

ABSTRAK

Abdul Haris Sal Sabil (2016041006)

KEGIATAN PENGELOLAAN MEDIA SOSIAL PADA BADAN PENELITIAN DAN PENGEMBANGAN KEMENTERIAN PENDIDIKAN DAN KEBUDAYAAN

Selama melaksanakan kerja profesi Praktikan sedang menjalankan program mata kuliah Kerja Profesi (KP) di sebuah instansi pemerintahan bernama Badan Penelitian dan Pengembangan Kementerian Pendidikan dan Kebudayaan. Dalam Kerja Profesi (KP) ini, praktikan diberikan kesempatan untuk praktik langsung dalam pelaksanaan pengelolaan media sosial, terutama Instagram. Praktikan juga diberikan kesempatan untuk turut terlibat dalam kegiatan-kegiatan yang dibuat Badan Penelitian dan Pengembangan. Tanggung jawab utama praktikan selama program KP adalah mengelola Instagram. Dengan pelaksanaan tugas-tugas tersebut, praktikan mendapatkan wawasan serta pengalaman nyata dalam dunia kerja. Program KP ini juga menjadi bekal sebagai bentuk persiapan untuk menghadapi dunia kerja setelah lulus dari perguruan tinggi.

Kata kunci : Kerja Profesi, media sosial, instagram.

ABSTRACT

Abdul Haris Sal Sabil (2016041006)

SOCIAL MEDIA MANAGEMENT ACTIVITIES IN THE RESEARCH AND DEVELOPMENT OF THE MINISTRY OF EDUCATION AND CULTURE

In the face of the world of work, of course it is necessary to have ability to be able to face the world of work, to be able to get the ability can be obtained from formal education one of them through universities that have internship programs or professional work. Praktikan undergo Professional Work program (KP) in a government agency. In the program praktikan given the opportunity to jump right in the implementation of social media management, especially Instagram. Praktikan was also given the opportunity to be involved in every activity made by the Ministry of Education and Culture. The main responsibility of praktikan during the program is to manage Instagram start from planning the content until evaluation stage. In addition to managing social media in the program praktikan also has the duty to make publication media needed by the Ministry of Education and Development of the Ministry of Education and Culture. By carrying out these tasks, praktikan get scientific insights and real experience in the professional work, from this program is also a provision as a form of preparation to after graduation.

Keywords : Professional work, social media, Instagram