

ABSTRACT

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SOCIAL MEDIA MANAGEMENT ACTIVITIES OF BIDADARA HOTEL JAKARTA BY SALES & MARKETING DIVISION

The competition of the hotel business industry has now penetrated into the digital world, especially through social media channels. The need for practitioners who have public relations skills in building the image to the reputation of the hotel company is very crucial by making an active communication strategy to the audience and stakeholders. This encourages practitioners who are currently studying the theoretical and practical foundations of public relations science such as Online Public Relations, Public Relations Production, Public Relations writing, and public relations tactics strategies to practice professional work at PT Mekar Prana Indah or Bidakara Jakarta Hotel managers. A company that provides hospitality services in the Jakarta area with its parent Yayasan Kesejahteraan Karyawan Bank Indonesia. Praktikan implements materials during professional work practices responsible for managing and producing company-owned social media content, assisting in event planning, creating press release, looking for influencers to work with in streamlining communication strategies, monitoring public sentiment about Bidakara hotels across media channels in order to get feedback and anticipate negative views. During carrying out professional work, the stages carried out are in the form of content planning with the SOSTAC method, creating content directly, publishing and evaluating content, selecting influencers categories, analyzing influencers profiles that are relevant to strategic objectives, following up on agreements with influencers, and making MoUs. Learning is very useful for praktikan in understanding the realization of a series of processes listed on the company's objectives especially as a public relations.

Keywords: Hotel Bidakara Jakarta, Public Relations, Social Media, Content Planning