

ABSTRAK

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AKTIVITAS *CONTENT CREATOR* PT. MAHIJA ABHITA PERDANA DALAM MENINGKATKAN *BRAND AWARENESS* DI INSTAGRAM

(ix+ 106 halaman: 29 gambar; 13 lampiran)

Kata kunci: *Content Creator, Social Media Marketing, Brand Awareness*

Industri *Coworking Space* di Indonesia saat ini sangat berperan dalam mendorong kinerja perkantoran. Di tengah pandemi, *content creation* dibutuhkan dalam *coworking space* untuk tetap menyediakan konten-konten menarik dalam situasi yang tidak kondusif. Rata-rata perusahaan memiliki *content creator* yang berperan dalam menyediakan informasi yang berguna bagi target pasar mereka dalam mengkomunikasikan produk dan jasa yang ditawarkan. Pemegang melakukan kegiatan magang di PT Mahija Abhita Perdana (Apiary Coworking Space) sebagai *social media marketing* yang fokus pada pembuatan konten.

Selama kurang lebih empat bulan melakukan kegiatan magang, aktivitas yang telah dilakukan mencakup aktivitas *content creation* dan pembuatan laporan media sosial. Dengan kehadiran Instagram, Apiary Coworking Space memanfaatkan fitur-fitur Instagram sebagai salah satu strategi media sosial. Peran *Content Creator* telah membantu perusahaan dalam meningkatkan *brand awareness* masyarakat khususnya melalui interaksi yang dilakukan di Instagram. Dengan pemanfaatan aktivitas *social media marketing*, proses yang dilakukan oleh pemegang telah membantu dalam meningkatkan penjualan & *brand awareness* dari perusahaan.

Referensi: 40 (1987-2020)

ABSTRACT

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ACTIVITY OF THE CONTENT CREATOR IN PT. MAHIJA ABHITA PERDANA IN IMPROVING BRAND AWARENESS IN INSTAGRAM

(ix+ 106 pages: 29 pictures; 13 appendices)

Keywords: Content creation, Social Media Marketing, Brand Awareness

The Coworking Space Industry in Indonesia currently plays a huge role in encouraging the performance of employees. In the midst of pandemic, content creation is needed in coworking spaces to continue to provide interesting contents in situations that are not conducive. On average, companies have content creators who play a role in providing useful information for their target market in communicating the products and services offered. The intern has done an internship at PT Mahija Abhita Perdana (Apiary Coworking Space) as a social media marketing that focuses on content creation.

For approximately four months of carrying out an internship, the activities that have been carried out including task for content creation and making social media reports. With the presence of Instagram, Apiary Coworking Space takes advantage of its features as one of the social media strategy. The role of Content Creator has helped the company to increase brand awareness through the interaction carried out on Instagram. By utilizing social media marketing activities, the process carried out by apprentices has helped in increasing sales & brand awareness of the company.

References: 40 (1987-2020)