

## ABSTRAK

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### **PELAKSANAAN KERJA *DIGITAL PROMOTION OFFICER* PT. TELEVISI TRANSFORMASI INDONESIA**

*Selama melaksanakan kerja profesi di PT Transformasi Televisi Jakarta, Praktikan bekerja di bawah pengawasan serta bimbingan Digital Promosi. Dalam kerja profesi, praktikan berkesempatan untuk turut berpartisipasi dan terlibat langsung dalam pelaksanaan fungsi digital promosi youtube di PT Transformasi Televisi Jakarta seperti membuat scheduling, mengunggah video, memberikan keterangan video, membuat meta data serta membuat analytics view pada sebuah program di Trans TV. hal yang praktikan lakukan tersebut merupakan salah satu cara TRANS TV melakukan Kegiatan Promosi pada Program – Program yang mereka sajikan melalui dunia Digital. Selain itu praktikan juga diajarkan bagaimana cara memproduksi sebuah Iklan layanan masyarakat, dan mempelajari bagaimana membuat Editing Promosi Program TRANS TV*

*Aktivitas atau tanggung jawab yang dimiliki oleh divisi digital promosi pada stasiun televisi Trans tv adalah sebagai salah satu media promosi yang digunakan oleh Trans tv yang mengikuti dengan kemajuan teknologi yaitu menggunakan media sosial youtube, disini Digital Promosi youtube berhubungan dengan library yang dimiliki trans tv untuk mendapatkan materi yang kemudian diolah dan disajikan kembali dalam bentuk dunia digital. Keseluruhan kegiatan yang dilakukan oleh Digital Promosi disini menjadi sangat penting mengingat kompetitor – kompetitor dari TRANS TV sendiri rata – rata sudah mengarahkan media promosi mereka ke arah digital.*

Kata Kunci: Promosi, Digital Promosi, Youtube, Program, Trans TV

## ABSTRACT

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### **INTERNSHIP AS DIGITAL PROMOTION OFFICER IN PT. TELEVISI TRANSFORMASI INDONESIA**

*When the practitioner work as an intern in PT Transformasi Televisi Jakarta, practitioner have a change to do the Internship on Digital Promotion and also as internship practitioner learn and invoveled in every digital promotion function on Youtube in PT Transformasi Televisi like how we can make scheduling for the video to upload and also how we can make a caption for the video to make the audience interest I learn about how to make the Meta data and also the Youtube analytics, I was doing a job that one of the marketing tools to keep the company has a better scene in the industry according to the technology that their using. Practitioner also learn how to make the PSA or Public Service Announcement and how to work with editing promo tools.*

*All the activity and responsibility that digital marketing division had in Trans TV it's based on how the company can grow bigger than before. Using all the new technology we can promote anything this day include Trans TV that's why, Trans TV will take all the benefit from the digital era. The digital era has given the easy way to promote things through social media Youtube. In digital promotion we have to connect with the division that have all the material that we are going to share that on youtube , and that division is the library division, because they have all the content that we need for our youtube channel, but digital promotion Trans TV is also has a lot of competitor that are joining to use the digital era.*

Key Word: Promotion, Digital Promotion, Youtube, Program, Trans TV