

## **ABSTRACT**

**Ahmad Hafizh Arrajab (2019041162)**

### **CREATIVE CONTENT ACTIVITIES IN THE ELECTRONIC MEDIA INFORMATION DISSEMINATION SECTION AT KOMINFO CITY OF TANGERANG**

The intern carries out professional work for three months at Tangerang TV, especially as a social media specialist who is under the supervision and guidance of the Content Creative Division. In carrying out professional work, intern are given the opportunity to be able to apply learning related to public relations strategies and tactics, such as conducting content research and planning content for Instagram and Tiktok social media. In researching content, intern must have sensitivity to trends and phenomena that are being discussed by the public on social media. The intern must also look for references that match the company's image, especially domestic companies. Then in compiling content planning, it takes several stages, namely determining the goals to be achieved, categorizing content, compiling an editorial calendar and determining the platform used. As a social media specialist, you are required to have visionary abilities for content, research, communication both internally and externally, have critical thinking and be able to manage time well.

**Keywords:** *Social Media Specialist, Public Relations, Social Media*