

ABSTRACT

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SOCIAL MEDIA STRATEGY PLANNING ACTIVITIES AT THE PUSDIKLAT KOMINFO UNIT POKJA DIGITAL LEADERSHIP ACADEMY

Competition in the world of work in the current era is getting tougher which is a challenge for students who do not have much ability and experience. In this case, there are important aspects that must be possessed by individuals in a career, namely hard skills and soft skills. In this case Pembangunan Jaya University accommodates and provides opportunities for students to implement lessons and theories during lectures in professional work programs. For three months carrying out a professional work program at the Kominfo Education and Training Center, especially in the Working Group Division of the Digital Leadership Academy, practitioners work in the field of social media as a social media specialist. In professional work, practitioners are given the opportunity to plan and manage Instagram social media content and publications. Practitioners apply learning related to Online Journalism and Public Relations Tactics Strategies, such as making news reports and content planning. In carrying out a planning, the practitioner carries out several stages of the process, including research, content creation, presentation of the results obtained. Research is carried out in seeking references from competitors and accounts similar to training. Then do a content plan which will be edited by the design team and published by the editor. In planning content and scheduling content, the practitioner must determine the rubric and content material every day. The lesson learned by the practitioner as a social media and publication team is that the job is required to be able to research, write skills, know audience needs, critical thinking and a willingness to learn. Practitioners realize that planning and managing social media in the current era is needed in companies and organizations, this requires educative and informative content in publishing on social media.

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