

ABSTRACT

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SOCIAL MEDIA SPECIALIST INTERNSHIP AT PT. RIZKI PUTRA DINAMIKA

While carrying out professional work in the social media specialist division at PT Rizki Putra Dinamika, practitioners contribute to helping run social media activities in pest control companies. The work that practitioners do is in charge of managing social media content and becoming the company's social media admin. In addition, practitioners also have additional jobs, namely undergoing customer relationship management activities, graphic design, budgeting and administration. Practitioners see the relevance between the theory obtained during lectures and work practices such as the theory of Online Public Relations, Introduction to Public Relations and Public Relations Media Production which is applied to the practice of planning and producing video content, as well as the theory of persuasion communication and practice that includes the preparation of a social media Content Plan, direct marketing or lobbying techniques, Customer Relationship by maintaining good relations with customers and budgeting for operational and event needs. The new findings obtained by practitioners during Professional Work are how social media specialist procedures for analyzing, designing, creative ideas, to finding relationships and creating good relationships with other companies. In the social media specialist division there is also learning in calculating budgeting and administration which is new additional knowledge that can be implemented in the real world of work when needed.

Keywords: *Social Media Specialist, Content Management, Social Media, Pest Control*