

## **ABSTRACT**

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### **CONTENT PLANNING PROCESS OF SOCIAL MEDIA SPECIALIST AT THE PUBLIC RELATIONS BUREAU OF THE MINISTRY OF COMMUNICATION AND INFORMATION OF THE REPUBLIC OF INDONESIA**

*During carrying out Professional Work at the Public Relations Bureau of the Ministry of Communication and Information of the Republic of Indonesia, the practice of working as social media. The main task of the practice is to make a media analysis report in the form of an evaluation of the performance of social media belonging to the Ministry of Communication and Information of the Republic of Indonesia. In its implementation, the analysis process is done manually or using special applications. Additional tasks of practice during Professional Work are to become talents and create social media content. Through Professional Work, practicants can see changes in the way government agencies communicate in reaching their audiences in the digital era. In addition, practice can also see the relationship between theory and direct work practice, especially media management and online public relations.*

**Keywords:** *social media management, media analytics report, digital content creation, Ministry of Communication and Informatics of the Republic of Indonesia*