

ABSTRACT

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PROCESS AND WORKING MECHANISM OF DIGITAL MARKETING AT PT KIMIA FARMA TBK (HOLDING)

Internship carries out professional work at PT. Kimia Farma Tbk Holding BUMN Pharmacy under the supervision and guidance of the Company's mentors on the digital marketing team. Internship carry out internship activities for five months at PT. Kimia Farma Tbk, as a digital marketing company. Internship have the opportunity to be directly involved starting from content planning and executing editing marketing content for various subsidiary brands from Kimia Farma for social media, especially Instagram and TikTok. Internship are also given the opportunity to hold discussions to express their opinions on the content that will be worked on. Internship are given responsibility for planning, creating and editing content that is uploaded to various social media for Kimia Farma company brands. Internship are also given the opportunity to carry out comparative analysis with various competitor brands. Then internship are also given the opportunity to provide suggestions and opinions for developing content on brand social media. In this work activity, internship also learn about copywriting for content needs on company social media. Apart from that, internship also develop skills to become content talent and voice over talent for content needs on social media for various Kimia Farma company brands.

Keywords: Digital Marketing, Internship, Company Brand