

ABSTRACT

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THE ROLE AND WORK PROCESS OF SOCIAL MEDIA SPECIALIST AT PUBLIC RELATIONS BUREAU OF THE TANGERANG CITY REGIONAL REPRESENTATIVES COUNCIL

Practitioners carry out practical activities at the Tangerang City Regional Representatives Bureau, to be precise in the Social Media Specialist Division. Practitioners get a lot of lessons from mentors and are given the opportunity to manage social media accounts and official websites. In this case, the practitioner has a target on the platform to the company, which aims to develop strategies and get a broad reach from the audience. Competitors are also one of the benefits of practitioners in managing social media, such as doing research through competitor accounts. Practitioners get new innovations which are then in accordance with the plan which has been made by the practitioner and received approval from both parties. During the implementation of professional work, several jobs were given to the practitioner, including preparing information for social media content for the Tangerang City Regional House of Representatives, working on social media content planning, practitioners also making content production social media, documentation of Council activities, practice of writing official travel letters, as well as writing articles on official websites. With the work given by subordinates to the practitioner, the practitioner also sees the policies and ethics that must be applied in social media, and is fully responsible for the work that has been planned and produced by the practitioner.

Keywords: Social media, Content Media Specialist, Instagram.