

ABSTRAK

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AKTIVITAS SOSIAL MEDIA SPESIALIS ÜREKA CO. DALAM MEMBANGUN BRAND AWARENESS APLIKASI KEDAIMART LEWAT PENGGUNAAN INSTAGRAM

(xii + 143 halaman: 40 foto; 12 lampiran)

Kata kunci: *marketing public relations*, agensi digital, *copywriting*, Instagram

Di zaman ini, Internet dan media sosial telah menjadi begitu terjalin dalam kehidupan sehari-hari kebanyakan orang. Banyak orang termasuk perusahaan dan brand sama-sama memanfaatkan media sosial untuk memaksimalkan bisnis mereka, seperti untuk mendongkrak penjualan produk mereka. Oleh karena itu kebutuhan akan spesialis media sosial yang hebat meningkat dan juga dibutuhkan di banyak perusahaan saat ini. Sejak pandemi COVID-19 melanda dunia, pemanfaatan media sosial seperti Instagram menjadi lebih penting.

Sebagai spesialis media sosial di Üreka Co. pemegang bertanggung jawab atas beberapa tugas, seperti pengelolaan dan pemantauan akun media sosial, analisis data wawasan media sosial, pembuatan konten, *copywriting*, dan juga penelitian dan pengelolaan KOL media sosial. *Copywriter* sendiri merupakan peran yang sangat krusial dalam sebuah agensi digital. Hal ini disebabkan oleh *copywriter* memposting *copywriting* mereka untuk berbagai platform media sosial ke spanduk aplikasi dan pasar online. Sebagai agensi digital, Üreka Co. membantu membantu klien mereka dari aspek-aspek seperti *copywriting*, perencanaan konten, branding, manajemen media sosial, manajemen pemimpin opini utama, manajemen media digital multiplatform, manajemen E-commerce, dan terakhir desain kampanye.

Referensi: 1980-2021

ABSTRACT

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ÜREKA CO. SOCIAL MEDIA SPECIALIST ACTIVITIES IN BUILDING BRAND AWARENESS OF KEDAIMART APPLICATION THROUGH THE USE OF INSTAGRAM

(xii + 143 pages: 40 pictures; 12 appendices)

Keywords: marketing public relations, digital agency, copywriting, instagram

In this day and age, the Internet and social media have become so intertwined in the daily lives of most people. Many people including companies and brands alike utilise social media to maximise their business, such as to boost their product sales. Therefore the need for a great social media specialist is rising and also needed in many companies nowadays. Ever since the COVID-19 pandemic hit the world, utilising social media such as Instagram has never been more important.

As a social media specialist in Üreka Co. the intern was responsible for several tasks, such as social media accounts management and monitoring, social media insights data analysis, content creation, copywriting, and also social media KOL research and management. Copywriter/copywriting itself is a very crucial role in a digital agency. This is due to the fact that copywriters post their copywriting for various social media platforms to online application and marketplace banners. As a digital agency themselves, Üreka Co. helped assist their clients from aspects such as copywriting, content planning, branding, social media management, key opinion leaders management, multiplatform digital media management, E-commerce management, and lastly campaign design.

Reference: 1980-2021