

Social Media as a Tool for Content Marketing Strategy of Eduhouse Afterschool and Thrift Shop

A FINAL PROJECT REPORT



By

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20.J2.0016

ENGLISH STUDY PROGRAM

FACULTY OF LANGUAGE AND ARTS

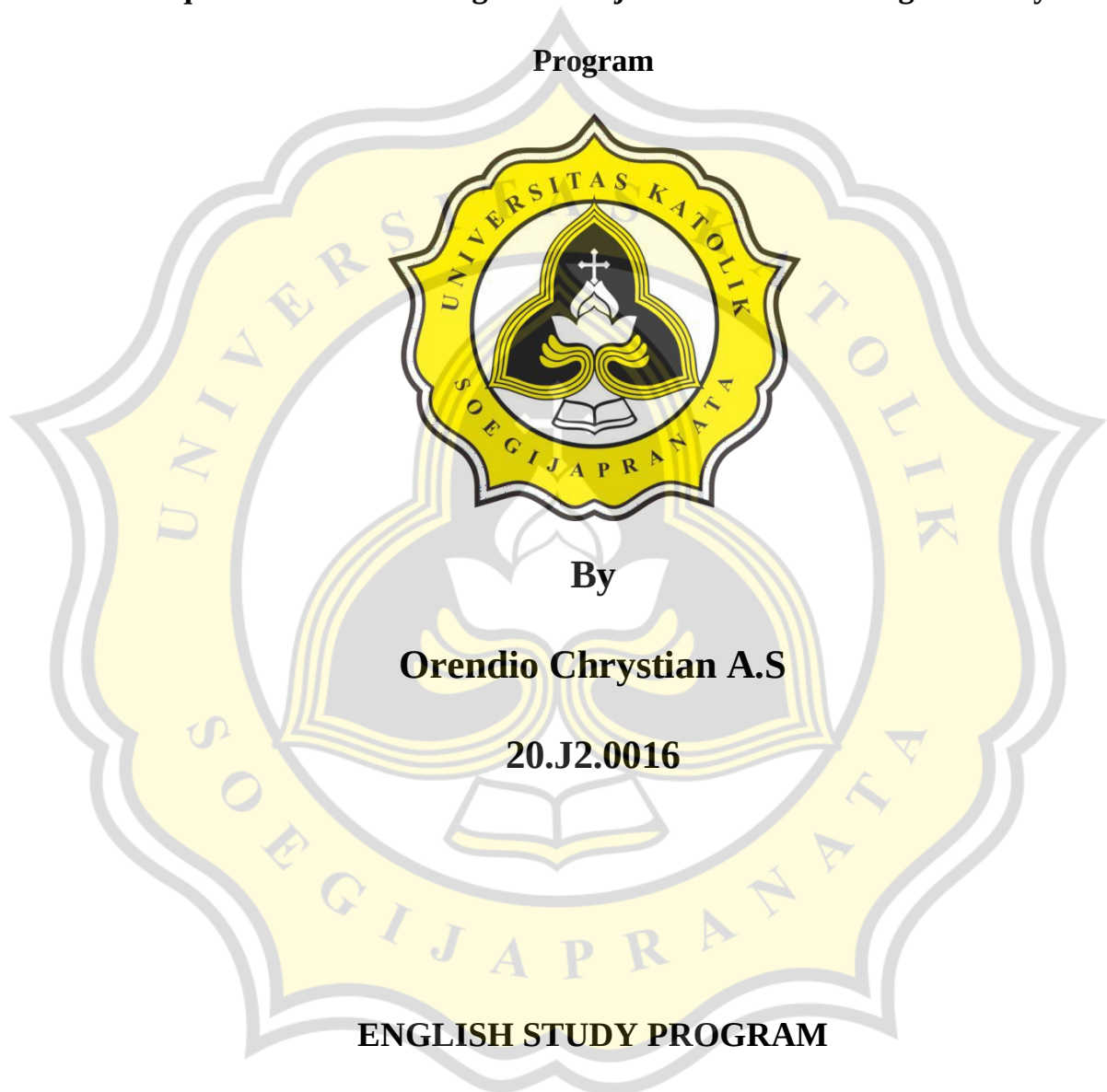
SOEGIJAPRANATA CATHOLIC UNIVERSITY

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**A Final Project Report Presented as a Partial Fulfilment for the
Requirements for the Degree of *Sarjana Sastra* in the English Study
Program**



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SUMMARY

This report details the internship experience at EduHouse Afterschool. Throughout the internship, various tasks were assigned to the intern, showcasing various responsibilities. Key tasks included managing the WhatsApp Business account by creating engaging posters, designing promotional materials, posting Instagram stories to promote the thrift shop, and creating interesting posters. Additionally, the intern contributed to other tasks that needed assistance. During the internship, one challenge encountered was task prioritization. At times, new tasks were assigned while the current task was still in progress, so that the responsibilities overlapped. To solve the problem, the intern communicated with the supervisor better. Overall, the internship at EduHouse Afterschool provided new insights about task management, communication, and practical application of creative and organizational skills in the work environment.



RINGKASAN

Laporan ini berisi tentang pengalaman magang intern di EduHouse Afterschool. Selama internship, berbagai tugas diberikan kepada peserta intern, yang menunjukkan berbagai tanggung jawab. Tugas utama termasuk mengelola akun WhatsApp Business dengan membuat poster yang menarik, mendesain materi promosi, memposting cerita Instagram untuk mempromosikan toko barang bekas, dan membuat poster yang menarik. Selain itu, peserta magang berkontribusi pada tugas-tugas lain yang membutuhkan bantuan. Selama magang, salah satu tantangan yang dihadapi adalah penentuan prioritas tugas. Kadang-kadang, tugas baru diberikan sementara tugas saat ini masih berlangsung, sehingga tanggung jawabnya tumpang tindih. Untuk mengatasi masalah tersebut, internal berkomunikasi dengan supervisor dengan lebih baik. Secara keseluruhan, magang di EduHouse Afterschool memberikan wawasan baru tentang manajemen tugas, komunikasi, dan penerapan praktis keterampilan kreatif dan organisasi di lingkungan kerja