as a Social Media Officer, The intern gains knowledge related to creativity in content packaging and managing social media as well as how to increase social media engagement. In addition, The intern also gains experience related to media partner and media relations activities in disseminating content. Lecture materials used in Social Media Officer activities at Berita Satu consist of PR Strategies and Tactics, Online Public Relations and Public Relations Writing.

Keywords: *Berita Satu Media, Social Media Officer, Social Media Management*