

ABSTRAK

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PERAN MEDIA SOSIAL INSTAGRAM TANGERANG HAWKS DALAM MEMASARKAN *SPORTS AND ENTERTAINMENT*

(xiii + 84 Halaman: 45 Gambar; 17 Lampiran)

Kata Kunci: *Digital Marketing, Sports and Entertainment*, Media Sosial, Instagram

Perkembangan teknologi komunikasi yang begitu pesat, khususnya pada media sosial. Media sosial bahkan kini sudah menjadi gaya hidup di setiap kalangan, baik individu, organisasi, perusahaan yang bergerak dalam bidang *sports and entertainment*. Salah satu jenis media sosial yang sering digunakan pada saat ini adalah Instagram. Media sosial Instagram berhasil berada di peringkat kedua *most-used social media platform* di Indonesia. Dengan hal tersebut membuka banyak peluang untuk sebuah perusahaan membranding, pemasaran dan mengembangkan bidangnya masing-masing.

Pemegang melaksanakan program magang di PT Persita Tangerang dan Tangerang Hawks selama 6 bulan. Pemegang ditempatkan di departemen *sales and marketing* dan *media officer* Tangerang Hawks. Adapun tujuan dari kegiatan magang adalah mengetahui serta mempraktekan peran seorang marketer dalam *digital marketing* di media sosial Instagram khususnya Tangerang Hawks dimana dapat menerapkan teori-teori yang sudah diajarkan selama proses pembelajaran di Universitas Pelita Harapan.

ABSTRACT

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THE ROLE OF SOCIAL MEDIA INSTAGRAM TANGERANG HAWKS IN MARKETING SPORTS AND ENTERTAINMENT

(xiii + 84 pages: 45 images; 17 attachment)

Keywords: Digital Marketing, Sports and Entertainment, social media, Instagram

Nowadays, the development of communication technology is growing rapidly, especially social media. Social media itself has become a lifestyle in many ways, for individuals, organizations, and companies that engages in the sports and entertainment industry. Instagram is one of the most famous social media lately, even it is ranked as the second most-used social media platform in Indonesia. As a matter of fact, this opens many opportunities for a company that engages in a sports and entertainment industry to develop,

The intern carries out an internship program at PT Persita Tangerang and Tangerang Hawks for 6 months and was placed in the sales and marketing department as well as a media officer at Tangerang Hawks. The goal of the internship is to expand the knowledge as a marketer and to learn more about marketing especially in a sports and entertainment industry as a media officer of Tangerang Hawks. By handling the social media Instagram of Tangerang Hawks, shows and improve the skills of the intern so that they could apply the theories they had learn in Pelita Harapan University.