

ABSTRACT

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PENGELOLAAN MEDIA SOSIAL PADA DIVISI MARKETING KOMUNIKASI DI PT MULTI GITA PACKA (HITAMI)

Carrying out professional work is one of the requirements for graduating from Pembangunan Jaya University. This activity also aims to enable each student to re-apply the knowledge taught when carrying out this professional work in the world of work. In this report, practitioners have the opportunity to work as a communications marketing division at PT. Multi Gita Packa which operates in the beauty sector, especially skincare. During their professional work period, practitioners are given the trust to plan and manage Blacki's social media content ranging from informational to educational content, where this has also been planned according to the needs of Hitami's product content production. The areas of work carried out by these practitioners are then uploaded via the Instagram social media account @Hitamiofficial. There are many things that practitioners can learn from while doing 3 months of professional work in Hitami, starting from learning how important it is to do research before creating content, how to prepare a content plan and realize it by creating content that is interesting and in line with the main target market, designing what content liked and needed by the audience where all these activities have been studied by practitioners in previous semesters, such as in the Public Relations Media Production and Public Relations Online The field of study that practitioners successfully apply while undertaking professional work is experience and knowledge of how a company packages and manages content on its social media..

Keywords: PT. Multi Gita Packa, Content Production, Sosial Media Marketing