

## **ABSTRACT**

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### ***SOCIAL MEDIA PLANNING FOR PT. TALENTA SINERGI GROUP (HISOCIAL DIGITAL)***

*Social media planning in companies has become a crucial element in modern business strategies. In the ever-evolving digital landscape, companies use social media platforms to interact with their audience, promote products and services, and build a strong brand image. In the course of professional activities at PT. Talenta Sinergi Group, particularly in its subsidiary HiSocial Digital, the practitioner is positioned within the Social Media Specialist division. The practitioner has the opportunity to be directly involved in the social media planning of the company, ranging from content planning to the content publishing process. HiSocial Digital utilizes various social media platforms such as Instagram, TikTok, and LinkedIn as means of communication to the public, enhancing public awareness of the company's presence and the services it provides. Throughout the professional work, the practitioner learns to understand the workings of the professional industry, especially in the field of communication and public relations, and social media planning. The practitioner gains an understanding of the differences in the characteristics of various social media platforms. Additionally, the practitioner is involved in competitor analysis tasks and comparative research, providing a new and valuable experience. Social Media Specialists play a crucial role in the company, especially in building image and reputation, online communication, and marketing. During the implementation of this professional work, the practitioner implements knowledge gained from courses such as Online Public Relations, Public Relations Strategies and Tactics, Media Management, and Professional Studies. After three months of professional work, the practitioner undoubtedly acquires new knowledge and learning, especially in the field of digital agency social media.*

**Keywords:** *Social Media Planning, PT. Talenta Sinergi Group (HiSocial Digital), Social Media Specialist, Digital Agency*