

## **ABSTRAK**

Prissa Lusiani (2015041041)

### **KEGIATAN DIGITAL MARKETING PADA DIVISI MARKETING COMMUNICATION DI PT. BILNA (ORAMI.CO.ID)**

*Selama melaksanakan kerja profesi di PT. Bilna (Orami), Praktikan bekerja di bawah pengawasan serta bimbingan marketing campaign supervisor. Dalam kegiatan kerja profesi, Praktikan berkesempatan untuk turut serta berpartisipasi dan terlibat langsung dalam pelaksanaan tugas marketing communication seperti melaksanakan campaign, pencarian Key Leader Opinion, membuat kerjasama dengan partner, membuat strategi sosial media. Selain itu Divisi marketing communication juga membuat event, sosialisasi dan workshop, konferensi pers, technical meeting, surat-surat, strategi komunikasi serta publikasi di sosial media. Divisi marketing communication melakukan Pemasaran langsung. Bisa melalui email, telepon, fax, dan lainnya dan menjalin hubungan dengan pihak lain. Pihak lain di sini bisa dari masyarakat atau instansi yang tujuannya untuk memberikan program dalam rangka mempromosikan produk yaitu menjalin kerjasama. Aktivitas serta tanggung jawab divisi marketing communication lebih terfokus pada pembuatan campaign. PT. Bilna (Orami) senantiasa melakukan penyajian yang berbasis e-commerce khususnya untuk keperluan ibu dan bayi.*

*Kata kunci: marketing communication, campaign, sosial media, strategi sosial media*

## **ABSTRACT**

Prissa Lusiani (2015041041)

### **THE ACTIVITIES THE DIGITAL MARKETING OF MARKETING COMMUNICATIONS DIVISION AT PT. BILNA (ORAMI.CO.ID)**

*During the exercise the profession working in pt. Bilna (Orami), author working under the supervision and guidance of marketing campaigns for the supervisor. Work in the activities of the profession, the author had the opportunity to participate to participate and get involved directly in the implementation of marketing communication such as carrying out a search campaign, Key Opinion Leader, made in collaboration with partners, create a social media strategy. In addition the Division of marketing communication also makes the event, socialization and workshops, press conferences, technical meetings and seminars, papers, publication and communication strategy in social media. The Division of marketing communication do direct marketing. Could by email, phone, fax, and other and strained relations with other parties. Other parties here could be from the community or agencies that aim to provide programmes in order to promote a product that is partnership. The activities and responsibilities of the Division of marketing communication is more focused on the creation of the campaign. PT. Bilna (Orami) always do a presentation based e-commerce especially for mothers and babies.*

*Keywords: marketing communication, campaign, social media, social media strategy*