

ABSTRACT

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KEGIATAN SOCIAL MEDIA SPECIALIST DI PT. MULTISARI LANGGENG JAYA (MARIZA FOODS)

PT Multisari LanggengJaya is a company engaged in the Food and Beverage sector that produces various foods, including Layer Cakes, Jams, Spreads, Sambal, Spices and Frozen Products. While carrying out Professional Work (KP) activities as a Social Media Specialist at PT. Multisari LanggengJaya (Marizafoods), intership has the opportunity to manage all social media accounts owned by the company, namely Intagram, Tiktok and also Facebook. The activities carried out by the intership when given the opportunity to manage all social media accounts, the intership is in charge of planning content in the form of a calendar from the production stage, editing, to conducting the evaluation stage or social media reports every month. Intership is also tasked with planning and realizing a campaign with the hashtag #MariKayaKanIndonesia. Intership is responsible for designing content, creating captions, uploading content, replying to messages both in the comments and direct messages, this is the job of intership as a social media admin. Intership is also assigned to operate routine events held by internal or external companies who want to work together such as communities or business organizations in the culinary field with the name Live Cooking Demo event. In addition, the intership was also assigned as the MC of the Live Cooking Demo event which was held on Instagram and Tiktok social media.

Keywords: Social Media Management, Content Production, Campaign, Marizafoods, Social Media Specialist.