

ABSTRAK

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KEGIATAN PENGELOLAAN MEDIA SOSIAL PADA DIVISI MARKETING COMMUNICATION DI WEBTVASIA INDONESIA

Selama melaksanakan kerja profesi di WebTVAsia Indonesia, Praktikan bekerja di bawah pengawasan serta bimbingan Marketing Creative Executive. Dalam melaksanakan kegiatan kerja profesi, Praktikan berkesempatan untuk turut berpartisipasi dan terlibat langsung dalam pelaksanaan kegiatan Marketing Communication di WebTVAsia Indonesia ini seperti mengelola media sosial Instagram dan artikel website WebTVAsia Indonesia mulai dari perencanaan, produksi, sampai implementasi konten. Praktikan juga melaksanakan kegiatan partnership dengan membuat press release, dan membuat media monitoring. Selain itu, praktikan juga berkontribusi dalam beberapa kegiatan media partner seperti promosi melalui Instagram, melalui gala premiere, dan media pass. Praktikan juga membuat social media reporting setiap bulannya. Aktivitas maupun tanggung jawab dari divisi Marketing Communication di WebTVAsia Indonesia meliputi mengelola media sosial dari WebTVAsia Indonesia, melakukan partnership, dan mengelola segala bentuk event yang diselenggarakan oleh perusahaan. Pengelolaan konten media sosial dan website dari WebTVAsia Indonesia berfokus kepada konten yang ditujukkann untuk generasi millennials dan gen z yang dimulai dari riset, produksi, hingga analisis konten. Kemudian untuk kegiatan media partner, Marketing Communication melakukan barter value, dan mempromosikan konten partnership di media sosial WebTVAsia Indonesia. Selama periode masa kerja profesi, Praktikan mendapatkan pengalaman dan ilmu mengenai pengelolaan media sosial di suatu perusahaan.

Kata kunci: media sosial, marketing communication, WebTVAsia Indonesia, pengelolaan media sosial

ABSTRACT

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SOCIAL MEDIA MANAGEMENT ACTIVITY IN MARKETING COMMUNICATION DIVISION OF WEBTVASIA INDONESIA

During carrying out professional work in WebTVAsia Indonesia, practitioners worked under the supervision and guidance of the Marketing Creative Executive. While carrying out professional work activities, practitioner had the opportunity to participate and be directly involved in the Marketing Communication's activity in WebTVAsia Indonesia such as managing Instagram, and website articles from the planning, production, and content implementation. Practitioners also carrying out partnership activities by producing press releases, and media monitoring. Beside that, practitioners also contributed in several media partner activities such as promotion trough Instagram, the gala premiere, and media pass. Practitioner also makes social media reporting every month. The activities and responsibilities of the Marketing Communication division in WebTVAsia Indonesia include managing socialmedia platforms, conducting parntnership, and managing all forms of events organized by externals. Social media management and WebTVAsia Indonesia's website article focuses on the content aimed for millennials and gen z, starts from research, production, to content analysis. Then, for the media partner activities, Marketing Communication division carrying barter values, and promote partnership content on WebTVAsia Indonesia's social media. Practitioners gained experience and knowledge about the management of social media in a company.

Keywords: social media, marketing communication, WebTVAsia Indonesia, social media management