

## ABSTRACT

Raihan Azkia Shidqi (2020041136)

### **SOCIAL MEDIA SPECIALIST ACTIVITIES AT JOVEM STUDIO BRAND**

*While carrying out professional work at the Jovem Studio brand, the intern works under the supervision and guidance of the Creative Director, and works as a Social Media Specialist in the Marketing and Creative division of Jovem Studio. In this professional work program, the practitioner has the opportunity to participate directly in carrying out the roles and functions of a Social Media Specialist such as planning content, producing content starting from creating designs and shooting video content. Practitioners are also asked to learn the brand communication style which will be poured into copywriting for making social media content captions by paying attention to EYD and including CTA (Call to Action). Practitioners are also given the opportunity to create campaigns, starting from campaign planning to the campaign implementation stage. In conducting the campaign, there are differences with what has been learned, making campaigns at Jovem Studio more directed towards marketing campaigns with short-term campaigns to meet market needs. Practitioners are also given the opportunity to participate in event management for Jovem Studio's offline activation, practitioners implement the material that has been taught in the event management course. In carrying out professional work as a Social Media Specialist at Jovem Studio, the learning gained by the practitioner is knowing how to plan to the evaluation stage of creating social media content in the brand.*

**Keywords:** Jovem Studio, Social Media Specialist, Content.