

## **ABSTRACT**

**Puanka Arlitajune (2020041048)**

### **SOCIAL MEDIA MANAGEMENT OF THE MINISTRY OF PUBLIC WORKS AND HOUSING BY THE INFORMATION MATTER MANAGEMENT DIVISION**

*The intern conducts Professional Work activities at the Ministry of Public Works and Public Housing of the Republic of Indonesia under the supervision and guidance of the agency's work supervisor on the Information Material Management team. The intern has the opportunity to manage the agency's social media accounts, namely Instagram and Facebook. The activities carried out by the intern when managing the agency's social media include participating in the social media content management process and conducting social media reporting. The intern is responsible for creating, uploading, and monitoring the content published on the Ministry of Public Works and Public Housing's social media accounts. The intern also handles responding to messages in both the comment section and direct messages. The intern applies the knowledge gained from the courses of Online Journalism, Public Relations Writing, and Public Relations Strategy and Tactics while engaging in their Professional Work. Additionally, the intern is entrusted with creating news releases for the Ministry of Public Works and Public Housing's website. Furthermore, the intern also enhances their skills in content editing and occasionally serves as a talent in some of the Ministry of Public Works and Public Housing's social media content.*

**Keywords:** *Social Media, Social Media Specialist, Internship.*