

ABSTRACT

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SOCIAL MEDIA SPECIALIST ACTIVITIES AT PT TERBAIK SEPANJANG MASA

The practitioner carries out Professional Work activities as a Social Media Specialist, where this activity is included in the category of digital marketing communications. Practicing carrying out professional work at PT Terbaik Sepanjang Masa is a company engaged in the food and beverage sector. While carrying out professional work activities, the practitioner has studied courses related to what the practitioner is doing at the company, such as creating content, taking pictures and videos, doing photo and video editing, and making content plans. Production of PR Media and audiovisual media are courses that students learn during lectures. All of the material students learn during lectures is very useful when they carry out professional work activities. Practitioners are involved in pre-production, production, and post-production processes while carrying out professional work activities at PT. Terbaik Sepanjang Masa practlicants work individually and in teams, depending on the directions from the professional work supervisor.

Keywords: Social Medai Specialist, PT Terbaik Sepanjang Masa, Content