

ABSTRACT

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SOCIAL MEDIA SPECIALIST ACTIVITIES AT MNC MUSIC TV DEPARTMENT

Practicing to carry out Professional Work for three months at MNC Channels Music TV, specifically in the FWB (Friends With Benefits) program as a Social Media Specialist. The main task of the practitioner is managing two social media accounts, Instagram and Tik Tok Music TV, the FWB (Friends With Benefits) program. The use of social media is MNC Channels' strategy in promoting event programs. Practice through the Pre-Production, Production and Post-Production stages. This stage is related to the practitioner's interest in producing audio-visual content. Practitioners also have additional tasks, namely helping the creative team such as scriptwriters, creating promters and being monitor control promters, and coverage. Practitioners also implement the theories learned in the Media Management, Online Public Relations and Public Relations Media Production courses. The lesson that practitioners gain while undertaking professional work as a Social Media Specialist is knowing promotional activities carried out through social media.

Keywords: Social Media Specialist, Music TV Department, MNC Channels, Friends With Benefits