

ABSTRACT

Miftahul Ilmi (2020021033)

DIGITAL MARKETING WORK ACTIVITIES IN MANAGING SOCIAL MEDIA CONTENT AT PT. AEON INDONESIA

Professional Work is a learning program at Pembangunan Jaya University which aims to provide practical experience to students in a field that is relevant to their majors in a field related to their study program or field of work which is expected to be a preparation for facing the world of work. Practitioners carry out professional work in the Digital Marketing Division at PT AEON Indonesia, PT AEON Indonesia is a Japanese company engaged in retail, founded in 2012. Professional work carried out by practitioners for approximately 3 months with a total working hours of 456 (four hundred fifty six) hours starting from June 12, 2023 - September 01, 2023. In carrying out this professional work, practitioners are given the opportunity to assist marketing staff to create aeonstore_id instagram social media content plan, create instagram feeds design, create marketing content videos, do product photoshoots, and become live instagram support.

Keywords: *Internship Program, PT AEON Indonesia, Digital Marketing*