

## **ABSTRACT**

**Tedo Benaya Steffa (2019041068)**

### **CONTENT CREATIONS ACTIVITIES ON INSTAGRAM HITAMI SKINCARE**

*Hitami, released in mid-2020, is local skincare with a Japanese twist. The name itself comes from the three Japanese equivalents, Hi-Ta-Mi, meaning people can see and feel its benefits. As the name suggests, Hitami Skincare has a vision to produce high quality local skin care and beauty products that can meet the skin needs of Indonesian women and high quality skin care products that can compete with existing competitors. I have a mission to produce. Works as a Social media specialist belonging to the social media marketing department of Hitami Skincare. Practitioners will be given the opportunity to dive directly into the industry and manage content for the Hitami Skin Care Instagram account. Practitioners gain knowledge of black hair products and insight into the brand's image before creating content for black skin care to help students understand the image of black out and its retail value to consumers. In doing so, the Practitioner will focus on Content planning, content creation, content creation, and content strategy for three months of professional work activities. Practitioners can gain experience and lessons related to brand social media content control.*

**Keyword:** social media management, product knowledge, brand image, Content planning, Content writing , content creations, Hitami Skincare