

ABSTRACT

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DIGITAL MARKETING ACTIVITIES AT START-UP COMPANY NAKAMA.ID

Internship carried out an MBKM internship for 6 months at Nakama.id, precisely in the Digital Marketing division under the guidance of mentors from the Nakama.id company on the social media team. Digital marketing is tasked with managing social media starting from researching to create content plans, producing content, to uploading it to Nakama.id's social media or clients who have worked together. The purpose of digital marketing is to market products or brands that utilize social media such as Instagram, Facebook, Youtube, Tiktok, and others. During my internship as a digital marketing intern, I was given the responsibility of holding the company's and client's social media accounts by creating a content plan that contains planning in content development and creating a content brief every month. The content produced by Internship is in the form of informative content, educational content, and fun content. Internship are also trusted to become talents in each content plan that has been made before. And Internship are also given the trust to analyze interactive and interesting content to be used as bachmarking. On this occasion, Internship were also taught to make interesting captions on every upload made on the company's social media (Nakama.id) and client social media (Kalfor, Creababy, and dentallaunch).

Keywords: Digital Marketing, content plan, Internship, Social media.