

ABSTRACT

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SOCIAL MEDIA MANAGEMENT OF THE NATIONAL ZAKAT AMIL AGENCY (BAZNAS) BY MARKETING COMMUNICATIONS DIVISION

In carrying out professional work activities, the practitioner decides to work At the National Amil Zakat Agency (BAZNAS), where BAZNAS is an institution under the auspices of the government to collect and distribute zakat, infaq, and alms to the Indonesian people. The practitioner does Professional Work as a social media specialist with a focus on activity work for approximately three months or the equivalent of 400 working hours, the practitioner has a main job in writing content for BAZNAS social media. The work carried out is also related to the field of Public Relations, especially in online Public Relations courses. Before creating content, there are several stages that must be considered, such as planning, implementation, and evaluation. In carrying out these jobs, of course, practitioners encounter various kinds of obstacles, but practitioners continue to look for solutions to overcome these obstacles so that professional work can run as it should.

Keywords: Professional Work, Social Media, Content plan, Content Writing, Content Production.