

TABLE OF CONTENTS

TITLE PAGE	i
FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT	ii
ADVISOR'S APPROVAL SHEET	iii
FINAL PROJECT EXAMINER'S APPROVAL.....	iv
ABSTRAK	v
ABSTRACT	vi
PREFACE.....	vii
TABLE OF CONTENTS.....	xi
TABLE OF FIGURES.....	xiii
LIST OF TABLES	xv
LIST OF ATTACHMENTS.....	xvi
CHAPTER I.....	1
1.1 Background	1
1.2 Purpose of the Internship.....	6
1.3 Scope and Limitation	7
1.4 Period and Location of the Internship	8
1.4.1 Location of the Internship	8
1.4.2 Period of the Internship	8
CHAPTER II	10
2.1 Integrated Marketing Communication	10
2.1.1 Definition	10
2.1.2 Marketing Mix (7P's).....	11
2.1.3 The Promotion Components of IMC.....	13
2.1.4 The Role of IMC	17
2.1.5 The Integrated Marketing Communications Planning Process	18
2.2 Social Media Marketing	21
2.2.1 The Insights of Social Media Marketing.....	24
2.2.2 Social Media Marketing Strategy.....	29
2.2.3 Social Media Marketing Metrics.....	30
2.3 Brand Awareness	31

2.4	Instagram	33
2.4.1	Instagram Business Accounts Benchmark	39
CHAPTER III.....		41
3.1	PT Zona Edukasi Nusantara	41
3.1.1	General Description of PT Zona Edukasi Nusantara	41
3.1.2	Vision and Mission of PT Zona Edukasi Nusantara	43
3.1.3	The History of PT Zona Edukasi Nusantara	44
3.1.4	The Leaders of PT Zona Edukasi Nusantara	45
3.2	ZenPro	46
3.2.2	Social Media of ZenPro.....	51
3.3	Internship Execution	53
3.3.1	Division Position and Internship Position.....	53
3.3.2	Scope of Activities	54
CHAPTER IV.....		56
4.1	Description of the Internship.....	56
4.1.1	Description of Operational Scope of Activities	62
4.2	Discussion	80
4.2.1	The Application of Integrated Marketing Communications at ZenPro as a Business Unit of PT Zona Edukasi Nusantara	81
4.2.2	The Application of Social Media Marketing Strategy on Instagram ZenPro (@zenproid)	90
CHAPTER V		106
5.1	Conclusion	106
5.2	Suggestion	108
5.2.1	Practical Suggestions.....	108
5.2.2	Academic Suggestion	110
REFERENCES.....		111
ATTACHMENTS		A-1

TABLE OF FIGURES

	pages
Figure 1.1 Logo of Magang Merdeka	5
Figure 1.2 Poster Thank You Message from Zenius to Kampus Merdeka Participants	6
Figure 2.1 The IMC Planning Process	18
Figure 2.2 Global Digital Growth Statistic	25
Figure 2.3 Hootsuite's Social Trends 2021 Survey.....	26
Figure 2.4 Reasons of Using Social Media	27
Figure 2.5 Social Media Behaviors	27
Figure 2.6 Logo of Instagram.....	33
Figure 2.7 Commonly Used Social Media Platforms	38
Figure 2.8 Instagram Business Account Benchmark	40
Figure 3.1 PT Zona Edukasi Nusantara Logo	41
Figure 3.2 ZenPro Logo	46
Figure 3.3 Website Overview of ZenPro	47
Figure 3.4 The Dashboard Overview of ZenPro Mobile Application.....	48
Figure 3.5 Course List Overview of ZenPro	49
Figure 3.6 The Organizational Structure of Marketing Division of ZenPro	51
Figure 3.7 Instagram Profile Overview of ZenPro.....	52
Figure 3.8 Twitter Profile Overview of ZenPro	53
Figure 4.1 Onboarding of MBKM Students at Zenius.....	57
Figure 4.2 Onboarding of MBKM Students at Zenius.....	57
Figure 4.3 Logo of Kampus Merdeka	58
Figure 4.4 Weekly Catch-up Meeting of Social Media ZenPro Intern and Graphic Design ZenPro team	59
Figure 4.5 The Cover of ZenPro Playbook 2021-2022.....	61
Figure 4.6 The Content Brief of Book Recommendation Content Proposed by the Intern for Instagram @zenproid	64
Figure 4.7 The Result of Book Recommendation Content	65
Figure 4.8 The Content Brief of Film Recommendation Proposed by the Intern for Instagram @zenproid	66
Figure 4.9 The Result of Movie Recommendation Content	67
Figure 4.10 Kampus Merdeka Content Developed by the Intern	69
Figure 4.11 Content Material of Kampus Merdeka Content in ZenPro Developed by the Intern	70
Figure 4.12 Content Brief of WFH vs. WFO Kampus Merdeka Developed by the Intern in ZenPro	70
Figure 4.13 The Editing Brief of Kampus Merdeka Content Developed by the Intern in ZenPro	71
Figure 4.14 Content Idea of Kampus Merdeka Content Developed by the Intern and co-worker in ZenPro	72

