

ABSTRACT

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CONTENT PRODUCTION ACTIVITIES IN SOCIAL MEDIA MARKETING DIVISION OF PT. MULTI GITA PACKA

Professional Work Activities are one of the requirements for completing undergraduate studies (S1) at Pembangunan Jaya University. Professional Work activities need to be carried out by students to get a reality picture of the world of work. In this activity, the intern is under the auspices of PT. Multi Gita Packa Social Media Marketing division with a focus on work as content production. Pt. Multi Gita Packa is a company engaged in the beauty sector with the main company activity in the form of selling Women's beauty products such as skincare. The Intern are given the trust to create content from the Pre-Production, Production, and Post-Production processes. The Intern creating informational, entertainment and educational content in the Hitami Instagram content rubric. The field of work carried out by the intern is uploaded on Instagram Social Media @hitami.skincare. After doing professional work for 3 months, the intern knows how the world of work system works, especially in content production and can implement theories and interns in the Audi Visual Media, Public Relations Media Production, and Online Journalism courses while in college. Fields of study that are successfully practical are applied during Professional Work activities in the form of experience and knowledge in the process of creating social media content.

Keywords: *PT. Multi Gita Packa, Content Production, Social Media Marketing*