

ABSTRACT

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TIKTOK SOCIAL MEDIA MANAGEMENT IN BUSINESS UNITS UNDER THE SHARE OF PT MM CORPORATION

In the professional work report as a Social Media Specialist, the practitioner manages the TikTok social media account in every other business unit under the auspices of PT MM Corporation as a means to develop and provide brand awareness to the target audience that has been determined based on research. The internship carries out professional work in one of the business units engaged in the field of Social Media Specialists, namely TMP (Trimedia Mulia Perkasa). In managing the TikTok social media account from each business unit, the practitioner follows a work program from the earliest stages, namely carrying out content planning to to the content evaluation stage of each TikTok social media account owned by a business unit. Practitioners do professional work to add to and hone the skills they have during lectures in online public relations courses, which go through three processes, namely planning, implementation and evaluation. Practitioners are considered successful in managing social media accounts which can be seen by the increasing number of viewers on the TikTok social media account from each business unit. In this professional work report, the practitioner writes down the steps taken from the background of the practitioner carrying out professional work at TMP to conclusions and suggestions in carrying out professional work. Practitioners also attach data related to professional work activities as evidence of ongoing activities.

Keywords: Social Media, TikTok, Business Unit.