

ABSTRAK

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KEGIATAN PENGELOLAAN KONTEN MEDIA SOSIAL PADA DIVISI PROGRAMMING & CREATIVE BUSINESS RAJAWALI TELEVISI

Selama melaksanakan kerja profesi di Rajawali Televisi, Praktikan bekerja di bawah pengawasan serta bimbingan programming & creative business. Dalam melaksanakan kerja profesi, praktikan berkontribusi dalam pengelolaan konten sosial media Rajawali Televisi seperti pembuatan redaksional dan konten promosi. Rajawali Televisi memiliki empat platform yang digunakan dalam melakukan promosi seperti instagram, facebook, twitter, dan linkedin. Pembuatan konten lebih banyak dilakukan di platform instagram dan facebook, sedangkan platform twitter dan linkedin hanya digunakan untuk melakukan launching program. Pengelolaan konten sosial media berfokus pada program-program yang tayang di stasiun televisi RTV. Praktikan juga mendapatkan kesempatan untuk mempelajari dan mengerjakan kegiatan posting schedule dan terlibat dalam pembuatan campaign program ataupun live program. Selama tiga bulan melakukan kerja profesi, praktikan mendapatkan pengetahuan baru mengenai kegiatan pembuatan redaksional, editing konten promosi, posting schedule program, campaign program dan live program. Selain itu, praktikan juga mendapatkan banyak pengalaman dan ilmu mengenai media sosial di suatu perusahaan.

Kata kunci: media sosial, pengelolaan media sosial, Rajawali Televisi

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SOCIAL MEDIA CONTENT MANAGEMENT ACTIVITIES IN THE PROGRAMMING & CREATIVE BUSINESS DIVISION OF RAJAWALI TELEVISI

While carrying out professional work at Rajawali Televisi, The practitioner worked under the supervision and guidance of programming & creative business. In carrying out a professional career, the practitioner contributes to managing the social media content of Rajawali Televisi, such as making editorial and promotional content. Rajawali Televisi has four platforms that are used in conducting promotions, such as Instagram, Facebook, Twitter, and LinkedIn. Content creation is mostly done on the Instagram and Facebook platforms, while the Twitter and LinkedIn platforms are only used for launching programs. Management of social media content focuses on programs broadcast on RTV television stations. Practitioners also get the opportunity to study and work on posting schedule activities and be involved in making program campaigns or live programs. During the three months of doing professional work, the practitioner gained new knowledge about editorial activities, editing promotional content, posting program schedules, campaign programs and live programs. Besides, practitioners also get a lot of experience and knowledge about social media in a company.

Keywords: sosial media, sosial media management, Rajawali Televisi