

ABSTRACT

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PROFESSIONAL WORK ACTIVITIES AS A SOCIAL MEDIA SPECIALIST IN URBAN FELLAS AGENCY PT. DINASTI KREATOR CANTIK INDONESIA

Intern carry out professional work (KP) at the Urban Fellas Agency which is part of PT. Dinasti Kreator Cantik Indonesia is under the supervision and guidance of a company mentor in the social media division. Intern does professional work for three months at Urban Fellas Agency, to be precise in the Social Media Specialist division. Intern are directly involved in planning and managing social media content for Instagram, TikTok, Youtube, and Twitter. Intern are given the opportunity to be creative with the content to be worked on. Intern are given responsibility for timeline content, brief content, as well as providing content results before posting on social media platforms. Intern are also given the opportunity for social media sites, writing new themes, responding to posts on social media and discussing what is developing on social media platforms. In addition to doing this, the intern also creates sheet content to ensure content themes and patterns so that the content runs well. Intern must also look for interesting posts, news or articles to be used as content on social media. Intern is also responsible for the interactions that occur on social media platforms. Intern are also asked to analyze, interactive content, conduct testing, optimize strategies, and integrate with the aim of maintaining these social media accounts. Intern also reports on the company's level of social media engagement.

Keywords: Social Media Specialist, Agency, Professional Work.