

ABSTRAK

Amanda Theana (01041170071)

KEGIATAN MEDIA SOSIAL INSTAGRAM OLEH PT MEDIA WAVE INTERAKTIF DALAM UPAYA MEMBANGUN CITRA KLIENNYA

(ix+63 halaman: 28 gambar; 11 lampiran)

Kata kunci: Media Sosial, Instagram, Citra

Berkembangnya teknologi menyebabkan media sosial saat ini sangat banyak digunakan oleh masyarakat. Instagram merupakan salah satu jenis media sosial terpopuler saat ini. Banyak perusahaan menggunakan Instagram untuk meningkatkan citranya terlebih di tengah masa pandemi ini ketika banyak kegiatan dilaksanakan secara online. Termasuk PT Media Wave Interaktif yang memanfaatkan Instagram untuk membangun citra kliennya yaitu Mining Industry Indonesia (MIND ID). Sebagai *holding* industri pertambangan, realitas yang muncul di tengah masyarakat seringkali negatif. Instagram pun dimaksimalkan untuk membentuk realitas tambang yang positif sehingga bisa membangun citra perusahaan MIND ID lebih baik.

Selama menjalankan magang kurang lebih 4 bulan di divisi *Digital Strategic Communication* pada PT Media Wave Interaktif, aktivitas yang dilakukan pemegang meliputi pembuatan konten, pembuatan aktivasi digital, dan pembuatan laporan bulanan. Adapun setelah proses magang selesai, kesimpulan yang dapat diambil yaitu divisi *Digital Strategic Communication* mengambillangkah yang tepat dalam penggunaan Instagram dan manfaat dari Instagram itu sendiri ditemukan selama proses membangun citra MIND ID sebagai klien perusahaan.

Referensi: 20 (1966-2021)

ABSTRACT

Amanda Theana (01041170071)

INSTAGRAM SOCIAL MEDIA ACTIVITIES BY MEDIA WAVE INTERAKTIF IN AN EFFORT TO BUILD THE IMAGE OF ITS CLIENTS

(ix+63 pages: 28 pictures; 11 attachments)

Keywords: Social Media, Instagram, Image

The development of technology causes social media today is very much used by the public. Instagram is one of the most popular types of social media today. Many companies use Instagram to improve their image especially in the midst of this pandemic when many activities are carried out online. Including PT Media Wave Interaktif which utilizes Instagram to build the image of its clients, namely Mining Industry Indonesia (MIND ID). As a holding of Indonesian mining industry, the reality that emerges in society is often negative. Instagram was maximized to form a positive mining reality so that it can build a better image of MIND ID company.

During the internship for approximately 4 months in the Digital Strategic Communication division at PT Media Wave Interaktif, the activities carried out by the intern include content creation, digital activation creation, and monthly report generation. As for after the internship process is complete, the conclusion that can be drawn is that the Digital Strategic Communication division took the right steps in using Instagram and the benefits of Instagram itself were found during the process of building MIND ID's image as a corporate client.

References: 20 (1966-2021)

