

## **ABSTRACT**

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### **KEGIATAN PENGELOLAAN AKUN MEDIA SOSIAL KANTOR PERWAKILAN BP BATAM**

*Professional work is one of the obligations that must be fulfilled by students of Universitas Pembangunan Jaya as a requirement to obtain a Bachelor's degree (S1) in the field of Communication Studies. The presence of professional work is also expected to provide learning and experience for students to familiarize themselves with the real working world. The intern do her professional work at Kantor Perwakilan BP Batam in Jakarta, which is working at the Badan Pengusahaan Batam unit. The intern is involved in the public relations and protocol division, with her work focusing on public relations as an information channel and an extension of the head office to attend internal and external activities with BP Batam's working partners, as well as accompanying the leaders. The intern is also responsible for documenting activities and managing content to produce content that will be shared on the social media platforms of Kantor Perwakilan BP Batam. After completing the professional work for 2 months and 3 weeks, the intern were able to participate in various activities and learn about the workings of public relations in a government office. The lecture materials applied in this company include organizational communication, communication and new media, and public relations writing.*

*Keywords : Badan Pengusahaan Batam, Managing Content, Administrative and Management*