

ABSTRACT

Avira Prety Pratiwi (2021041113)

SOCIAL MEDIA SPECIALIST ACTIVITIES IN THE PROCESS OF CREATING INSTAGRAM AND TIKTOK CONTENT PT MERCUSUAR CIPTA SOLUSI

Pembangunan Jaya University prepares a Professional Work activity program for students to hone their soft skills and hard skills before entering the real world of work. While carrying out professional work activities that have been recommended by Pembangunan Jaya University, interns carry out professional work activities at PT. Mercusuar Cipta Solusi. PT. Mercusuar Cipta Solusi is a company operating in the Creative Digital sector. While carrying out professional work activities at PT. Mercusuar Cipta Solusi. PT. Mercusuar Cipta Solusi, Practicing as a Social Media Specialist because it is in line with the Broadcasting Journalism Minor. In his daily duties, the intern prepares creative ideas and updates the latest news for a production as well as following the evaluation process with the team. Practice analyzing public opinion, increasing engagement, and reporting to analysts. After carrying out Professional Work activities, the Practitioner will later prepare a report in the form of a proposal regarding tasks and work while carrying out Professional Work at PT. Mercusuar Cipta Solusi.

Keywords: Social Media Specialist, Professional Work, Broadcasting Journalism