

ABSTRACT

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SOCIAL MEDIA MANAGEMENT ACTIVITIES AT PT. TITIK COMMUNICATIONS INDONESIA

KP activities are a means for students to adapt to training in a working environment. While carrying out professional work at PT. Titik Communiactions Indonesia, the practitioner works under the supervision and guidance of the PR & Media division. In the course of professional work, internships have the opportunity to participate and be directly involved in the implementation of Social Media Management, Digital Content Writer, Event Management, and Media Relations. In Social Media Management activities, practitioners go through various planning, production, and evaluation processes. Social Media Management is the focus of the practitioner's main work field with several work activities such as the visual editing process for content production to monitoring engagement. In the field of Digital Content Writer, the practitioner fills in various company-related articles on the company's official website. In managing the event, the practitioner is given responsibility for working on the company's MICE (Meeting, Incentive, Convention, Exhibition) and CSR (Corporate Social Responsibility) events. Whereas in Media Relations activities, the practitioner has a series of work responsibilities in media contact, listing, to media monitoring. Practicing under the guidance of Senior Public Relations at PT. Titik Communiactions Indonesia and responsible for practice areas that focus on corporate social media. The company's Social Media that is focused as a field of work of the practitioner is the company's Instagram and Youtube Social Media accounts. Practicing work for 3 months and have achieved targets that have benefits for PT. Titik Communiactions Indonesia point in increasing company Social Media engagement.

Keywords: *Social Media Management, PR & Media, Practitioner, Engagement*