

ABSTRACT

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SOCIAL MEDIA SPECIALIST ACTIVITIES OF PUBLICATION DIVISION AT THE NATIONAL ACHIEVEMENT CENTER OF THE MINISTRY OF EDUCATION, CULTURAL AND TECHNOLOGY

Practitioners carry out professional work activities at the National Achievement Center of the Ministry of Education and Culture, Research and Technology for approximately 3 (three) months with a total of 544 working hours starting from June 19 2022 to September 19 2022. The National Achievement Center seeks to find, accommodate and develop participants' interests and talents education at various levels. Practitioners are under the supervision and guidance of company mentors on the Publications team. Practitioners undertake internship activities for three months, as a social media specialist company. Practitioners have the opportunity to be directly involved in planning and managing the company's social media content, especially Instagram and TikTok. Practitioners are also given the opportunity to discuss the content that will be worked on. Practitioners also have the opportunity to take part in activities organized by the Ministry of Education and Culture, Research and Technology or the National Achievement Center as a publication team. Practitioners are also given the opportunity to provide suggestions and ideas for the company's social media content. Practitioners also learn to make copywriting, edit videos, become talents, and interview high- achieving young talents, apart from that, practicums also develop skills to communicate more actively with the public to promote the Company's programs.

Keywords: Professional Work, Social Media Specialist, National Achievement Center