

## **ABSTRACT**

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### **KOMPAS GRAMEDIA RADIO NETWORK SOCIAL MEDIA MANAGEMENT ACTIVITIES BY THE SOCIAL MEDIA SECTION**

*After doing Professional Work for three months at Kompas Gramedia Radio Network, specifically as a social media manager for Sonora, Motion, and Smart FM radio accounts, practitioners are in the social media team under the Social Media division. Through this Professional Work, practitioners get the opportunity to directly implement learning to work on planning, organizing, producing and implementing content management in social media. During managing social media, practitioners are able to develop skills regarding research, content calendar planning, editing, copywriting, and measuring the success of content with the theory that has been learned by practitioners during the six-semester lecture period. Professional Work makes practitioners realize that the existence of social media through the content presented can increase the stages of audience awareness to acceptance which has a big impact on media companies. In addition, in carrying out this Professional Work, practitioners apply courses related to work, namely Introduction to Journalism, Online Public Relations, Media Management, and Online Journalism. The learning gained by practitioners while doing Professional Work as social media workers, namely, knowing the management of social media content production, knowing the role of social media for media companies, and knowing the process of packaging information in accordance with audience segmentation.*

**Keywords:** Content, Social Media Management, Social Media, Digital Content, Kompas Gramedia Radio Network.