

ABSTRACT

Shaquila Arnawarenggana (2020041068)

SOCIAL MEDIA SPECIALIST ACTIVITIES AT HAPPYFIT INDONESIA COMPANY

While carrying out professional work at the HappyFit Indonesia Company, practitioners work under the supervision and guidance of a social media creative mentor. In professional work, practitioners have the opportunity to participate and be directly involved in the implementation of social media specialist functions at the HappyFit Indonesia company, such as analyzing Key Performance Indicators (KPI), creating social media content, making reports related to the company's social media performance, conducting live streaming, and providing internships. opportunity to discuss the content that will be worked on. The professional work practice activities that have been carried out are also related to several courses in the public relations department, including communication strategies and tactics related to creating content plans and matrix analysis that can be implemented to achieve company goals. The media relations management course is in line with the activities carried out. carried out by social media specialists in utilizing and optimizing all social media platforms owned by the company for business purposes. However, there are slight differences regarding the theory and practice of professional work carried out, namely that in theoretical courses it tends to be more conceptual, more complex and structured, while in practice professional work carried out is more flexible and simple both in terms of time, work flow and job description. carried out by practitioners.

Keywords: Social Media Specialist, Key Performance Indicator, Internship, Theory