

ABSTRACT

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Professional Work Activities are an opportunity for students to get a real picture of the world of work. Practitioners carry out professional work according to their field of interest, namely as a social media specialist under the marketing communication department at PT. Pertemanan Sukses Bahagia. This field is in accordance with the theory studied in lectures, namely related to the courses Public Relations Strategy & Tactics, Public Relations Writing, Online Public Relations, and Event Management. On this occasion, the intern got the main job of managing client social media, starting from Fadi Iskandar's Instagram and Tiktok to all of ILDI South Jakarta social media. In the main job, practitioners carry out the pre-production stage which includes the research process and content planning. Practitioners also carry out the production stage which includes the editing process, with output in the form of video reels and Instagram stories. Then at the post-production stage, practitioners carry out an evaluation process to see the effectiveness of the content. Practitioners also do additional work to manage birthday party events, approach brands, create creative decks for photoshoot packages, and become talents program on Fadi Iskandar's Youtube Channel named Teman Makan. While carrying out professional work, practitioners learn that a social media specialist must have high analytical skills, critical thinking, creative thinking and problem solving skill, in order to be able to survive in the increasingly competitive world of work. Practitioners must also have high sensitivity to the latest media trends in order to know market interests and be able to reach priority publics. So that the content created can be widely accepted and effective.

Keywords: Social Media Specialist, Research, Planning, Editing, Evaluation