

## **ABSTRACT**

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### **THE ROLE AND WORK PROCESS OF SOCIAL MEDIA MARKETING IN MARI LIVING MARKETING COMMUNICATION DIVISION**

*In the process of working at Mari Living Indonesia, practitioners are positioned in the Marketing Communication Division as Social Media Marketing. In charge of designing and producing social media content, sales, and also collaborating with external partners on Instagram and TikTok platforms. Mari Living uses Social Media Marketing to build a branding image and spread information to increase the number of company's product sales. Mari Living is a household goods retail company under PT Mandaka Riyom Indonesia. Practitioners carry out tasks starting from pre-production, production, and post-production in planning social media content videos, being the communication link between the company and the partnership (KOL), and are assigned additional tasks as live stream hosts on the Shopee and Tokopedia applications. Practitioners see the relevance between the theory received during university courses and work practices. Such as Audio Visual Media theory and Introduction to Journalism applied to the planning and production of video content, persuasive communication theory applied to the hosting of sales live streams, and New Media theory in the analysis of social media algorithms. The new discovery learned is how Marketing Communication procedures to analyze and communicate properly with external parties and KOLs.*

**Keywords:** *Mari Living, social media, marketing communication, media content.*