

ABSTRACT

Anggita Nurul Fahrani (20180410440)

ACTIVITIES AS SOCIAL MEDIA OFFICER AT PT. MNC PORTAL INDONESIA

PT. MNC Portal Indonesia is an integrated online media company from the MNC Group. MNC Portal Indonesia is the most complete online portal that broadcasts news and entertainment and has a focus on Indonesian readers both in Indonesia and abroad. In the field of work, MNC Portal Indonesia itself has several divisions, one of which is the social media officer division. While carrying out professional work as a social media officer under the leadership of the chief editor as the leader of the social media officer division. Practitioners monitor and upload content on social media such as Instagram, Facebook, and Tiktok. Practitioners also have full responsibility for content ideas that have been created to become a complete content that has informative value and is easy to understand by the audience and is responsible for continuing to keep traffic on news from dropping and breaking. Practitioners carry out professional work at MNC Portal Indonesia, practitioners related to the world of Public Relations are in the creation of content for social media where practitioners must be able to visualize content properly and correctly. And also editing videos where the practitioner can implement how to create good audio-visual content, choosing the right back sound, and setting the right transition in the video.

Keywords : MNC Portal Indonesia, Social Media Officer, Content.