

## **ABSTRACT**

**Muhammad Ade Naufal (2019021106)**

### **AKTIVITAS KERJA PROFESI SOCIAL MEDIA MARKETING DI OIGETIT.INC5**

*Practitioners are given the opportunity to do professional work for a startup company, namely Oigetit.Inc. This professional work is carried out for three months. In carrying out this professional work, Practitioners have the opportunity to participate in carrying out tasks and participate in boarding calls with the team leader of the Oigetit Fake News Filter Indonesia, search for news or articles through the Oigetit Fake News Filter application, create news content or viral articles posted through Tiktok Oigetit Fake News Filter Indonesia, creating brand awareness content regarding the Oigetit Fake news Filter application, analyzing weekly activities through Tiktok Analytic and making weekly reports on weekly social media marketing activities. The purpose of the practitioner in doing professional work is to gain experience in the world of work and increase knowledge, abilities, and skills in dealing with the world of work, especially in the field of marketing.*

**Keywords:** *Marketing, Social Media Marketing, News, Analytic*