

ABSTRACT

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SOCIAL MEDIA MANAGEMENT ACTIVITIES IN PROMOTING THE MNC CHANNELS PROGRAM

While carrying out professional work at MNC Channels, the practitioner worked in the off-air and online media promo department divisions. The form of promotion of a television station that is carried out outside the television station involves other communication media, namely social media. Social media can be used as a means to promote MNC Channels programs. The main task of the practitioner is to create content material for social media Instagram MNC Channels which consists of 13 channels. The channels that the practitioner handles are Lifestyle & Fashion, MNC Sports, MNC Sports 1, MNC Sports 2, MNC Sports 3, Soccer Channel, Kids TV, BeSmart, and Muslim TV. Practitioners also have additional assignments such as making designs from materials that have been practiced by practitioners. In carrying out this professional work, the practitioner works with a hybrid system, namely work from office mix work from home for three months or 480 hours.

Keywords: MNC Channels, Social Media, Promotion Off-air,