

ABSTRACT

Bintang Arafat (2019041096)

SOCIAL MEDIA MANAGEMENT ACTIVITY IN CV CAHAYA TEKNIK DIESEL

Professional Work Experience or Internship is a mandatory subject at Pembangunan Jaya University as one of the requirement for achieving undergraduate degree (S1). Internship are important to perform in order to prepare students to face the real world of work. Practitioner got the opportunity to work under of CV Cahaya Teknik Diesel marketing division, especially social media content management. CV Cahaya Teknik Diesel is a company operating in the field of diesel engine repairs with specialities on diesel injector service. Practitioner entrusted to create Instagram social media content including the planning process, content design, copywriting, and become a social media admin. In creating content, practitioner creates content rubrics such as educational information, entertainment and special day content which are included in the Instagram content rubric of CV Cahaya Teknik Diesel. The work results are uploaded by practioner on social media Instagram @cahayatechnikdesel. After completing internship for three months, practioner understands what the real world of work looks like, especially in managing Instagram social media. Practitioner applied Theories that been taught in the Public Relations Tactics Strategy subject, Public Relations Media Production subject, especially in planning and creating content, as well as theories from the Audio Visual Media subject in terms of the content editing process. Experiences and insights in managing social media are the lessons that practitioner successfully applied while interning in CV Cahaya Teknik Diesel.

Keywords: CV. Cahaya Teknik Diesel, Social Media Management, Sosial media Marketing