

## **ABSTRACT**

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### **SOCIAL MEDIA MANAGEMENT ACTIVITIES PRAKERJA BY THE DIVISION OF SOCIAL MEDIA & COMMUNITY IN KELAS.COM**

*The urgency of the need for digital practitioners in Indonesia in 2023 reaches 9 million talents, including workers in the field of social media specialists. This is influenced by the company's demand in the current era, seeing that there is a change in the pattern of receiving information in the community with the increasing use of social media. Departing from the existing phenomenon, praktikan is very interested in carrying out professional work organized by universities to choose this field, because it is also in line with praktikan's specialization in Public Relations. In the event of a power outage, the service provider will be responsible for the maintenance and maintenance of the power supply (Kelas.com). a company engaged in the technology education industry or a service provider of online-based worker training courses. Theoretical learning obtained by praktikan previously, as the foundation of online public relations courses, Public Relations production, and public relations tactics strategy. Praktikan responsible for managing social media in terms of pre-employment products Kelas.com to plan, produce, implement, and evaluate content aimed at increasing visibility Kelas.com online, as well as attract the attention of consumers to marketing strategies. During all social media activities specialist. During 3 months of professional work, praktikan was able to develop content writing skills, copywriting, creating scalable content strategies, working on effective content production, and social media analytical skills using tools. Praktikan's achievement in producing and publishing from 6 rubrics totaling 275 feeds, 226 story-formatted content, and 20 reels video content.*

**Keywords:** Kelas.com, Social Media, Management Content, Content Calender Plan, Social Media Specialist