

ABSTRACT

Arina Dini Fitria (2020041018)

SOCIAL MEDIA SPECIALIST ACTIVITIES IN THE OFF-AIR & ONLINE MEDIA PROMOTION DIVISION OF MNC CHANNELS

The intern carried out professional work for three months at MNC Channels, precisely in the Off-Air & Online Media Promotion Division as a Social Media Specialist. The main task was to manage four social media accounts: Instagram, TikTok, Twitter (X), and YouTube for Soccer Channel, Sportstar, Muslim TV, and Kids TV. The use of social media is part of MNC Channels' strategy for promoting event programs. The intern went through planning, production, implementation, and evaluation stages, all of which are related to the intern's interest in producing audio-visual content. Additionally, the intern had the task of becoming a talent for Music TV engagement content. The intern implemented theories learned in Media Management, Online Public Relations, and Public Relations Media Production courses, which study social media management with a focus on situation analysis, measuring objectives, and success called SOSTAC. The slight gap that is felt between theory and practice is that the intern monitored performance data from Instagram, which had not been studied in detail. The learning that the intern gained while undergoing professional work as a Social Media Specialist includes understanding promotional activities carried out off-air through social media.

Keywords: Social Media Specialist, Off-Air & Online Media Promotion Division, MNC Channels