

ABSTRACT

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JOB AND ROLES OF SOCIAL MEDIA SPECIALIST IN DEKA INSIGHT CORPORATE COMMUNICATION DIVISIONS

During professional work activities at Deka Insight, the practitioner works and responsible as a social media specialist, as well as a content creator in the corporate marketing communication division of the marketing communication section which is under the supervision and guidance of a marketing communication manager. As a social media specialist and content creator in the marketing communication department of Deka Insight, practitioners has the responsibility where practican role has to be able to produce content on Deka Insight's social media, especially Instagram. Practitioners have the opportunity to be directly involved in the process of managing social media starting from the research, planning, production, implementation, and evaluation stages. In addition, practice is also involved in the process of creating company-owned video content. During the three months of working in the profession, practitioners gained knowledge about how market research service companies apply and adapt to using social media as a platform to educate potential consumers to aim company brand trust as well as the importance of social media ownership in the company. Professional work experience as a social media specialist provides practitioners opportunities to see the relationship between the theory obtained in college and actual work practice, especially those related to marketing communication and new media.

Keywords: *Social Media Specialist, Content Creator, Deka Insight*