Figure 4.15 An Example Overview of Competitor Social Media Review Conducted by the Intern	73
Figure 4.16 An Example Overview of ZenPro Competitors' Campaign Review Conducted by the Intern	74
Figure 4.17 An Example Overview of One Competitor Review Conducted by the Intern	75
Figure 4.18 An Overview of ZenPro Followers and Kartu Prakerja Insight Conducted by the Intern	76
Figure 4.19 The Overview of Twitter Followers of ZenPro Analysis Conducted by the Intern	77
Figure 4.20 The Overview of ZenPro's Instagram Content Analysis Conducted by the Intern	78
Figure 4.21 The Overview of Kampus Merdeka Logbook of the Intern	79
Figure 4.22 The Positioning Map of ZenPro and Some of Its Competitors.....	87
Figure 4.23 The Overview of Instagram Grid of Instagram @zenproid.....	92
Figure 4.24 Instagram Post-Tagging Content of ZenPro	95
Figure 4.25 ZenPro Highlight Overview.....	95
Figure 4.26 ZenPro Course-Related Content	96
Figure 4.27 ZenPro Giveaway Content.....	96
Figure 4.28 The Example of Kampus Merdeka Testimonial Content	98
Figure 4.29 An Example of Carousel Content of Instagram @zenproid by ZenPro Internal Team	99
Figure 4.30 An Example of Caption Post of Instagram @zenproid	100
Figure 4.31 An Example of User Testimony of Microsoft Office Course of ZenPro 101	
Figure 4.32 Example of Instagram Story Content of @zenproid.....	102
Figure 4.33 Followers Growth of ZenPro (Weekly)	103
Figure 4.34 Instagram Content Grid of ZenPro	105

LIST OF TABLES

	pages
Table 4.1 Segmentation Market of ZenPro: Geographic	85
Table 4.2 Segmentation Market of ZenPro: Demographic	85
Table 4.3 Segmentation Market of ZenPro: Psychographic	86
Table 4.4 Segmentation Market of ZenPro: Behavior	86



LIST OF ATTACHMENTS

ATTACHMENT A

Attachment A-1 Internship Guidance Monitoring Sheet	A-1
Attachment A-2 Internship Application Letter from UPH	A-2
Attachment A-3 Internship Acceptance Letter from PT Zona Edukasi Nusantara....	A-3
Attachment A-4 Intern Supervisor Guidance Monitoring Sheet.....	A-4
Attachment A-5 List of Internship Placement Information	A-13
Attachment A-6 Intern Performance Final Evaluation List	A-14
Attachment A-7 UPH Internship Program Questionnaire for Companies.....	A-15
Attachment A-8 Internship Program Questionnaire for Interns.....	A-16
Attachment A- 9 Certificate as Evidence of Completing the Internship for 640 Hours	A-17
Attachment A-10 Turnitin Plagiarism Report.....	A-18

