

## ABSTRACT

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### **UTILIZING SOCIAL MEDIA AS A TOOL FOR BRAND IMAGE IN INFLUENCED CONSUMERS – PT ZSA INDOJAYA**

*This report aims to fulfill the criteria for Professional Work Courses in the Management Study Program, Pembangunan Jaya University. This activity will strengthen and expand the collaboration network between Study Programs and UPJ and PT ZSA INDOJAYA. It also intends to provide experience, extensive information about the world of work, mental training, and discipline before entering the field. Practicing as a creative production officer at PT ZSA INDOJAYA in the Development Promotion division. The main work carried out by interns is to develop active social media and media partners. Apart from that, other additional activities carried out by the interns were creating content and event projects in branding Indojaya outlets. Practice using Online Social Media communication systems and Offline Event Organizers.*

**Keywords:** *Online Social Media Communication System and Offline Event Organizer*