

ABSTRACT

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SOCIAL MEDIA SPECIALIST ACTIVITIES AT PT. JAWA POS MULTIMEDIA GROUP JAKARTA BRANCH

Internship carrying out professional work at PT. Jawa Pos Group Multimedia Jakarta Branch under the supervision and guidance of corporate mentors in social media division. Internship conducted for six months at PT. Jawa Pos, precisely on the social media specialist team. Internship have the opportunity to be directly involved in planning and managing the company's social media content. Internship are given the opportunity to discuss content to be worked on. Internship is given the responsibility of briefing, creating, uploading, and monitoring the results of content published on the Jawa Pos company's social media platform. Internship are also given the opportunity to conduct corporate social media research and compare and map the current position of the company's social media compared to similar competitors on a national and international scale. Then, the practice is also given the opportunity to provide suggestions and ideas related to the development of the company's social media engagement. Praktikan is asked to be able to analyze, interactive content, conduct testing, optimize strategies, and monitor with the aim of maintaining social media accounts. In this internship opportunity, Internship also learned about making copywriting and visual design for content needs in media companies. In addition, Internship also develops skills in making and editing slideshow videos, as well as being a voice over talent for daily content needs on Jawa Pos social media.

Keywords : Public relation's, Social Media Specialist, Media Company, Internship