

## **ABSTRACT**

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### **SOCIAL MEDIA CONTENT MANAGEMENT IN THE DIGITAL CREATIVE TEAM SCOOTERJAM DIVISION**

*Scooterjam Scooter Workshop is a business engaged in the automotive sector, especially the Vespa Matic. Scooterjam plunged into the world of social media in order to develop business and increase sales. Scooterjam has several divisions, one of which is a creative division engaged in content. While carrying out professional work at Scooterjam, the practitioner serves as a Social Media Specialist under the supervision and guidance of the Creative Head as the leader of the creative division. The practitioner creates content on social media that makes Scooterjam's social media lively and full of information. The practitioner is also responsible for how a content idea can be executed and shared into complete content and has informative value for Vespa Matic enthusiasts. The practitioner here is included in the Digital Creative Team which is also assisted by the Creative Head, and Videographer/Photographer on duty. When the practitioner is carrying out professional work at Scooterjam, the practitioner is related to Broadcasting and journalism, such as using a camera, adjusting lighting, managing audio, video editing and working with the production team to create IDs, gaining a lot of knowledge and knowledge about content processing and helping the content execution process. for Scooterjam social media.*

**Keywords:** Scooterjam, Social Media Specialist, Social Media, Content, Vespa Matic, Automotive