

ABSTRAK

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KEGIATAN CONTENT CREATOR PADA SOCIAL MEDIA CAMPAIGN #LOKALINDOKEREN

Selama melaksanakan kerja profesi alternatif dalam kegiatan social media campaign, praktikan bekerja dibawah pengawasan dan bimbingan program studi Ilmu Komunikasi. Dalam pelaksanaan kegiatan kerja profesi alternatif, praktikan berkesempatan untuk ikut berpartisipasi dan terlibat langsung dalam pelaksanaan kegiatan mengurus event mulai dari perencanaan, eksekusi, hingga evaluasi. Selama praktisi melakukan kerja profesi, praktikan membuat perencanaan kampanye serta melakukan proses pembuatan konten media sosial @lokalindokeren, mulai dari perencanaan konten hingga membuat desain visual dan captions. Selain itu praktikan juga melakukan kegiatan membangun hubungan baik Bersama media dan narasumber pengusaha produk lokal. Tidak hanya itu, praktikan, praktikan sebagai content creator membuat perencanaan konten untuk akun media sosial Instagram, Twitter, Website #lokalindokeren serta event yang diselenggarakan, selama periode kerja profesi, praktikan mendapatkan ilmu dan pengalaman mengenai proses kegiatan membangun social media campaign.

Kata kunci: *social media campaign, content creator, manajemen acara, social media*

ABSTRACT

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CONTENT CREATOR IN SOCIAL MEDIA CAMPAIGN ACTIVITIES #LOKALINDOKEREN

During the work of alternative professions in social media campaign activities, the practice of working under the supervision and guidance of communication science courses. In the implementation of alternative professional work activities, practices have the opportunity to participate and engage directly in the implementation of events ranging from planning, execution, to evaluation. As long as practitioners do professional work, practice creating campaign planning and creating social media @lokalindokeren, from content planning to creating visual designs and captions. In addition, the practice also conducts good relationship building activities with local media and product entrepreneurs. Not only that, practice, practice as content creator make content planning for social media accounts Instagram, Twitter, Website #lokalindokeren as well as events held, during the working period of the profession, practice gaining knowledge and experience about the process of building social media campaigns.

Keywords: social media campaign, content creator, event management, social media