

ABSTRACT

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ACTIVITIES OF SOCIAL MEDIA OFFICER AT PT. RUCI KEBANGGAAN LOKAL MARKETING DIVISION

During the activities of professional work at PT. Ruci Kebanggaan Lokal (RKL) which is directly supervised by the Sales Manager, intern gets the opportunity to work directly as an intern in the marketing division, precisely in the position of Social Media Officer. By doing professional work, intern gained knowledge, insights and also get directly involved in the real world of work. The field of work carried out by the intern is managing and creating Instagram @rararamenbar social media content plan, conducting live report outlet events, research, listings, collaborating with Influencers, and formulating outlet promo strategies. In carrying out the work, intern implements the duties and roles of Public Relations and applies the knowledge gained during the lecture period, namely in the Public Relations Strategy & Tactics and Online Public Relations courses. Intern also required to be able to resolve obstacles or problems that occur while working at PT. RKL by implementing good and correct crisis management.

Keywords: Marketing, Social Media Officer, Public Relations