

## ABSTRAK

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### **KEGIATAN SOCIAL MEDIA MANAGEMENT PADA DIVISI CORPORATE COMMUNICATION - PT. ISS INDONESIA**

*Selama Praktikan melaksanakan Kerja Profesi di PT. ISS Indonesia, Praktikan bekerja di bawah pengawasan serta bimbingan dari divisi Corporate Communication. Aktivitas atau tanggung jawab dari divisi Corporate Communication PT. ISS Indonesia terfokus untuk selalu memberikan inisiatif untuk membentuk citra perusahaan, berkomunikasi dengan audiens internal dan eksternal, dan mempertahankan reputasi positif jangka panjang perusahaan. Dalam melakukan Kerja Profesi, Praktikan berkesempatan untuk turut berpartisipasi dan terlibat langsung dalam tim Content & Copy Writer Section khususnya Digital Communication yang menangani pengelolaan Social Media Management. Praktikan bertugas membuat perencanaan konten, produksi konten, penayangan konten dan penyebaran konten di masing-masing media sosial PT. ISS Indonesia. Selain itu Praktikan juga berkesempatan untuk mengerjakan pekerjaan lain seperti mengikuti sejumlah event seperti The Best Employee, ISS PORSENI dan Keep Indonesia Clean. Praktikan merasa selama tiga bulan melakukan Kerja Profesi, Praktikan mendapatkan pengetahuan baru serta pengalaman baru di sebuah perusahaan. Praktikan dapat mempelajari bahwa dalam pengelolaan media sosial membutuhkan strategi dalam penyampaian sebuah pesan dari konten-konten yang ada agar mendapatkan engagement dari target audiens yang sudah ditentukan.*

**Kata kunci: Digital Communication, Social Media Management , Corporate Communication**

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### **SOCIAL MEDIA MANAGEMENT ACTIVITIES IN COMPANY COMMUNICATION DIVISION - PT. ISS INDONESIA**

*During practitioner doing Professional Work at PT. ISS Indonesia, practitioner works under the supervision and guidance of the Corporate Communication division. Activities or responsibilities of the Corporate Communication division of PT. ISS Indonesia is focused on creating the company's image, communicate with internal and external audiences, and maintain the company's long-term positive reputation. During the profesional work, practitioner had the opportunity to participate and directly involved in the Content & Copy Writer Section team, especially in Digital Communication which handles the company Social Media Management. Practitioner is responsible making content planning, content production, content display and posting the content on various social media platforms, Besides that the practitioner also had the opportunity to participate in other companies events such as The Best Employee, ISS PORSENI and ISS Keep Indonesia Clean. After completed 3 months professional work, the practitioner get new knowledge and new experience from the company. Practitioner also learn that in the management of social media, requires a strategy in delivering a message of existing content in order to get engagement from a predetermined target audience.*

**Keywords: Digital Communication, Social Media Management, Corporate Communication**