

ABSTRAK

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PROSES PRODUKSI KONTEN MEDIA SOSIAL DALAM KOMUNIKASI PEMASARAN HOTEL “NITE & DAY RESIDENCE” ALAM SUTERA, TANGERANG SELATAN

(Xiii + 74 Halaman: 31 gambar; 11 lampiran)

Kata kunci : *Digital Marketing, Social Media Marketing, Instagram, Konten, Proses Produksi*

Memasuki perkembangan zaman di era digital seperti saat ini, hadirnya teknologi memudahkan masyarakat untuk mencari informasi, dan mengolah informasi, salah satu media yang sering digunakan oleh masyarakat saat ini adalah media sosial Instagram, dengan adanya media sosial Instagram membantu masyarakat mendapatkan informasi secara meluas dan praktis

Nite & Day Residence Alam Sutera adalah bagian dari *Milestone Pacific Hotel Group* (MPHG) yang merupakan sebuah group hotel yang sedang naik daun di industry perhotelan Indonesia, *Nite & Day Residence* Alam Sutera merupakan salah satu jasa pelayanan penginapan atau hotel dengan klasifikasi bintang tiga yang berlokasi di Alam Sutera Town Center (ASTC), hotel ini memiliki lokasi yang cukup strategis di Kawasan Alam Sutera.

Pemagang melaksanakan program magang di *Nite & Day Residence* Alam Sutera selama 4 bulan, pemagang ditempatkan di departemen *marketing* dan menjalankan tugas dibawah arahan tim *marketing*. Adapun tujuan magang ini adalah untuk mempelajari strategi komunikasi pemasaran yang dilakukan oleh *Nite & Day Residence* Alam Sutera serta menerapkan digital marketing di *Nite & Day Residence* Alam Sutera

Berdasarkan selama berjalannya kegiatan program magang dapat disimpulkan bahwa, divisi marketing sangat berperan penting dalam kegiatan pemasaran hotel *Nite & Day Residence* Alam Sutera, dimana pemagang sebagai content creator dapat terlibat langsung dalam proses produksi konten media sosial Instagram

Referensi : 29 (2012-2021).

ABSTRACT

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PRODUCTION PROCESS OF SOCIAL MEDIA CONTENT IN MARKETING COMMUNICATION HOTEL “NITE & DAY RESIDENCE” ALAM SUTERA, TANGERANG SELATAN

(Xiii + 74 Pages: 31 pictures; 11 attachments)

Keywords: Digital Marketing, Social Media Marketing, Instagram, Content, Production Process

The development of the era that has entered the digital era has made it easier for people to obtain information and process information, one of the media that is often used by society today is Instagram social media, with Instagram social media technology helping people get information. broad and practical

Nite & Day Residence Alam Sutera is part of the Milestone Pacific Hotel Group (MPHG) which is a hotel group that is currently on the rise in the Indonesian hospitality industry, Nite & Day Residence Alam Sutera is one of the lodging services or hotels with a three-star classification located in Alam Sutera Town Center (ASTC), this hotel has a strategic location in the Alam Sutera area.

Interns carry out an internship program at Nite & Day Residence Alam Sutera for 4 months, interns are placed in the marketing department and carry out tasks under the direction of the marketing team. The purpose of this internship is to learn the marketing communication strategies carried out by Nite & Day Residence Alam Sutera and implement digital marketing at Nite & Day Residence Alam Sutera

Based on the running of the internship program, it means that the marketing division plays an important role in the marketing activities of the Nite & Day Residence Alam Sutera hotel, where interns as content creators can be directly involved in the process of producing Instagram social media content.

Referensi : 29 (2012-2021).