

ABSTRACT

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ACTIVITIES IN THE CREATIVE DIVISION OF MARKETING COMMUNICATION AND SOCIAL MEDIA AT PT MAJU JAYA BERSATU

During my 6 (six) months internship at PT Maju Jaya Bersatu, a rapidly growing textile company, I was actively involved in various aspects of Marketing Communication and Social Media. Activities involve planning and managing social media content, implementing TikTok ads, to producing content that supports the company's promotional campaigns. Practice is not only involved in marketing aspects, but also exploration in the field of Law and Professional Ethics Public Relations, involved in making promotional letters and press releases by paying attention to legal aspects and professional ethics. As a Communication Studies student with a major in Public Relations, this internship allowed me to connect practical experience with theoretical concepts gained during my studies. In addition to enhancing skills in the field of communication and marketing, this internship provides an in-depth understanding of the organizational structure of textile companies, mass media relations management, and the practical application of communication science in the industrial world. This internship opened my horizons into the dynamics of the textile industry and strengthened my readiness to face challenges in the world of work.

Keywords: *Public Relations, Marketing Communication, Social Media, Internship*