

ABSTRACT

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SOCIAL MEDIA SPECIALIST (INSTAGRAM) ACTIVITIES AT PUSDIKLAT MINISTRY OF COMMUNICATIONS AND INFORMATION

For three months, intern carrying out Professional Work at the Pusdiklat Kominfo, especially in the public relations management division as a social media specialist. In practical professional work, there is an opportunity to realize learning related to how to manage social media. Based on courses Introduction to Public Relations, Writing Public Relations, Public Relations Production, Public Relations Strategies and Tactics, event management and Online Public Relations that in managing social media, stages are needed namely planning, production, implementation and evaluation. It starts with planning content rubric, then doing content production, then implementing and seeing evaluation as long as the content is uploaded judging from the achievement or success of the content. The results of learning obtained by intern during Professional Work are required to provide creative ideas in planning content, being able to conduct research in detail, knowing the differences between each company or agency so that they can create appropriate content, understand good language formats, and be able to provide solutions. In addition, the intern understanding the practice of Public Relations is not only dealing with company problems, internal and external relations but must be adaptive to technological advances, especially the development of social media, which requires the speed of information which requires to have soft skills in knowing and managing social media.

Keywords: *Public Relations, Social Media Specialis , Soft skills, adaptive.*