

ABSTRAK

Shafira Bunga Pertiwi (2016041079)

MANAJEMEN PENGELOLAAN MEDIA SOSIAL PADA HOTEL JHL SOLITAIRE GADING SERPONG

Selama kegiatan kerja profesi berlangsung, Praktikan berada di Divisi Marketing Communication dibawah pengawasan serta bimbingan Marketing Communication Manager dan Marketing Communication Executive. Melalui kegiatan kerja profesi, Praktikan berkesempatan untuk berpartisipasi dan terlibat penuh dalam manajemen pengelolaan media sosial salah satu restoran di JHL Solitaire Gading Serpong yaitu Al Gusto yang merupakan restoran hidangan tradisional khas Italia, mulai dari perencanaan hingga tahap realisasi perencanaan yang telah disusun. Praktikan juga turut berkontribusi dalam pengelolaan akun Instagram JHL Solitaire Gading Serpong dalam segi produksi konten. Praktikan berkesempatan untuk berhubungan secara langsung dengan media dan influencer, juga bagaimana cara mempertahankan serta menjaga hubungan yang efektif. Praktikan menjalankan tugas public relations lainnya seperti event management, media relations, hubungan internal, termasuk membuat press release. Aktivitas Divisi Marketing Communication JHL Solitaire Gading Serpong terfokus kepada konsistensi membangun media sosial khususnya Instagram yang dapat menggambarkan latar belakang bidang usaha serta memperkuat media relations karena kegiatan yang ada pada Divisi Marketing Communication berkaitan erat dengan media dan influencer.

Kata Kunci : pengelolaan media sosial, media, influencer.

ABSTRACT

Shafira Bunga Pertiwi (2016041079)

SOCIAL MEDIA MANAGEMENT AT THE HOTEL JHL SOLITAIRE GADING SERPONG

During professional work activities take place, Praktikan is in the Marketing Communication Division under the supervision and guidance of Marketing Communication Manager and Marketing Communication Executive. Through professional work activities, Praktikan had the opportunity to participate and be fully involved in the management of social media management at one of the restaurants in JHL Solitaire Gading Serpong, Al Gusto, which is a traditional Italian cuisine restaurant, starting from the planning to the realization stage of the planned planning. Praktikan also contributed in managing JHL Solitaire Gading Serpong's Instagram account in terms of content production. Praktikan have the opportunity to deal directly with the media and influencers, as well as how to maintain and maintain effective relationships. Practice doing other public relations tasks such as event management, media relations, internal relations, including making press releases. JHL Solitaire Gading Serpong's Marketing Communication Division activities are focused on the consistency of building social media, especially Instagram, which can illustrate the background of the business field and strengthen media relations because the activities in the Marketing Communication Division are closely related to the media and influencers.

Keywords: social media management, media, influencers.