

ABSTRACT

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AKTIVITAS *SOCIAL MEDIA SPECIALIST* DALAM DIVISI *DIGITAL MARKETING* DI PERUSAHAAN YANG BERGERAK PADA BIDANG KONTRUKSI

During carry out Work profession at Graha Indah Nusa Contractor Tangerang , practice working below _ supervision as well as guidance Division *Marketing* . In Work profession , practitioner opportunity For join in participate And involved direct in carry out function *social media specialist* on division *Digital Marketing* at Graha Indah Nusa Contractor , such as involved in implementation manage various various social media platforms and Also read algorithm will candidate client with results content created in various _ like social media.

Activity And not quite enough answer *Social Media Specialist* at division *Digital Marketing* focused to the external public namely mass media or social media. *Social media specialist* is a position that focuses on creating creative and interesting digital content for a particular company's various social media *platforms* . The goal of a *Social Media Specialist* is to increase *brand awareness* , strengthen *marketing efforts* , and also drive sales figures.

Keywords: *Social Media Specialist*, *Digital Marketing* , *social media*.